

EBOOK

A large, expressive black brushstroke with visible texture and white highlights, set against a light gray background. The text '28 TO MAKE' is centered within this stroke.

28 TO MAKE

DAILY
CREATIVE
PROJECT
GUIDE

INTRO

YOU CAN SEE THE
PROJECT VIDEOS FOR
ALL 28 DAYS HERE:

We often lapse into unproductive habits because we don't know what else to do. Even for creative professionals, the daily grind can get the best of us and, before you know it, we can't remember the last time we made something that was truly inspired. The team at CreativeLive felt like this would be a good time to put a stake in the ground and commit to getting back in the habit of making cool stuff again – and we want you to join us.

WHAT IS 28 TO MAKE?

28 to Make is a free 28-day series of habit-forming creative exercises designed to help you get back in the habit of making cool stuff. It features 28 short prompts from some of the best designers, illustrators, typographers, and all-around makers we know.

HOW DOES IT WORK?

Make! The projects can all be completed in 20 minutes, but you can take as long as you like. Also – do it your way. If the project calls for a drawing, but you've got some modeling clay on hand, feel free to sculpt instead.

Share what you made with the world on Instagram using #28toMake. We really want to see what you come up with, and we're not alone.

WHAT KINDS OF CREATIVE EXERCISES?

There's a pretty wide range of creative exercises included in 28 to Make, and we don't want to give them all away just yet, but we can tell you there will be drawing, hand lettering, tangram-ing, postcard-making, people watching and more.

WHY 28 DAYS?

It takes 28 days (more or less) to make or break a habit. Also, it feels like an attainable yet substantial amount of time for a commitment.

WHY 28 MINUTES?

Because it's small enough to work into almost any schedule and it rhymes with "28."

IS 28 TO MAKE FOR ME?

Yes! It's been gently optimized for designers, illustrators, and typographers, but it's for anyone who wants give traction to their desire to create. These creative exercises are great for crafters, kids, entrepreneurs, butchers, bakers, and candlestick makers.

INSTRUCTORS



KATE BINGAMAN-BURT

Kate Bingaman-Burt makes work about the things we buy and the feelings we feel. Her dual roles as commercial illustrator, full-time educator, and project-based artist overlap inform an intricate creative practice. She is the Associate Director of the School of Art+Design at Portland State University and an Associate Professor of Graphic Design. Her role as both leader and collaborator with her students is an integral part of her creative practice.



RYAN PUTNAM

Putnam's approach to his work is fun, personal, and always forward-looking. His goal is to combine craft functionality with fine art integrity and the exacting principles of design. What he begins with his pencil and moleskine, he brings to life in forms ranging from letterpress to musical instruments, textiles to stickers, logos to coffee cups. When he is not crafting, he can be seen trekking across the woods with his son Cyan on his back and wife at his side.



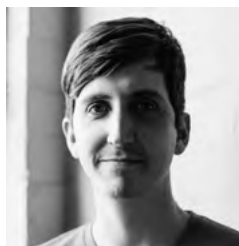
ERIK MARINOVICH

Erik Marinovich is a San Francisco based lettering artist and designer, and is a co-founder of Friends of Type. Since 2009 he has drawn letters, logos and type for nice folks like: Nike, Target, Google, Hilton, Facebook, Sonos, Sharpie, The Criterion Collection, Air Canada, Gap, Ford Motor Company. In 2012 he co-founded Title Case, a creative work space that conducts workshops and lectures.



LARA MCCORMICK

Lara McCormick is a nationally recognized designer and educator, and currently Head of Design Education at CreativeLive in San Francisco. She is the author of 'Playing with Type: 50 Graphic Experiments for Exploring Typographic Design Principles' published by Rockport Press.



BROOKS CHAMBERS


Brooks Chambers is an excitable design advocate, writer, and marketer at CreativeLive, where he inspires the design community. He really likes breakfast food, denim shirts, and building forts with his wife at their home in San Francisco.

A large, stylized yellow graphic element resembling a thick, irregular 'L' shape or a corner bracket, positioned in the top-left corner of the page.

WEEK ONE

**WITH
KATE BINGAMAN-BURT**

Celebrate everyday objects by drawing them. Kate's endearing style will inspire you to take in your surroundings in a whole new light.

A small, solid yellow horizontal rectangular bar located at the bottom left of the page.

1 / DRAW YOUR BEVERAGE

To start things off, Kate Bingaman-Burt is going to have you draw whatever you happen to be drinking. If you're attempting this in the morning, we really hope this is coffee. This is a wonderful go-to mini-project that you can do whenever you have a few minutes of down time. Have some fun with it; feel free to include details like how many drinks you've had that day or who you were with when you were drinking it. Do you use the same cup most of the time? Maybe let that take center stage.



@lucasarichter

WHAT'S YOUR
BEVERAGE
OF CHOICE?



2 / DRAW A HOUSEPLANT

Spend a few minutes drawing one of your leafy housemates. A simple portrait is a nice way to say “Thanks for all that oxygen you exhaled, little buddy.” Maybe include some notes about when/how you got this plant. Don’t feel like you have to perfectly draw every single leaf. Notice the plant’s personality, story and context, not just its appearance. What sort of movement do its leaves and stems exhibit as they sprout and grow? Are they kinda exploding out of the pot or is it more like they’re flowing out and down to the table?

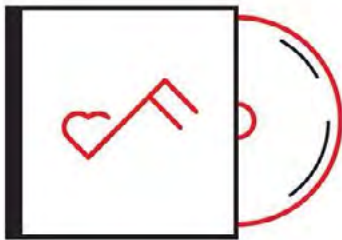


@nbee_sarah



3 / DRAW YOUR FAVORITE ALBUM ART

Try drawing the cover from one of your favorite CD's, LP's, or Cassettes. Most of us have memories that map to different songs, artists, and albums (even if we haven't purchased a physical copy in a few years). Share your drawing with someone who shares that musical memory with you. One great thing about this exercise is that you get to learn from another artist (namely, the one who designed the album art you're drawing). As you're drawing, pay attention to all the decisions the artist made. How did they put the frame together? What did they include or exclude from the composition that surprised you? Bonus: since most album art includes typography, this is a great chance to draw a new typeface for the first time.



@hearye_imgrateful



4 / DRAW WHAT'S IN YOUR BAG

Grab your backpack, purse, or fanny pack and lay it all out there – time to doodle what's in your caboodle. This is a great exercise in rediscovery of the mundane. You'll be drawing some of the things that you interact with more than any other things on the planet. Let that sink in as you lovingly follow the contours of that Altoids tin. This project will give you a chance to represent lots of different textures, colors, and forms. Don't confine yourself to any particular scale or hierarchy. Maybe try drawing the items largest to smallest in order of which you use most (perhaps that hand sanitizer is actually triple the size of your umbrella), or arrange them chronologically – in what order do you normally use them in a day? You can draw as many or as few things from your bag as you like, just have fun



@emilyrodg



5 / DRAW A RECEIPT

Our day-to-day purchases are extremely personal, meaningful things that often get forgotten. Drawing one of your receipts (or almost any other scrap of paper in your pocket, purse, wallet, or bag) is a fun way to commemorate lunch with a friend, a first date, or a moment of poor self control. This might not seem very exciting to you at first, but this kind of stuff is really fun for others to see. Share it with the world and invite them into the little things with you.

