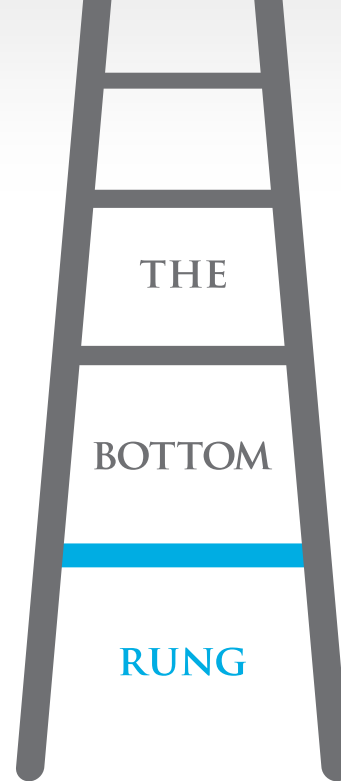
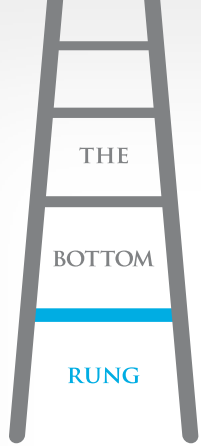


*A series on how to **begin & foster** a creative career.*



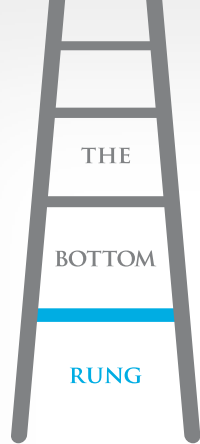
*Everyone has to start somewhere, and most often that starting place is the bottom. Sure, It's a long climb up, but it doesn't have to be an impossible ascent. The following tips, tactics and tales are not meant to make the journey easier but more enjoyable and deliberate. **Good luck friends.***



A. Introduction: *what you can expect.*

Since I am an art director and designer by trade, this little project will be most beneficial to those who are looking to grow in such a career. However, my hope is that other visual thinkers, problem solvers, writers, film-makers, illustrators, photographers, production artists and anyone else who is pursuing a creative career will be able to reap some helpful insights from the content, that as of right now – November 9, 2006 – hasn't even been written. My intent is to cover every major subject related to advancing in a creative career. This, of course, is an impossible goal (much like a lot of creative assignments) but it will help guide my efforts. There has already been a lot written on this subject, and I don't aim to duplicate so much as contribute to this existing canon.

Also, I do not intend to write this in some orderly or chronological fashion, as that would render this undertaking far less enjoyable for me. I am going to write (and have others contribute) only when a subject or issue comes to mind. So if you are following the process with me it might be a wild ride. No doubt you'll see errors, spelling mistakes and other inaccuracies galore. If you are reading this after completion (is such a thing possible?) it will be more organized and more carefully executed.



A. Introduction (cont.)

Keep in mind, there are no concrete rules in a creative field. Even if you see something like: “Rule No. 1” you might be better served by ignoring it. Now, I don’t foresee this ending up being a manual or an instruction booklet for success anyway, but more of a series of guideposts that will help you make conscious decisions about your profession and career. I have found that if you don’t make these decisions consciously, you either make them unconsciously or worse; the decisions are made for you. (Hey, that sounds like a good topic for a chapter!)

One more thing before we get started. I am in no way qualified to write this. You really should know that before beginning. There are people out there more qualified, more recognized, more educated, more experienced, more eloquent, more talented, more savvy, more inspirational and much more visible than I am; and again, some have written volumes about this very same topic. *I am in no way offering myself up as some guru or expert.* What I do offer is the fact that I am currently in the same struggle for a more rewarding creative career that you are. True, I have already learned a ton, but I am still learning and hope to share some of this insight while the wounds are still fresh and the victories still sweet. I hope you are inspired and rewarded for whatever time you spend thinking about the topics to come.

– JJ

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If you would like
to contribute a subject or
chapter please submit
such things directly to me,
by [clicking here](#).

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