Define and Ideate

Painting a future of learning

Becky Miller

Marie Chu

Leyth Toubassy

David Castro

SLEEPY SLOTHS

# Narrowing the Domain
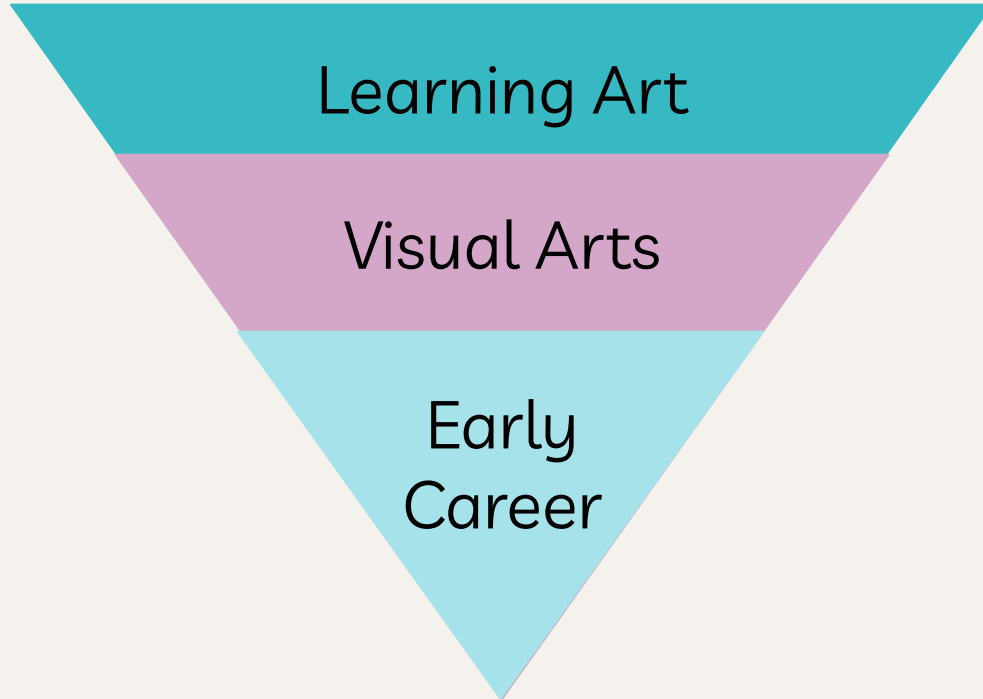
"Learning Visual Art as a Young Adult"

RECAP OF LAST WEEK
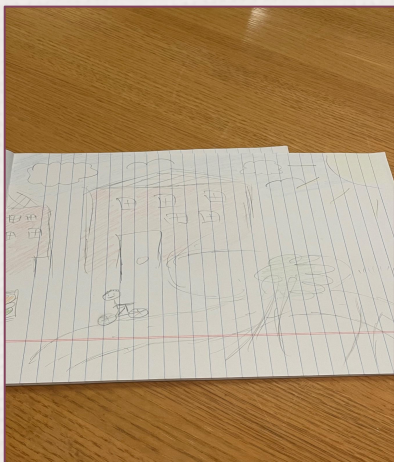
Sean
PM Intern @ Tesla
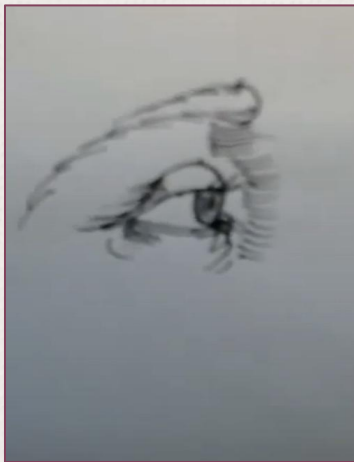
Justin
SWE @ Salesforce

Eric
SWE @ Meta

Participants of the Week

Ally

Ex-SDE
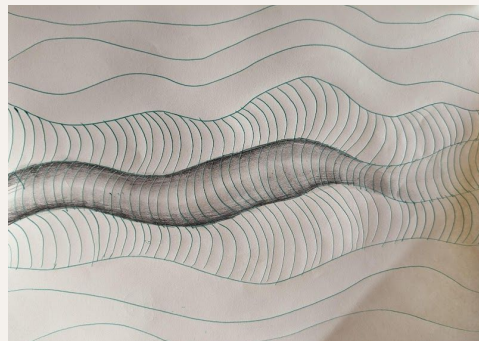
April

High School Art Teacher

Ally

"I always liked doodling"

"Unless it [art project] is done nobody can look at it"

"I'm a massive introvert and art is my relaxing period of time and sometimes I don't want to share that with another person"

LEARNINGS

- Unpaced learning of rigorous drawings can lead to burnout
- Enjoyed painting and drawing alone as it was their "relaxing" time but prefers doing pottery with others.
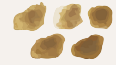
April

"My grandma liked painting flowers and animals and I did a lot of arts and crafts with her."