RECEIPTS
CONTAIN
MEMORIES
OF A MOMENT
IN TIME



6 / PEOPLE-WATCHING MAD LIB

Today you're going to do some people-watching. You'll document your observations with a collection of four words that will make sense only to you. Your four words will be an adjective, noun, adverb, and verb.



@casey_chambers

1. Adjective – Pick a descriptive word that applies to a specific object or person around you. Try to identify a characteristic that's unique to your subject. For instance, if you see a barista who seems really cheerful, try to pick a word that touches on why they're cheerful. For instance, your adjective for the cheerful barista might be "caffeinated" if you think their good mood is coming from all the coffee they drank on the job.

2. Noun – Move on to another subject. For instance, if your adjective was describing that barista's mood, try picking your noun based on their customer. This noun can be something you see a person using (backpack, comb, glasses) or a noun that sorta classifies a person (nephew, ex-wife, hero). For this rushed, tired, impatient customer at the coffee shop, let's go with "victim," since their circumstances seem to be getting the better of them.

3. Adverb – If it's been a while since grammar school, here's a reminder for you: Adverbs usually end in "ly" and explain how the verbs do what they do. Take notice of something someone is doing, and pick a word that captures how they're doing it. Going with our coffee shop example, you could switch gears and pick this one based on the espresso machine. Since it seems to be steaming the milk with lots of noise, you might say it steams it "furiously."

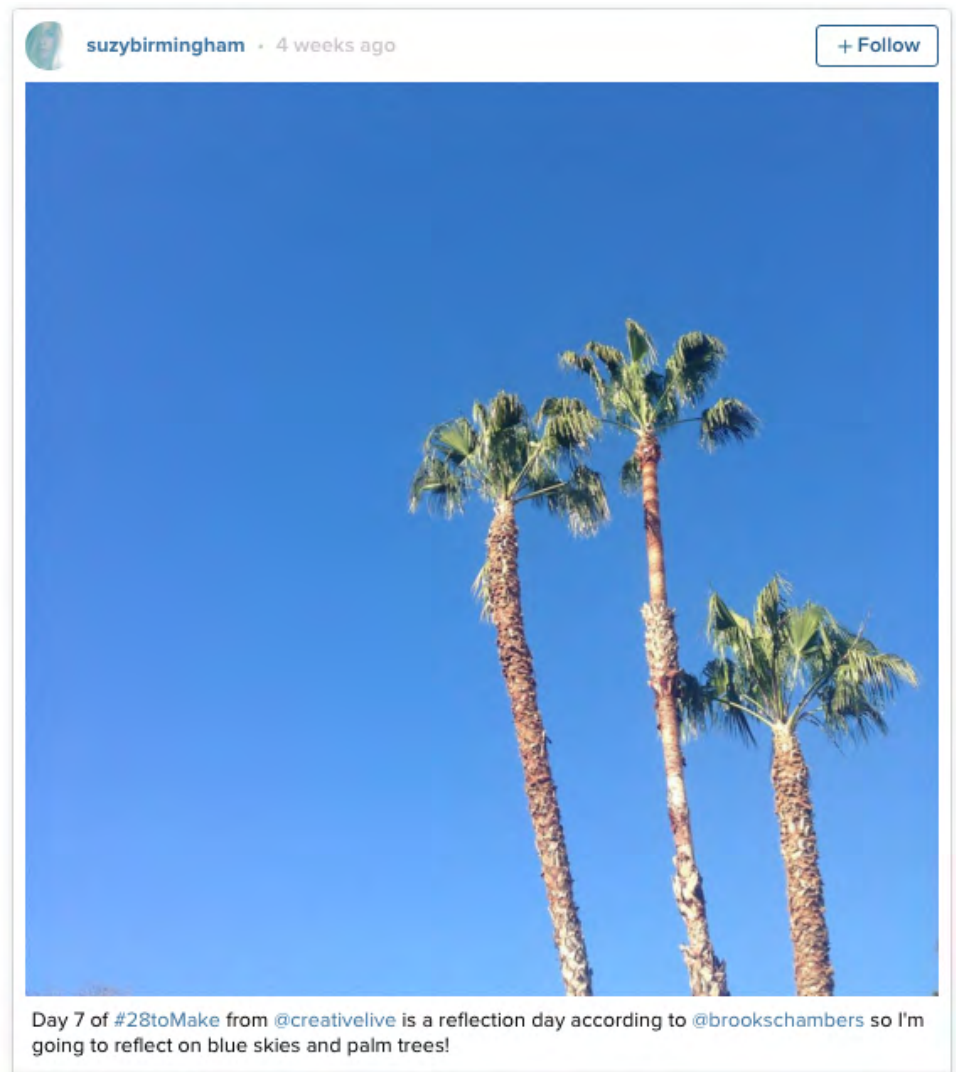
4. Verb – Move on to your fourth subject. What are they doing that's unique to them in that moment? Once again, try to go a level deeper than the surface. Let's say a foodservice delivery person shows up with the coffee shop's order. You could say they "carried" the produce in, but maybe you notice they have a knee brace on. Are they fighting through some pain to get their job done? Maybe "overcame" would be the best choice for them. We recommend using a past tense verb for this part; it'll make your sentence a little easier to read.

Put it together: Now that you've got your 4 words, put the word "The" in front of them and write them out together. In our example, the sentence would read: "The caffeinated victim furiously overcame." What's fun about this is that only we know what it means, but it captures lots of really special details about a specific place & time that only you noticed. You can do part of this any time a project feels flat or boring. Take unique details from the world around you and apply them to the subject of your work.

7 / TAKE THE DAY OFF

Knowing how to slow down is crucial to productivity and personal health. Go somewhere lovely with someone lovely and take it easy! This is also a great time to reflect on what you've made this week. Is there something you made that you were especially proud of? What was it and what you made you so proud? Which project really felt like pulling teeth for you and why? Is there something about it you wish you were better at, or is it something you just really never want to do again? Think about your work this week and take those insights into next week's projects.

REFLECT ON
WHAT YOU
MADE THIS
WEEK



REFLECTIONS FOR A DAY OFF (SUNDAY)

Rest is an essential part of any creative rhythm. Putting boundaries on the amount of time you work gives you room to simply “be.” To make the most of down time, it’s a great idea to guide yourself through some focused reflection (as opposed to heading straight for the remote control). If it’s helpful to you, use these 10 questions to get started. If something in particular grabs your attention, run with it! If none of these strike a chord with you at all, no sweat - that remote will always be there for you.

