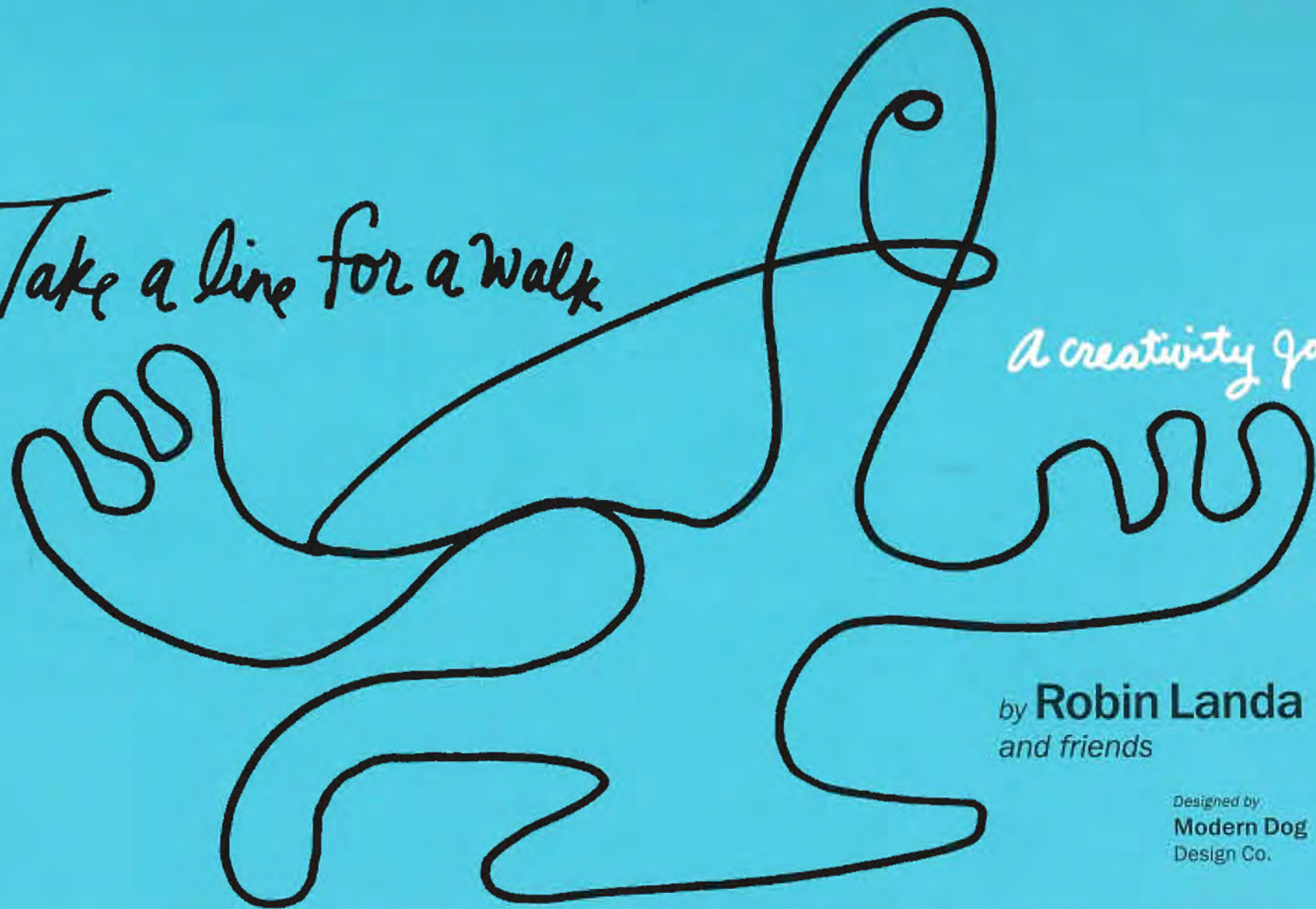


Take a line for a walk

A creativity journal

by **Robin Landa**
and friends

Designed by
Modern Dog
Design Co.



“Play becomes joy, joy becomes work, work becomes play.”

—Johannes Itten

PREFACE

Whether you take a line for a walk, turn a coffee ring into another image, or map a geography of hope—visual art making and using your imagination enhances your whole mind. Consider this journal your creativity coach or personal exploratory zone sans pressure—think of it any way that works—for your creative prowess will be buoyed, and you will be further introduced to your own imagination. Whatever the circumstances—if you’re on summer break or you’re out of school, when you’re away from teachers, this journal will allow you to keep your creativity flowing.

This journal is your dedicated space composed of varied *prompts*, which will cue you to respond—to sketch/design/conceive/write/muse—to do whatever the prompt calls for, offering a *unique space* for you to visually free-associate, a space to play in new ways, to think with a pencil in hand, by inventing, imagining, and thinking creatively, to avoid becoming trapped in routine. Unlike a completely blank journal, this one cues you, in the same way acting and creative writing coaches use prompts. The prompts are deliberately varied; to address different ways of thinking and creating, I asked remarkable people with different expertise to contribute prompts. Some are purely conceptual, many visual, some about storytelling, as well as other aspects of life—all of

these *creative exercises* are meant to foster good stuff. *This is a safe place not to play it safe.* Try things you wouldn’t ordinarily. Historically, teachers have employed various exercises to allow students to make discoveries through artistic activity—Peter Behrens at the Dusseldorf *Kunstgewerbeschule*, instructors at the Inkhuk (Institut Khudozhestvennoy Kultura) in Russia, and Johannes Itten and László Moholy-Nagy at the Bauhaus, among many others.