"Art is a confidence booster and makes me feel beautiful"

"Art to me means: color, magic, and beauty. It is intentionally bringing attention to something"

Learnings

- Love for art was innate
- Art vision was separate from the technical skills
- Student's always copied references because they wanted something "good"

POV's THAT DIDN'T MAKE THE CUT

Povs

We Met...

Justin, a recent grad working as a Software Engineer at Salesforce. Over the pandemic he started art seriously

We were surprised to notice...

he had a difficult time learning art when there are so many resources available online

WE wonder if this means ...

he felt overwhelmed by all the resources and didn't know where to start

It would be game-changing to...

gather a condensed set of resources for beginners who are interested in learning art
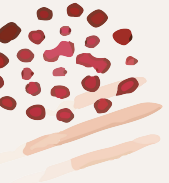
Povs

We Met...

Eric, a software developer in his early twenties who did some drawing and painting in middle school but is more involved with music

We were surprised to notice...

he is proud of things he works hard on, but enjoys mediums that come to him more easily

WE wonder if this means ...

he feels frustrated when progress isn't visible in the learning process

It would be game-changing to...

make the process of learning art engaging and fulfilling for Eric
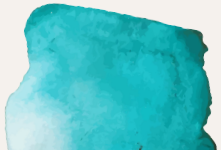
POVS

We met ...

Ally who has always been passionate about art, self-learning multiple mediums to express herself starting with drawing

We were surprised to Notice ...

although she enjoys art so much, she doesn't remember pieces that she's done or any pieces that she's particularly proud of

We wonder if that means ...

she's just unwilling to share her work with others because she doesn't want to be judged on it if she thinks one of her works are good but others don't

It would be game changing ...

provide Ally with a way to share her are and receive feedback on it in a positive manner

Final Pov #1 ⭐

We Met...

Sean who is currently a student studying computer science at Seattle University. He appears to be apathetic towards art.

We were surprised to notice...

that despite coming from an artistic family and enjoying doing art with others, he doesn't consider art a priority and thinks its a waste of time.

WE wonder if this means ...

he feels inferior to his family members in terms of his artistic skills which causes him to have a negative attitude towards learning art.

It would be game-changing to...

give Sean a safe space to learn and enjoy art without comparing his work with others

How might we ...

HMW make others appear less judgemental about people's art

HMW m... people m... confident working ... others wh... "better...

HMW make

HMW make

HMW make art feel more rewarding to all participating parties.

HMW give people superpowers to instantly be good at art

HMW ... a nee... fo...

HMW make the the process of art more about spending time with others rather than who's better

HMW make art promote mental health/ buiild confidence.

HMW make art feedback more constructive rather than harmful.

HMW ensure people never see each other's artwork

HMW make the the process of art more about spending time with others rather than who's better

other people around Sean

Sean in isolation

...ake ...ive community

HMW make those around Sean worse at art

Experience Prototype #1

Solution:
Have a game where people try to draw as badly as they can.

Key Assumption:
People will be able to enjoy the process more and the company of who they're drawing with as they don't feel the innate pressure to draw well.

Design #1

Task:
- Draw the best you can for 5 mins (with a shared prompt)
- Draw badly for 5 mins (with a shared prompt)

Participants:

Austin

Stanford PhD (age 23)
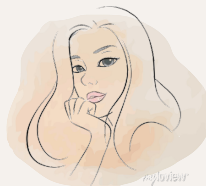
Angela

Meta SWE (age 25)