1. What makes you want to make?
2. Which project from this past week most closely addressed that core drive?
3. If you had an extra hour to focus on any one of this week’s projects, which one would you pick? Why?
4. Was there project this week that rubbed you the wrong way? If so, why do you think that was?
5. If you could ask any one historical figure to do any one of this week’s projects, who would you choose and which project would you have them do?
6. What creative skill do you wish you were better at?
7. What’s one thing you can do from start-to-finish in the next 28 minutes to get just a teensy bit better? Write that down.
8. What creative skill do you think you’re best at?
9. What’s one thing you can do from start-to-finish in the next 28 minutes to demonstrate that? Write that down.
10. Did any friends, neighbors, or family members come to mind while you were working on any of this week’s projects? If so, write their name down. Don’t feel pressured to share this with them, just make a note and let yourself be more aware of the human connections associated with the stuff you make.

2

WEEK TWO

**WITH
RYAN PUTNAM**

Play with line, form, and texture .
Ryan has a knack for connecting
the physical and digital worlds
with his art, and his projects will
help you do the same.

8 / THIRTY CIRCLES

You are full of great ideas – probably more than you realize. For this exercise, you'll turn 30 different circles into 30 different drawings as fast as you can. Grab your sharpie, ball point pen, nail polish, watercolors or whatever and just let it happen. The main benefit of this project is that you're exercising your ability to rapidly iterate different solutions to the same problem. Try not to focus on making 30 perfect drawings, but rather to create 30 unique approaches to filling the same space – just draw with enough detail to get the concept across. If one of the concepts really excites you, come back to it later and flesh it out into its own stand-alone piece.

30 UNIQUE APPROACHES TO FILLING THE SAME SPACE

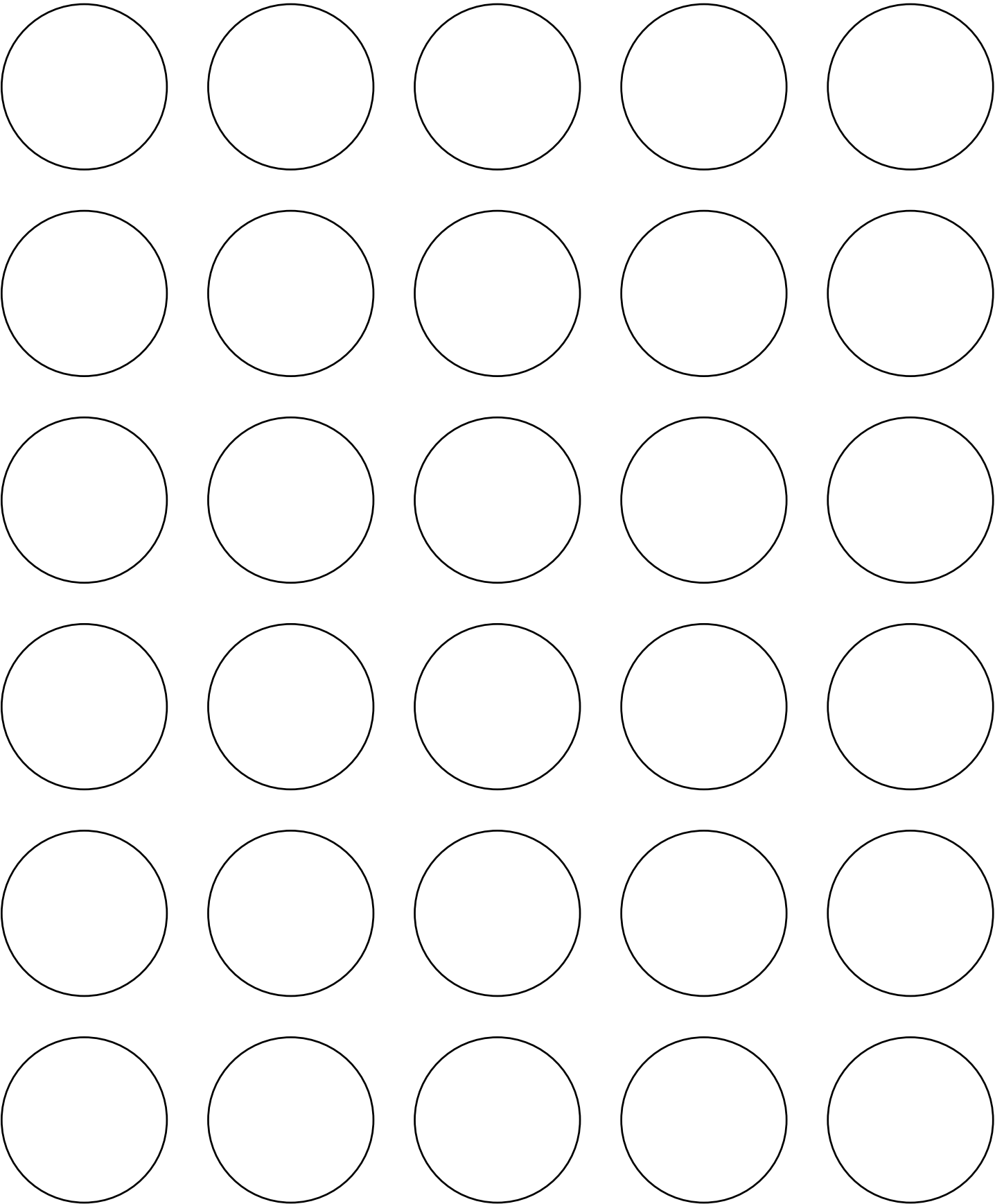


@moomooru



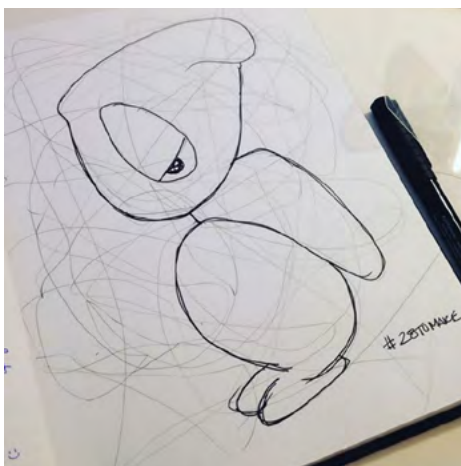
WORKSHEET

30 CIRCLES



9 / SCRIBBLES & SHAPES

For this project, you're going to take some scribbles (like crazy little kid scribbles) and find something new in them. You'll look for shapes formed by the zigs and zags and bring them together into a fresh composition. Long story short, you're gonna bring order to chaos. You can get the scribbles from a number of different places. If you have kids, that's a great place to start. If not, ask a friend or co-worker to help you out. Another fun option would be to get your pet's feet dirty and then let them walk all over your paper (this would work with your dirty shoes, too).



