SET THE SCOPE

ALPHABET SUPERSET

THE GAME

Make something every week for 26 weeks, around **26 topics** of your choice, each starting with a different letter of the **alphabet**.

While the topic changes weekly, **constraints** (set by you) keep the rest of your work **focused.**

THE AIM

Outwardly, the aim is to create a cohesive body of creative work, for both you and our world.

Inwardly, the aim is to push past your mental limits that stop you from reaching your potential.

PHASE 1

SET YOUR SCOPE
2 Weeks of Preparation

WEEK 1

MEDIUM CONSTRAINTS

STYLE CONSTRAINTS

OUTPUT CONSTRAINTS

THEME CONSTRAINTS

WEEK 2

PROCESS

SURGE BANK

FINAL CHECKS

ALPHABET
The A to Z of Topics, related to your Theme

A B C

PHASE 2

LETTER QUEST
26 Weeks of Projects
+4 Rest Weeks after E, I, O, U

TO BE DONE IN TANDEM WITH

BETTER QUEST
30 Weeks of Guided Growth

MEDIUM CONSTRAINTS

1. Core Medium
The type of art you make

If you had to explain the thing you make to your grandma, what would you say?

From here, express your answer as a category. This is your "Core Medium". Keep the language as simple as you can (even if it doesn't fully encapsulate what you do - no words are that good). For example:
• handmade jewellery
• tattoos
• make up artistry
• interview podcasts
• baking
• music production
• upcycled fashion

grandma: what is it that you do again?

CORE MEDIUM

2. Communication Medium
The way your art is packaged

How would you like to present your work online?

Your Core Medium might happen to be a Communication Medium like filmmaking, but if you make giant metal sculptures you'll need to pick a way that this gets translated online.
For example:
• video
• words + images
• microsites
• podcast

COMMUNICATION MEDIUM

STYLE CONSTRAINTS

What are they?

Style Constraints are a **set of aesthetic rules.**

Their purpose is to create cohesion between the pieces, so your individual pieces become far greater than the sum of their parts.

FOR EXAMPLE

Chaz Hutton (@instachaaz) draws funny comics about every day life... like a lot of people do. His work is brilliant, but its his **Style Constraints** that make it world class:

1: STICK FIGURES
While he is a great illustrator, instead of relying on this he chooses to draws stick figures. This forces him to craft better jokes, and overindex on his unique voice

2. POST-IT NOTES
Instead of drawing on paper, Chaz draws everything on **post-it notes.** This second Style Constraint took him from being **"just another comic guy"** to **"the post-it note guy"**

THOUGHT STARTERS

what tools, materials, instruments, sounds, canvases, colours, resources, footage, ingredients, or information will you use?

what things will you *not* use?

what's your version of the post-it note?

SET YOUR STYLE
5 AESTHETIC RULES FOR MY WORK

- -

WHY WE'RE DOING THIS

We want every piece to be **part of something bigger,** and the simplest way to clearly communicate that link to the world is with **clear stylistic motifs.**

People (myself *very much* included) **overthink** concepts like "unique writing style", "having a sound", "a look", "a tone of voice", or "a signature shooting style"...

And these ideas are real, but when they're presented as **amorphous X-factors,** it's easy to feel like having a "unique style" is **forever out of reach.**

So for this project, we're going to use clear definitions: **a set of stylistic constraints.** With these guidelines in place, and 26 pieces that follow them, a **"unique style"** will happen: **by accident on purpose.**

OUTPUT CONSTRAINTS

Output:
The tangible unit of the thing you want to make every week

KEY THINGS TO DEFINE
- What gets made?
- What gets uploaded?
- Quantity
- Size
- Additional Posting Requirements

OUTPUT REQUREMENTS
- The output can be made, from start (idea) to finish (post) within a typical busy week
- The output abides by your previous constraints
- No aspect of making it is beyond your control, like relying on an external "yes", luck, or sunny weather
- You are above 70% confident you can do it for 26 weeks (with 4 rest weeks after E, I, O, U)