Use this journal as you like, in any order. Carry it with you to a café or park bench. *Respond to the prompts with images or in writing or both.* Do one a day or use whenever you are compelled or stuck. The more you conceive and sketch, the more your thinking evolves, and, thus so do the images and ideas you conceive and realize.

A journal—a personal staple for artists, designers, writers, actors, and musicians—now becomes a vital analog companion to digital activities! I hope you find joy in these pages, for as philosopher Martin Buber wrote, “Play is the exultation of the possible.”

PROJECTS

Project I: **Rick Valicenti** / 3st

Project II: **Gail Rubini**, Design/Art, Professor and Director of the BFA Program in Design, Florida State University

Project III: **Michael Bierut**, Partner, Pentagram

Project IV: **Steven Brower**, Graphic Designer, Author

Project V: **Jake Nickell**, Founder, Threadless.com

Project VI: **Bruce Stanley**, Creative Director and Graphic Design Coordinator at Nossi College of Art, Nashville

Project VII: **Gail Rubini**, Design/Art, Professor and Director of the BFA Program in Design, Florida State University

Project VIII: **Jessica Helfand**, Senior Critic, Yale School of Art

Project IX: **Jonathan Poore**, Poore & Co.

PROMPTS

1. Stefan Sagmeister, *Sagmeister Inc.*
3. Rafael Fajardo, *Designer and Professor at the University of Denver*
4. Julia Nevárez, *Ph.D., Environmental Psychology, Sociology & Anthropology Department, Kean University*
5. Rose Gonnella, *Professor and Executive Director of the Robert Busch School of Design at Kean University*
6. Josh Teixeira, *Associate Director of Strategy, Big Spaceship*
7. Hayley Gruenspan, *Aspiring Writer*
9. Deborah Morrison, *Ph.D., Chambers Distinguished Professor of Advertising, University of Oregon, School of Journalism and Communication, Advertising and Brand Development*
11. Jeffrey H. Toney, *Ph.D., Dean, College of Natural, Applied and Health Sciences, Kean University*
13. William Drenttel, *Winterhouse*
14. Steven Doloff, *Ph.D., Professor, Pratt Institute*
17. Suzanne Bousquet, *Ph.D., Cognitive Psychology, School of Psychology, Kean University*
19. Kevin Roberts, *Saatchi & Saatchi Worldwide CEO*
21. Jeanne Brasile, *Curator*
22. Stefan G. Bucher, *dailymonster.com*
23. Michael Thibodeau, *Graphic Designer*
24. Susan S. Lederman, *Ph.D., Political Scientist, Kean University*
26. Eric Silver, *Chief Creative Officer, Partner, Amalgamated*
28. Joseph Konopka, *Environmental Designer*
31. Roxie Munro, *Artist*
32. Phillip Buntin, *Professor of Art, Kent State University*

33. Richard L. Nochimson, *Ph.D., Professor of English, Yeshiva University*
35. Sean Trapani, *Professor of Advertising, SCAD*
36. Josh Palgi, *Ph.D., Professor, Physical Education Recreation and Health, Kean University*
38. Caroline Kohles, *Nia Black Belt and Education Trainer*
40. Crystal R. Davenport, *M.F.A., cdavenport-design.com*
42. Eitan Grinspun, *Ph.D., Associate Professor of Computer Science, Columbia University in the City of New York*
44. Paul Renner, *Creative Director, Anomaly NYC*
46. Matthew Halper, *D.M.A., Composer, Professor of Music, Kean University*
48. Oscar Fernández, *Associate Professor, School of Design, University of Cincinnati*
51. Anke Loh, *Fashion Designer, Assistant Professor, The School of the Art Institute of Chicago; Gabriele Wilpers, Artist*
53. Neeti Kapadia, *Art Director*
54. Jurek Wajdowicz, *Emerson, Wajdowicz Studios*
56. Dr. Sangeet Singh-Gasson, *Cross-Disciplinary Leader*
58. Bart Crosby, *Crosby Associates*
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67. Frank Holahan, *Attorney at Law*
69. Liz Blazer, *Artist, Animator*
72. Anelle Miller, *Director, Society of Illustrators*
73. Mat Zucker, *Chief Creative Officer, OgilvyOne Worldwide, New York*
74. Ilene Strizver, *The Type Studio*
75. Greg Leshé, *Interdisciplinary Artist*
76. Jill Bellinson, *Ph.D., Psychologist*
78. Jennifer E. Daro, *Professional Services Specialist, Kean University*
79. Michael Balogh, *M.D., Psychiatry*
82. Brandie Knox, *Creative Director, BK² Visual Communication*
85. Jaime Lynn Pescia, *Art and Director, Designer and Educator*
87. Marie Segal, *Ed.D., Professor, Kean University*
89. Christina Cucco, *Graphic Designer, Alumna of the Robert Busch School of Design at Kean University*
90. Bob Mitchell, *Novelist*
91. Jessalyn R. Lambert, *Graphic Designer, Alumna of the Robert Busch School of Design at Kean University*



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