Draw The Best you can
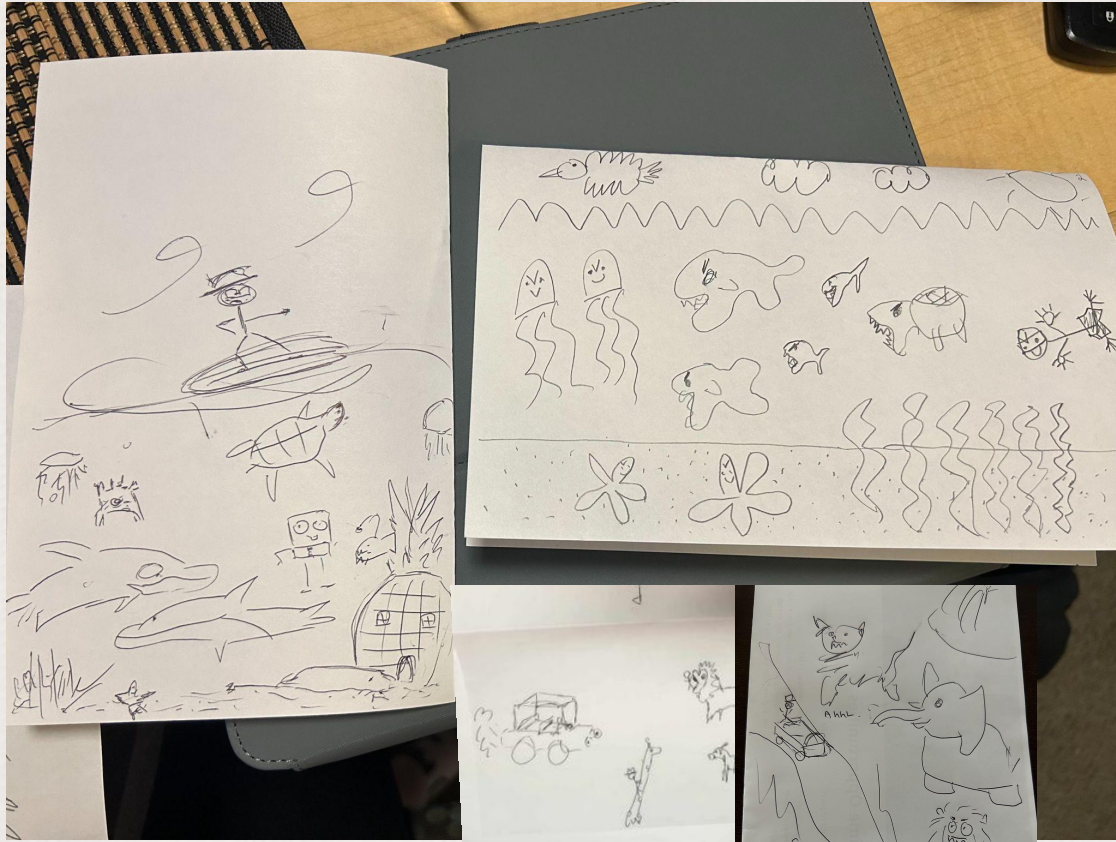
Draw The Worst you can

Key findings #1

**What worked:**
- People felt less "judged" for their drawing when given the "bad prompt"
- People enjoyed drawing with others
- Without the pressure to draw well, people drew whatever was on their mind

What didn't work:
- Depending on the person's personality trying to draw badly either made them feel hindered or more expressive.
- People's behavior changes depending on how familiar they are with the person they're drawing with – with strangers they prefer the "drawing badly" prompt
- Preferred having a piece that looked good and they were proud of

Key Findings:
- When people feel held back in some way, it's harder for them to enjoy the drawing process
- Sharing the experience of drawing with others is fun
- People experience different levels of pressure to draw well depending on how high the stakes are

Final Pov # 2 ⭐

We Met...

Justin, who picked up art during the pandemic when he was bored and alone at home. He continued to learn art and now takes online art classes in addition to his full-time job.

We were surprised to notice...

he believes the community and structure of art school is more important than the content, but he doesn't interact with his peers and would rather draw.

We wonder if this means ...

academic pressure to complete his homework forces him to view interactions with his peers as a waste of time when he needs to be more "productive" to complete his homework.

It would be game-changing to...

allow people to learn art while also emphasizing the interaction with other artists.

How might we ...

HMW make art schools have less of an emphasis on content

HMW make art more inclusive to marginalized communities.

HMW remove

HMW make interacting with peers feel more rewarding and productive

HMW prevent people from drawing unless they have interacted with their peer

HMW make interacting with others into a form of art

HMW make the process of learning art more autonomous

Experience Prototype #2

Solution:
Have people draw together to create a single piece of art.

Key Assumption:
Leveraging the minds of different individuals can lead to more ideas and better results.