MJ likes to draw



10 / BLIND SELF PORTRAIT

We know you were just dying for a selfie assignment, so here it is. Thing is, you're going to draw this one. Oh, and you can't look at the paper while you're drawing. Oh yeah, and you can't lift your pen/pencil from the paper. Sound good? Ready to see what your hands think your face looks like? Sit down in front of a mirror, put your pen or pencil to the paper, and start drawing.



@gretzki56



WHAT DOES
YOUR HAND
THINK YOUR FACE
LOOKS LIKE?

11 / PHOTO DOODLE

Today, you'll need a photo. You can take it with your phone, grab it from a photo album, or cut it out of a magazine – doesn't matter. You're going to make it yours by doodling on it! You can doodle something to accentuate the focus of the photo, or something to totally turn the focus on its head. Have fun with it!



Sloe Gin Fizz



12 / EXQUISITE CORPSE

It's a freaky name, we know, but this collaborative artist's parlor game has been around for almost 100 years. Find a couple of people (maybe even strangers) to join you in drawing a really weird-looking person in 3 parts. Fold a piece of paper in thirds. One person starts by drawing the head on the topmost section of the paper. Extend the bottom lines of your drawing across the crease a little bit so that the next artist knows where to start. Then, fold the paper so that the second section of paper is showing, but the first drawing is hidden. Repeat for the second and third artists, then unfold the paper to reveal your collective creation.



@imustdraw



Two 9th grade students and I made this HANDSOME guy today. He's available ladies! Dressed to impress. @ryanputnam @creativelive #creativelive #exquisitecorpse #collaborativeart #inkdrawing #28tomake

@kimmypierson

13 / PEOPLE WATCHING MAD LIB

14 / TAKE THE DAY OFF

WEEKEND




3

WEEK THREE

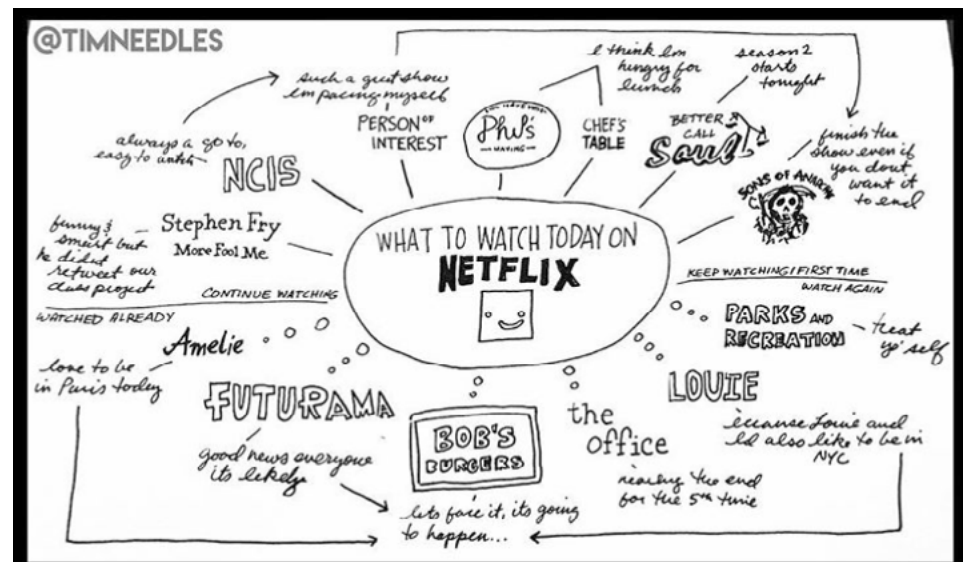
**WITH
LARA MCCORMICK**

Five exercises aimed at hacking
visual language and design
thinking.



15 / MIND MAP

Today, you're going to make a mind map. Join Lara as she helps you explore ideas verbally and visually. Start with a central topic you want to explore. For instance, you could explore creative side project ideas, your next vacation destination, or what you would do if you won the Powerball. Write this central topic in the center of your paper and circle it. From here, start down sub-topics that come to mind as you think about your central topic. Circle these and draw lines to connect them to related ideas. Continue this process as long as you like. You'll start to notice patterns in your thinking and get some insight into your priorities that you mightn't have had otherwise.



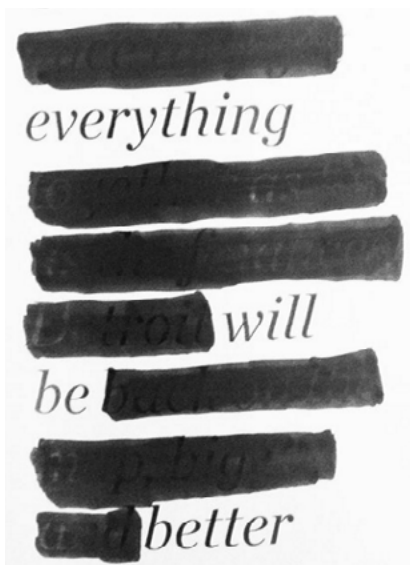
A GREAT
BRAINSTORMING
TOOL FOR
GETTING OUT ALL
THOSE IDEAS IN
YOUR HEAD!



