



Creative Development for the Studio Artisan

Developing an Artistic Identity © Michael David Sturlin

Visiting Artist Workshop
BeadFX, Toronto, Ontario
October 18, 2012



Under the guidance of an award winning goldsmith and jewelry designer, students will learn to harness and direct their creative energy in a purposeful and expressive way.

One of the challenges facing the emerging artist is developing a sense of an individual style and a recognizable artistic identity. This two-fold emergence is essential for the creation of truly original work.

Developing an individual style is a gradual process. It happens over time and emerges through sustained periods of dedicated activity. It is the evolution of personal expression. This developmental evolution can be effectively accelerated by applying a systematic approach to the process of design.

Using a systematic approach provides a strategy to take design ideas all the way through from beginning concepts to completed work. Understanding this system and applying this process repeatedly in a reliable and purposeful fashion leads to the increasing development of an individual style.

Artistic identity starts with recognition that the process of making original work is also an evolution. This evolution begins with developing self-awareness. Cultivating an authentic and recognizable artistic identity evolves from a process of introspection directed outwards as a creative expression.

Developing individual style and artistic identity assists us in creating a cohesive body of work with recognizable features and identifiable characteristics. We accomplish this with a twofold approach; group exploration as an outer view, and individual exploration as an inner view.

Students should bring the following materials:

images of past and current work including:
photographs of finished items
drawings and sketches of intended designs and works in progress
a few samples of completed jewelry (not more than 7 items)

art materials and drawing supplies:
white copy paper, sketch pad, pencils, colored pencils
markers, pens, tracing paper, ruler, compass