DESIGN #2

Task:
- Draw something by yourself
- Draw something on the same paper with another person

Participants:

Austin
Stanford Matsci PhD (age 23)
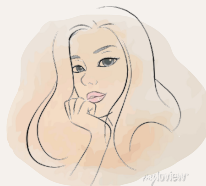
Leslie
Stanford Student (age 20)
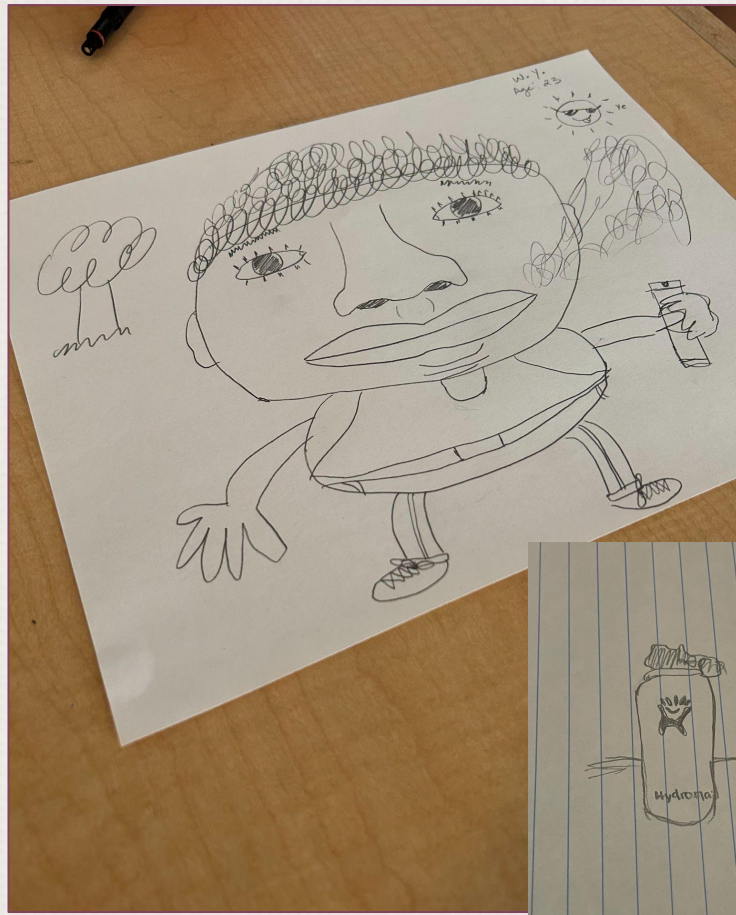
DRAW SOMETHING BY YOURSELF...
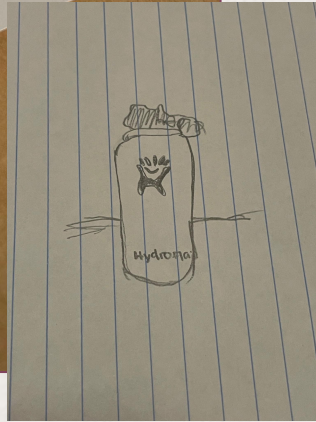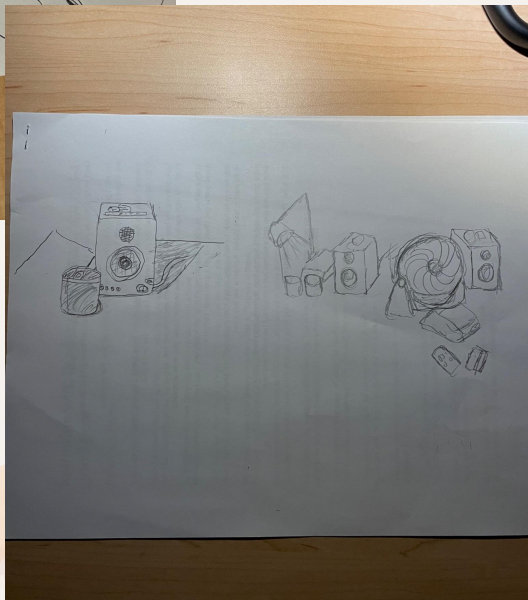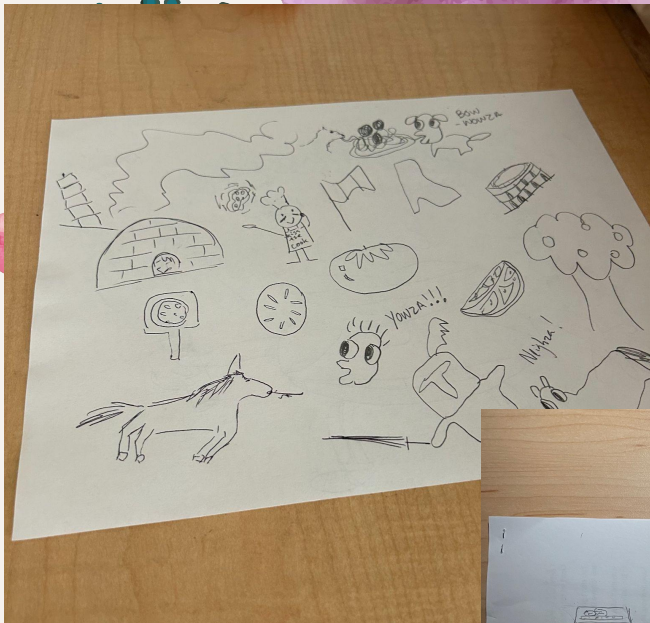
Draw something with someone else...