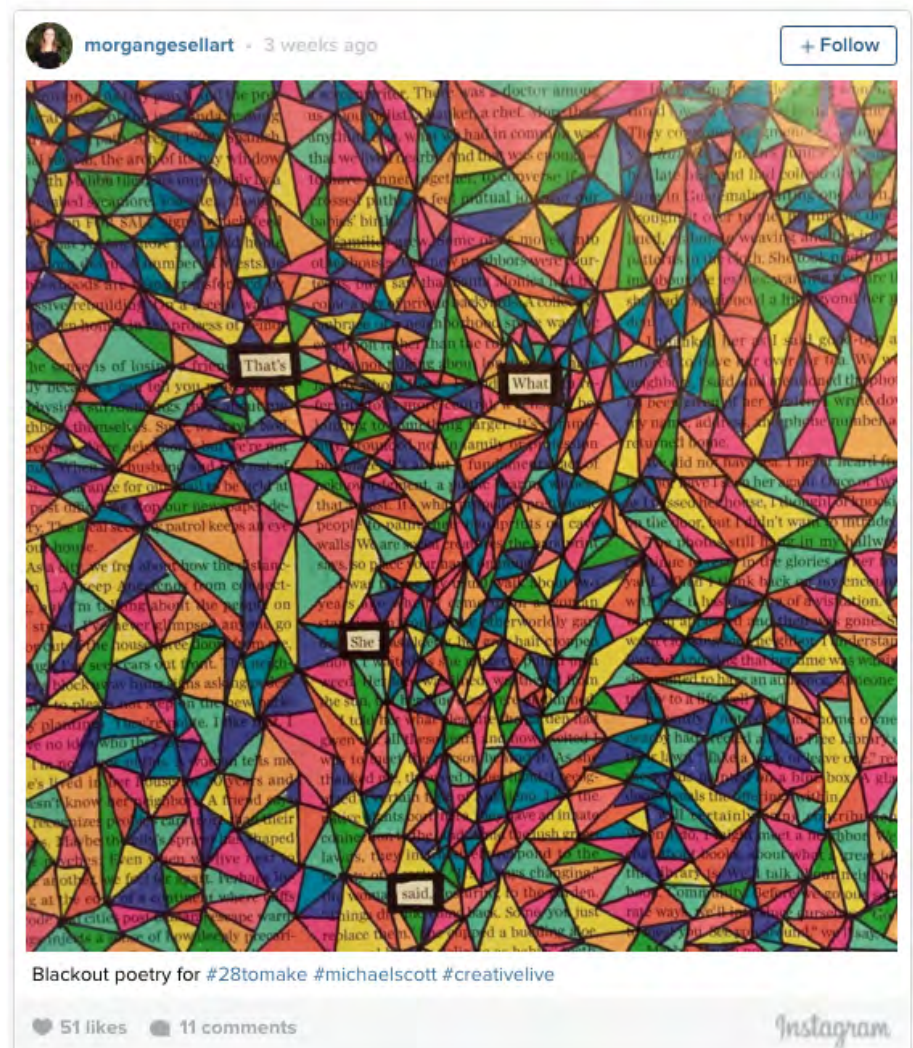
@bettyturbo

16 / BLACKOUT POETRY

Never considered yourself a poet? Today that all changes when you discover the possibilities of blackout poetry. You'll start with any piece of printed material. This can be a newspaper or magazine article, an email you printed out, a museum brochure – anything! Using a marker (or a tool of your choice) you'll black out all of the words except for a few. Choose carefully which words you want to preserve. Try to string them together around a common theme or story. Don't overthink it, but have fun noticing how many underlying messages are just waiting to be discovered in every paragraph. Grab your marker and let's get to it!



@srogers_illustration

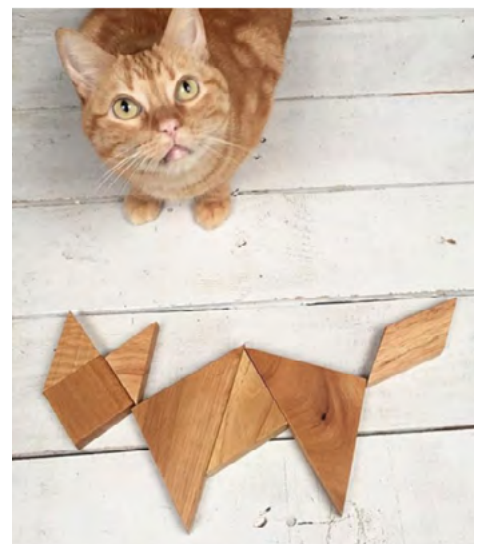


17 / TANGRAMS

The tangram is an ancient Chinese puzzle game using 7 simple shapes. In today's project, move, rotate, and flip these shapes to make anything you like! Make sure the shapes don't overlap and that every shape is touching at least one other shape. This is a great way to practice the art of the abstract. You can use the tangram template on the following page to make your own.



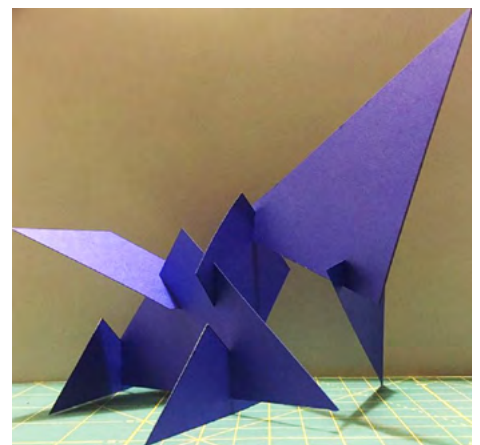
@justinmckayuk



@skullrocknbabies



PRACTICE THE ART
OF OBSERVATION.
WHAT DO
YOU SEE?

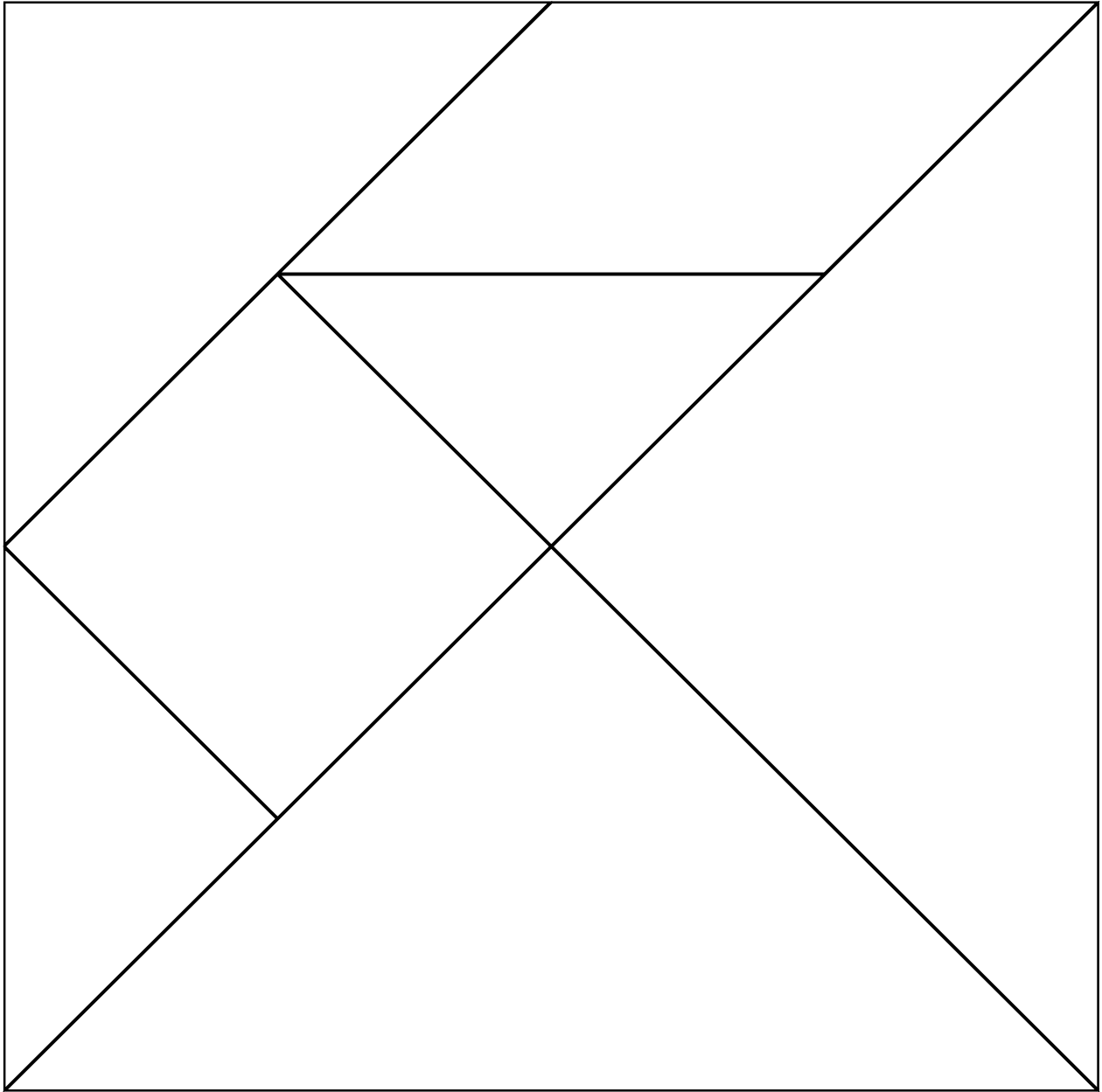


@morgansellsart

WORKSHEET

TANGRAM TEMPLATE

Cut out the pieces and create compositions that resemble something familiar. Make sure all the shapes touch each other but don't overlap.