OUTPUT UNIT EXAMPLES
- 1x 30 to 60s original song with simple video
- 1x A3 tattoo flash page posted as pics with WIPs
- 2x chocolate sculptures as 2x 15 second videos
- 1x bizarre history story as a 20 minute podcast
- 1x 10 minute doco as a YouTube video
- 5x photographs as a carousel + reel
- 1x flower arrangement in 1x 30s video
- 3x A4 posters as posts + prints

YOUR OUTPUT
in a typical busy week, i can start and finish the following project

WHAT **THING** WILL YOU MAKE **EVERY WEEK?**
using simple words, express this as:

QUANTITY: _ _ _ _ _ _ _
e.g. 1 per week

SIZE: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
e.g.: A3

UNIT OF ART: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
e.g.: tattoo flash page

HOW WILL YOU **POST** THIS **EVERY WEEK?**

FORMAT: _ _ _ _ _ _ _ _ _ _
e.g.: video

QUANTITY: _ _ _ _ _ _
e.g.: 1 per week

SIZE/SPECS: _ _ _ _ _ _ _ _ _ _
e.g.: 10 minutes, 4k

PLATFORMS: _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
e.g.: youtube

TIME + DAY _ _ _ _ _ _ _ _ _ _ _ _ _
e.g.: 11pm tuesday

ANY ADDITIONAL WORK REQUIRED:
TO CREATE THE POST, NOT THE ART
e.g.: editing, thumbnails
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

HOW LONG WILL THIS TAKE?
we'll talk scheduling later - this is just a **sense check**

THE *THING*
hours it takes
(rough guess)

_ _ _ _ _ _

double it:

_ _ _ _ _ _

THE *POST*
hours it takes
(rough guess)

_ _ _ _ _ _

double it:

_ _ _ _ _ _

FOR CLARITY, SUMMARISE THE MAIN STUFF IN A *SIMPLE EASY SENTENCE*

e.g.: every week, i will make & post a 60 second song as a video to tiktok, instagram, and youtube

*If you're **ambitious**, you might feel the urge to **plan BIG**... and there'll be room for that later - **I promise!** For now, plan for your **busiest self.***

THEME CONSTRAINTS

Your **Theme** is the broad category from which all your **Alphabetical Topics** are picked.

Consider your Body of Work The A to Z of this Theme

A THEME CAN TAKE MANY FORMS

Themes can be *literal categories*, like "*unsolved mysteries*".

Themes can be *lateral modifiers*, like "*things that are out of place*".

Themes can be even be a *mission statement*, like "*the hidden history of everyday things*"

The Aim of Your Theme:
What we want is for the 26 Topics our projects each explore to have a clear conceptual focus.

Natural Curiosity is Key
What are you drawn to and why? The best themes tap directly into your sense of wonder.

WHAT FASCINATES YOU?
Think about categories, concepts, ideas with endless rabbit hole potential, abstract motifs, Wikipedia Portals full of links you can't click fast enough

LIST 10+ POTENTIAL THEMES

EXAMPLES

obsolete technology

things that break the traditional rules of my medium

unlikely life advice from the dark web

music made without instruments

words that exist but never get used

weird history

MY THEME

3+ REASONS WHY I WANT TO EXPLORE IT

THEN PICK YOUR FAVOURITE

PRESSURE TEST THE ALPHABET
Pick 5 different letters, and list 1 to 3 topics starting with each of those letter, all relating to your theme. If any of them excite you, then your theme is good to go!

WHAT'S NEXT?

WEEK 1 DONE

MEDIUM CONSTRAINTS	STYLE CONSTRAINTS	OUTPUT CONSTRAINTS	THEME CONSTRAINTS

WEEK 2

PROCESS
HOW WHAT WHERE WHY WHO
setting a schedule + a plan

SURGE BANK
RIGGING THE METAGAME
preset inspiration for bad days

FINAL CHECKS
THE THANK YOU LETTER
a message to your future self