

# ASSIGNMENT ONE

You have to know your destination before you take off.

That's why we're starting with the end result: to avoid walking in circles with your style decisions later in the class.

**So let's set your personal destination! Because you're going to walk a straight line -- the quickest path to your art goals.**

Don't worry about what it will look like yet. The visual style is determined by your goals, not the other way around. Goals come first.

**To determine your goals, write five opportunities, people, or projects you want to attract with your art.**

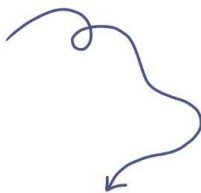
**(example: I want to illustrate a philosophy textbook)**

**(example: I want to collab with SR Freeman)**

**(example: I want to have an audience of punks/goths)**

Don't be vague, such as "I want to travel the world with my art" because ANY type of artist can do that and it's so broad that it doesn't lead you in any direction. Instead write, "I want to create and show art in the Czech Republic" so you have something specific to aim at. It lends a follow up question: what type of art is popular in the Czech Republic? And you can go from there.

What end results do you wish to have?



## 5 OPPORTUNITIES, PEOPLE OR PROJECTS I'M ATTRACTING WITH MY ART:

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Great! Save this assignment for later and feel free to show off your goals by sending your list to [acupofcloudy@gmail.com](mailto:acupofcloudy@gmail.com)