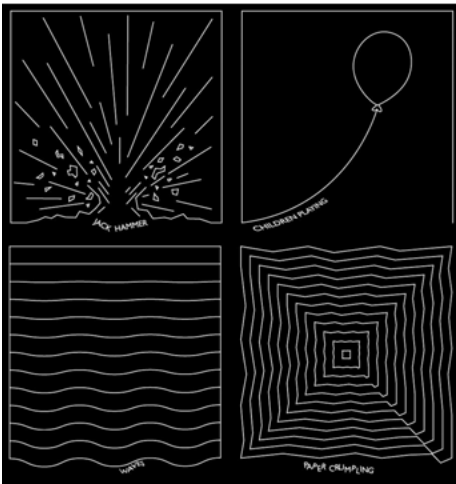


18 / VISUALIZING SOUND



@nikitadance

JACKHAMMER
CHILDREN PLAYING
WAVES
PAPER CRUMPLING



@markgrodriquez

What would sounds look like if you could see them? What shape would they be? What color? Today, you'll visualize 4 different sounds through drawing. You can use the sounds provided in the video, or choose your own. Create a visual piece that captures the essence of the sound you've chosen. Try not to illustrate the object making the sound, but focus on the impression that the sounds create in your mind. Use any media you like - have fun with it!

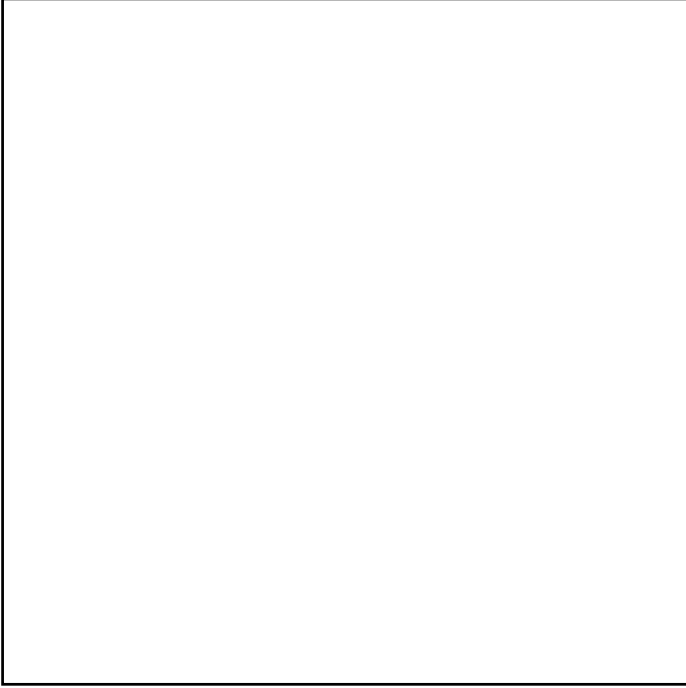


@rut_esturirafi

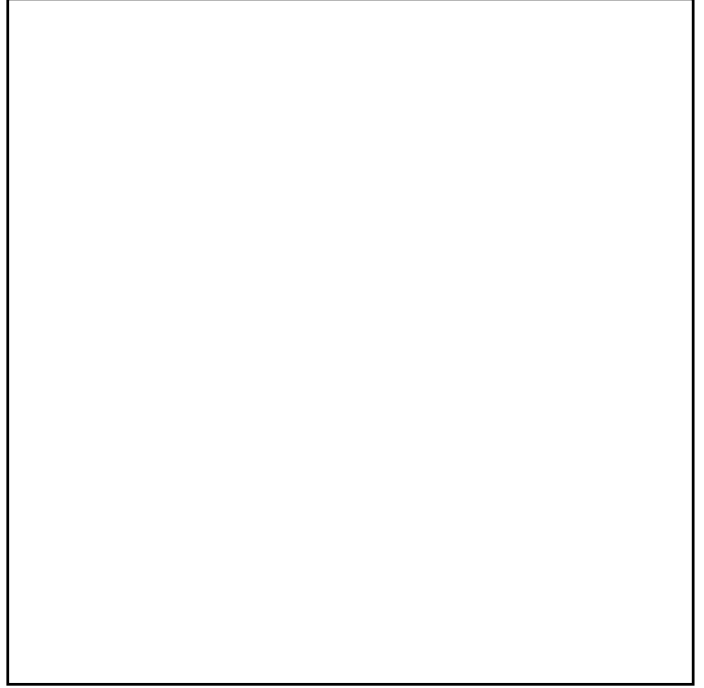
WORKSHEET

VISUALIZE SOUND

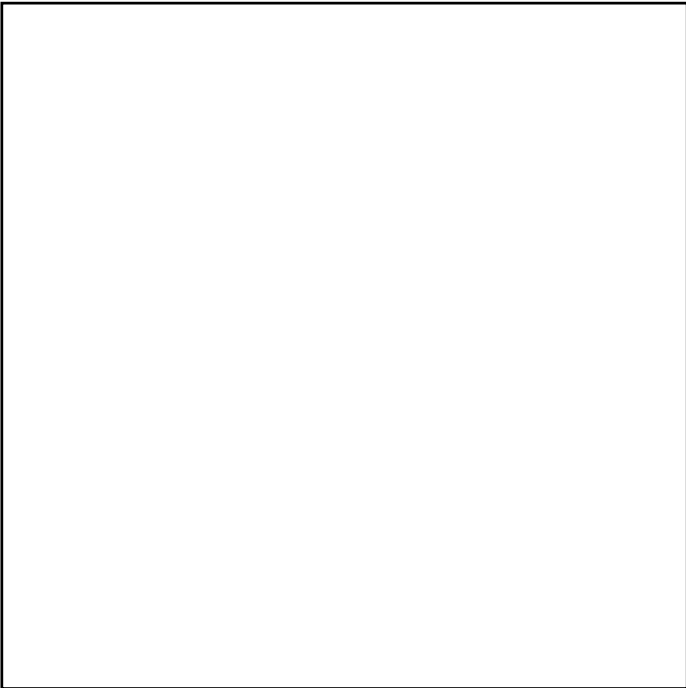
What Does Sound Look Like? Visually represent the following sounds:



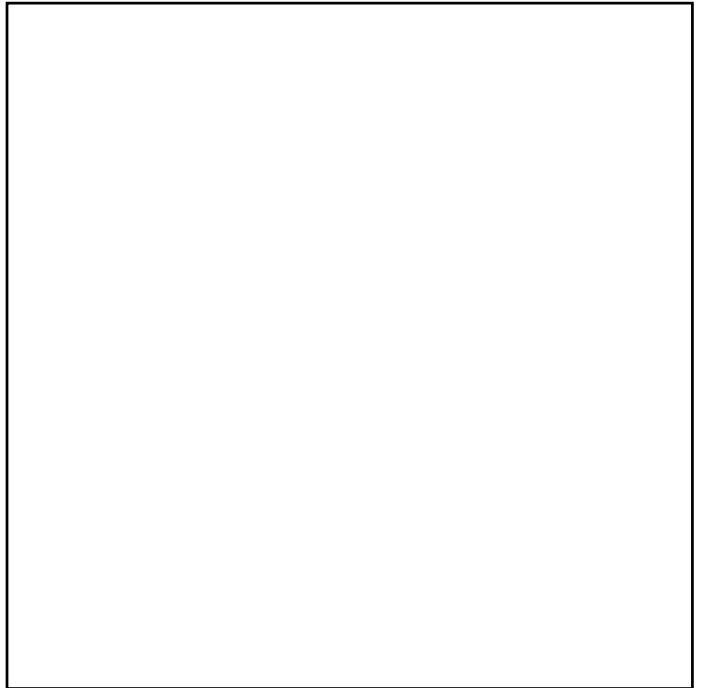
JACKHAMMER



CHILDREN PLAYING



WAVES



PAPER CRUMPLING

19 / NOTES IN THE WILD

With pen and paper in hand (post-its work best for this), select an environment that is part of your daily routine. This could be your home, your workspace, your local coffee shop, or even your entire neighborhood. With your supplies in hand, look around you. Put your observational skills to use. What speaks to you? What has something to say? Based on what comes up, write or draw on your post it and place it where you think it needs to be. You could even leave secret messages for people, prompting them to do something. Notice how context changes the meaning of your notes! This is great reminder that context is everything.



@abastosdesign



@creativequests



#28tomake // Day 19: Notes in the Wild. Favorite so far!!! Because it was fun to be sneaky. I strolled through my office pod to look for some cue from people's desks. My one coworker loves puns and had an orange on her desk so I attached the note "...you glad it's Friday." We stare at computer screens pretty much all day or we're on calls ("Yello! Banana" on a phone), I wanted to prompt people to be curious about the post-its or to leave their desk to look for more. Later in the day, I added the hashtag to my notes to help them figure it out. #mischief #creativelunch @kmaroonfoto

20 / PEOPLE WATCHING MAD LIB

21 / TAKE THE DAY OFF

WEEKEND

4

WEEK FOUR

**WITH
ERIK MARINOVICH**

Erik Marinovich will walk you through five exercises that will help you find inspiration in your tools, your neighborhood, and your loved ones.



22/ SHINY OBJECTS

For this exercise, your task is to observe what's going on around you and share what stands out. We call these 'shiny objects,' though we don't mean they're literally shiny. You're looking for the little things that stand out to you for some reason. Ideally, this is something reminds you of someone else. Share it with them along with a little note about what made you think of them. It's a simple exercise, but there are lots of ways to expand on it.



@1975cb



@marknarusson



@sandroroth8

23/ MAKE YOUR MARKER

Today is about getting out of your comfort zone. Take something that is unconventional and turn it into a new mark-making tool. You can use a paper towel dipped in ink, a palm frond laced with watercolors, or a french fry dipped in ketchup. The only rule is that it can't be... well, a marker. Practice writing your favorite letters with your new tool!



@suzanna.crowell



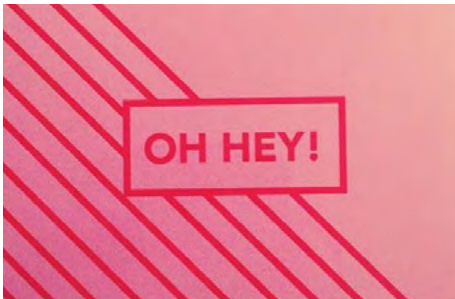
Day 23 of #28toMake from @creativelive. Today's challenge from @erikmarinovich - Make Your Marker. Painting the letter 'S' with kale and sriracha. #lunchtime

@suzybirmingham

24/ MAKE A POSTCARD

SNAIL MAIL IS THE BEST!

When was the last time you sent someone a postcard? Today you'll be doing just that. Make one from scratch or use an existing card, and spread some love. Normally, we send postcards that draw inspiration from the place where we bought it, which is usually some semi-exotic vacation destination. Since you're making your own, you can play with that theme and take it in a fresh direction. If you're sending it to an old friend, try making the card about a specific place where you used to hang out. You could also give it a message only they would understand - this is fertile soil for inside jokes. Have fun with it. This is likely something the recipient will keep for years to come - wouldn't you?



@karinnaanne



@randomlygen



@xmelamo

POSTCARD TEMPLATE (4x6)



USPS
35 CENT
STAMP



25/ ADDRESS AN ENVELOPE

Envelopes are a forgotten art form, and in this exercise you are going to celebrate them! Have fun addressing any size envelope with fun, ornate letterforms and numerals. One fun application of this project would be to use your elaborate envelope for a really mundane purpose. Send your rent check or utility bill in style this month and brighten someone's day in the process.



@laura_gwinn



@k_is_for_calligraphy

THIS ONE IS NOW
HANGING ON
THE WALL IN THE
CREATIVELIVE
STUDIO!