Key findings #2

What worked:
- Easier to generate ideas of what to draw
- Piggyback off of others ideas
- People enjoyed drawing with others

What didn't work:
- Level of enjoyment depends on how well they know the other party
- Difficult to draw together on the same paper
- Depending on artistic ability some felt discouraged to draw.

Key Findings:
- Drawing with others allows people to generate more ideas in a faster period of time and step outside the box.
- People enjoy drawing with others

Final POV #3 ⭐

We met …

April who is a high school art teacher in San Francisco. It is her first year teaching. Art has been a key part of improving her mental health, and feeling comfortable in her own skin.

We were surprised to Notice …

that she developed her ability to artistically express herself in parallel with her technical artistic abilities. However her students struggle with this and often only focus on technique.

We wonder if that means …

new artist's lack of technical skill is a barrier to them experiencing deep meaning and motivation in their drawings

It would be game changing …

help artists create their artistic vision without relying on purely technical skills

HOW MIGHT WE ...

HMW help artists create art with only their minds

HMW make

HMW lower the bar

HMW separate artistic vision from technique

HMW streamline and expedite the process of making art

HMW make artistic vision in drawing more like choosing an outfit

HMW exis to he ar

HMW make art more about oneself

HMW
let people
produce art easily
and quickly while
giving creative
agency?

HMW make technical skills super easy to aquire

HMW make lack of artistic ability less important

HMW make the development of expression and technique effortless

ke te er

HMW make snapchat filters art

Experience Prototype #3

Solution:

Have participants rearrange printed out shapes and images into some art form
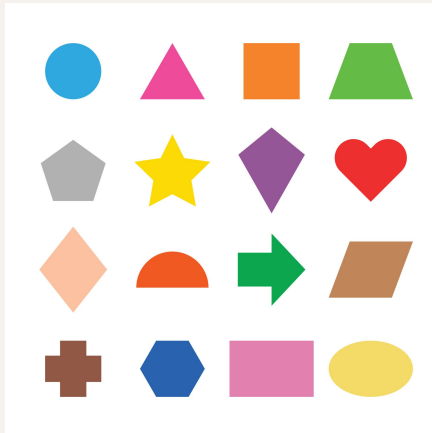
Key Assumption:

Drawing components of a piece takes a lot of mental concentration and capacity, limiting creative outlet. The easy of moving shapes around frees up creativity.

DESIGN #3

Task:
- create "a creature" from provided components

Participants:

Dora

Stanford Undergraduate Student
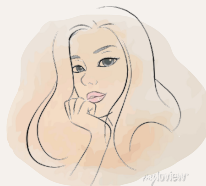
Terry

Stanford Undergraduate Student
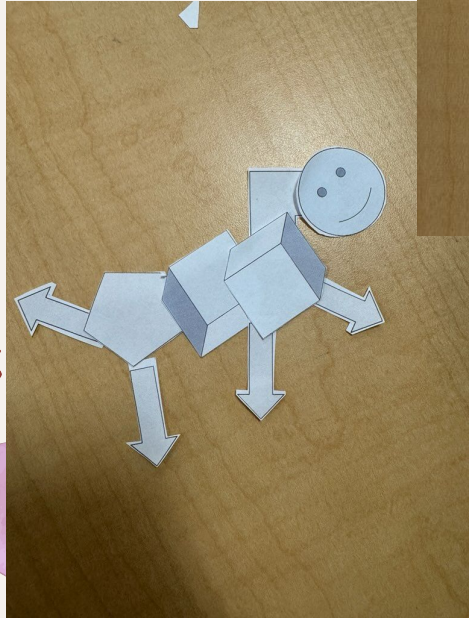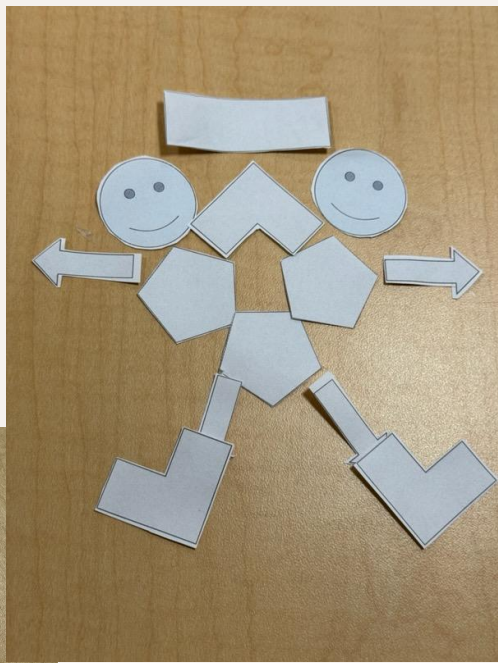
Caterpillar and Gerald

Here are two of the "creatures" made by our participants.

Key findings #3

What worked:
- Participants said they "actually" had fun.
- No stress caused by needing to draw "well"
- Making the creatures was a fast and iterative process, could rearrange as they went

What didn't work:
- Artistic fidelity was low
- Process was so fast that it wouldn't make for very long term projects

Key Findings:
- Introducing this "cap" to artistic fidelity allowed people to not stress since their piece would look silly anyways
- People were able to make a finished piece very quickly, and had fun talking about their work and the choices they made.

What's Next

What solutions move forward?

An app that allows you to connect with your peers to learn art vision and skills. Collaborative functions will exist that allow you to share canvases and work together to unlock new art skills.

What are the ethical implications of this solution?

Could be leaving out people in more marginalized communities that don't have access to this technology and lead to more social stratification

Who does it serve? Who does it leave out?

Serving early age individuals who are interested in drawing

Leaves out people interested in drawing more traditionally with pencil and paper – there could possibly be two "modes" to deal with this.

THANKS!

Appendix

HMW MAKE THE THE PROCESS OF ART MORE ABOUT SPENDING TIME WITH OTHERS RATHER THAN WHO'S BETTER?

have a device that shields people's drawings from each other

create a device that allows people to match each other's skill level with a sample picture

Have an app that rewards you for adding to your drawing.

Have a game where people compete for who has the worst drawing

allow people to unlock drawing material when they learn about their drawing buddy

Create an interactive drawing that requires two people to work together to complete

draw things about each others lives

have people switch drawings every minute to create drawings together

have people wear AR glasses that makes the other person's drawing look the same as theirs

create a vitamin booster that boosts everyone's self esteem when drawing

have an app that lets people draw items to unlock questions to ask about others lives

app where each minute you spend with the other person unlocks art skills that you can learn and use

Each minute you spend with the other person trades into queries you can use for AI art generation

HMW MAKE INTERACTING WITH PEERS FEEL MORE REWARDING AND PRODUCTIVE?

have each assignment incorporate one item from your peers feedback

Create todo lists of people to interact with that you can check off

Make the drawing assignments be something about your peers life

Make a game where one artist draws something and then the other has to make art from that.

Make a community sketchbook with your peers

create space/platform where artists can share their work and progress.

sketching telephone

Have a game where you can only move your pencil where your partner tells you to

suggest a prompt where both people have to draw the item without looking at the others

have people draw together to create a single piece of art

drawing competition games - draw a thing with one fewer stroke each time, or with a more and more limited set of shapes

have a bank of positive feedback that is randomly drawn from

have indicators for chat channels on how productive you want conversations to be

fun and interactive quiz about peers to earn credit on assignments

have a forum to get feedback and tips from peers about drawing skills you're struggling to learn

Make a reward system for people who interact with the most peers

filter for only positive feedback

get famous artists to give positive feedback as a morale boost

some kind of Pictionary situation

match people with others of similar skill level and create sudo-competitive atmosphere

have people put what kind of feedback they are looking for, positive or critisism

HMW MAKE THE THE PROCESS OF ART MORE ABOUT CREATIVE EXPRESSION THAN LEARNING TECHNIQUES?