26/ HAND LETTERED QUOTE

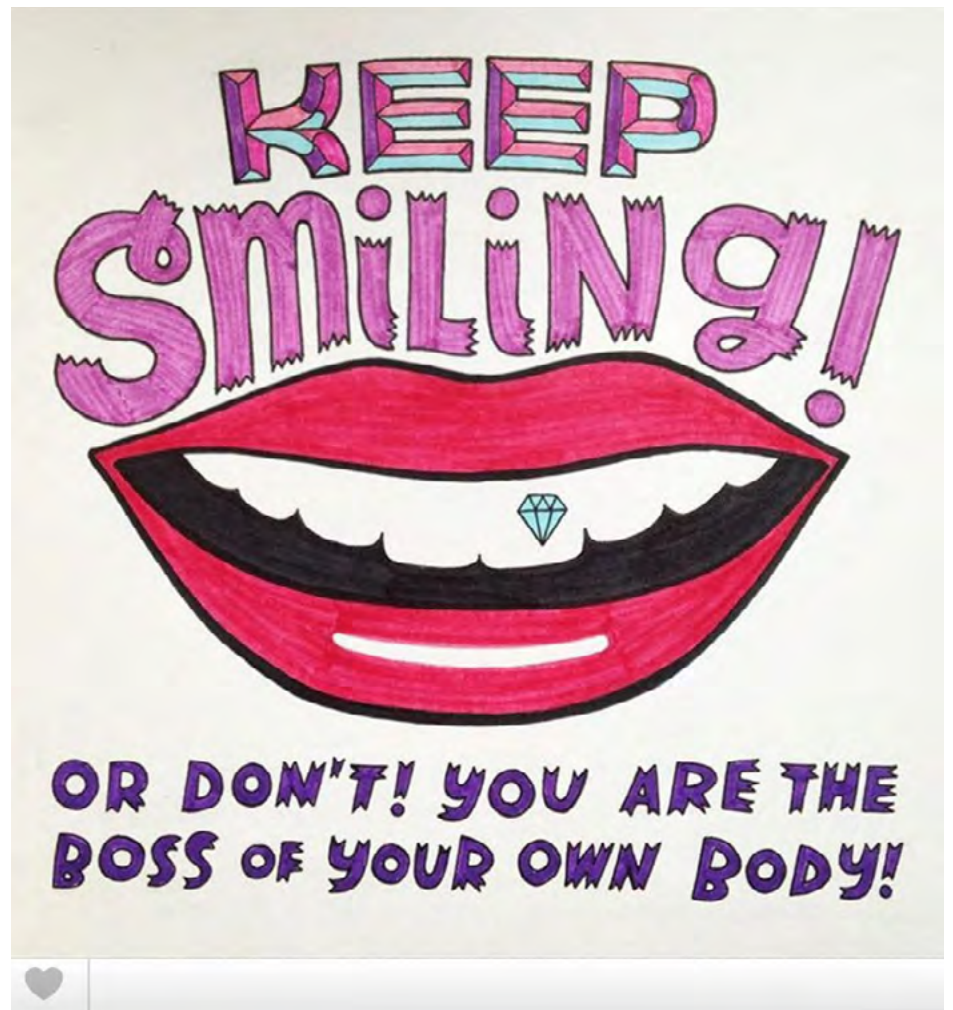
Drawing letters by hand is an age-old art form that also happens to be a lot of fun. Today, Erik invites you to hand-letter a very simple phrase: "Keep Smiling." You can employ any style you like to do this and use any tools at your disposal (even the marker you made a few days ago).



@arabelaespinoza



@gretzki56



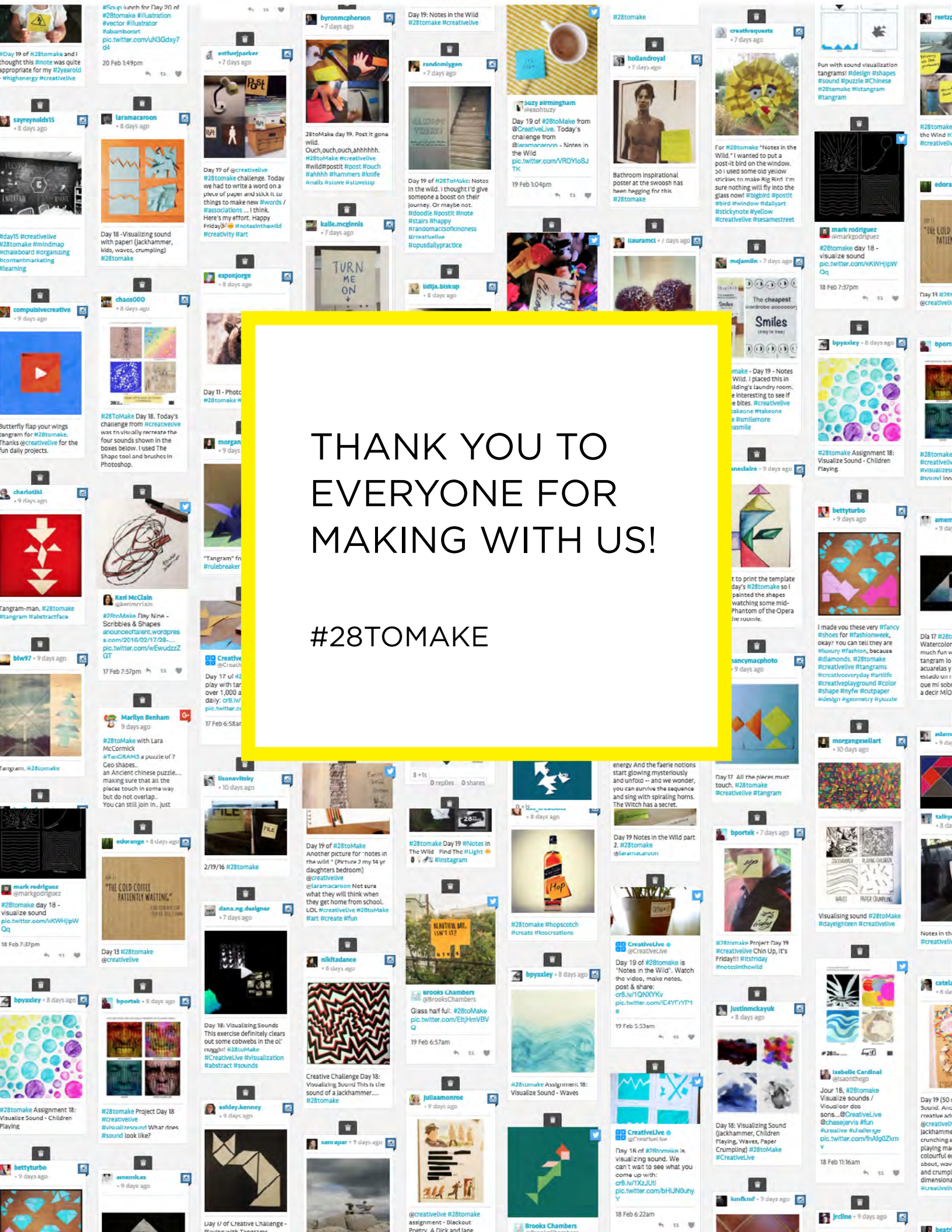
I have many things to [#smile](#) about today! I hope you do too! But you are in fact allowed to have [#feelings](#) not dictated by pithy phrases on the internets. 💋 [#28toMake](#) [#creativelive](#) [#positivevibes](#) [#lettering](#)

@bettyturbo

27 / PEOPLE WATCHING MAD LIB

28 / TAKE THE DAY OFF

CONGRATS,
YOU MADE IT!



THANK YOU TO
EVERYONE FOR
MAKING WITH US!

#28TOMAKE

ABOUT US

CreativeLive empowers creators with inspiring education taught by world experts.

CreativeLive helps creators of all skill levels learn powerful new skills, form community, and enrich their lives through visionary online education. Join us and take online classes from the world's top experts in photography, business, design, craft, audio and more.

creativelive.com