



Member Drill Book



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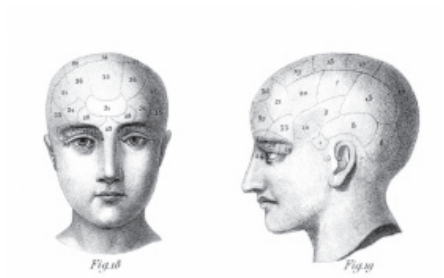
The Very Secret Order of Creatives Understanding exists for the sole purpose of encouraging and celebrating creativity at every opportunity. Since you create wonderful things, you're a member. No reference checks. No humiliating hazing – unless requested.

This drill book will help you keep your creative muscles flexed and ready. Ripped even. Think of it as a health club for your mind. The drills are the equipment (no need to wipe them down after using). The blank spaces are a big, wide-open gymnasium – perfect for big, new ideas. And murder ball.

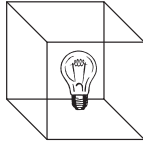
However, no part of this drill book is a sauna. Darn.

THIS SECRET DRILL BOOK BELONGS TO

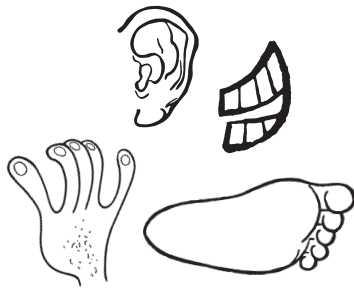




Label the parts of the creative brain. Add hair.



Is this idea inside or outside the box?



Build a fish using all these parts.
Or, draw the nuclear reactor upstream
where the accident occurred.



In 1939, Ernest Vincent Wright published *Gadsby*, a novel written without the letter *e*. Tricky.
Top this feat by drawing a human foot – using only the letter *e*.

Design a luchador mask for a wrestler known as El Gato de Sangre.



Connect the dots.

Sketch your first memory. And your most recent.
Unless your most recent memory is sketching your first memory.



The Very Secret Order of Creatives
Understanding favors a casual dress code.
Add an image and slogan to this T-shirt.

The Rorschach inkblot test is a method of psychological evaluation that's been called subjective and unscientific. In short, it's a creative gold mine. Create a blot that suggests peace, love, and evil clown. Test it on fellow creatives.

Cast your workmates in a riotous new sitcom called *Ad Nauseum!*
It's about the hilarious goings-on in a creative department.

The cast:

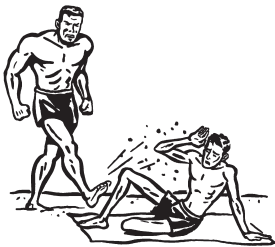
as the cynical hipster

as the crusty but lovable art director

as the ditz

as the lusty grandma

Design the Times Square billboard.



Draw the car belonging to the man on the left. Include decals.

MY
COUSIN?

LATER THAT WEEK ...

MEANWHILE ...

CORN!

OR IS IT?



Sketch the occupants of this house.
And the painting hanging over the fireplace.

***DISTRESS
THIS TYPE***

Complete this scene. Fast. Go!





This is a still from a movie.
Give the movie a title as a ...

shoot-'em-up blockbuster

art-house film (provide title and English translation)

indie sci-fi crossover

romantic comedy

A flock of sheep

A of copywriters

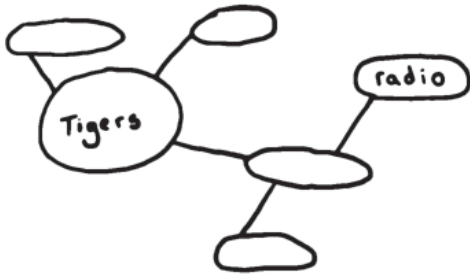
A of designers

A kern of

A blog of



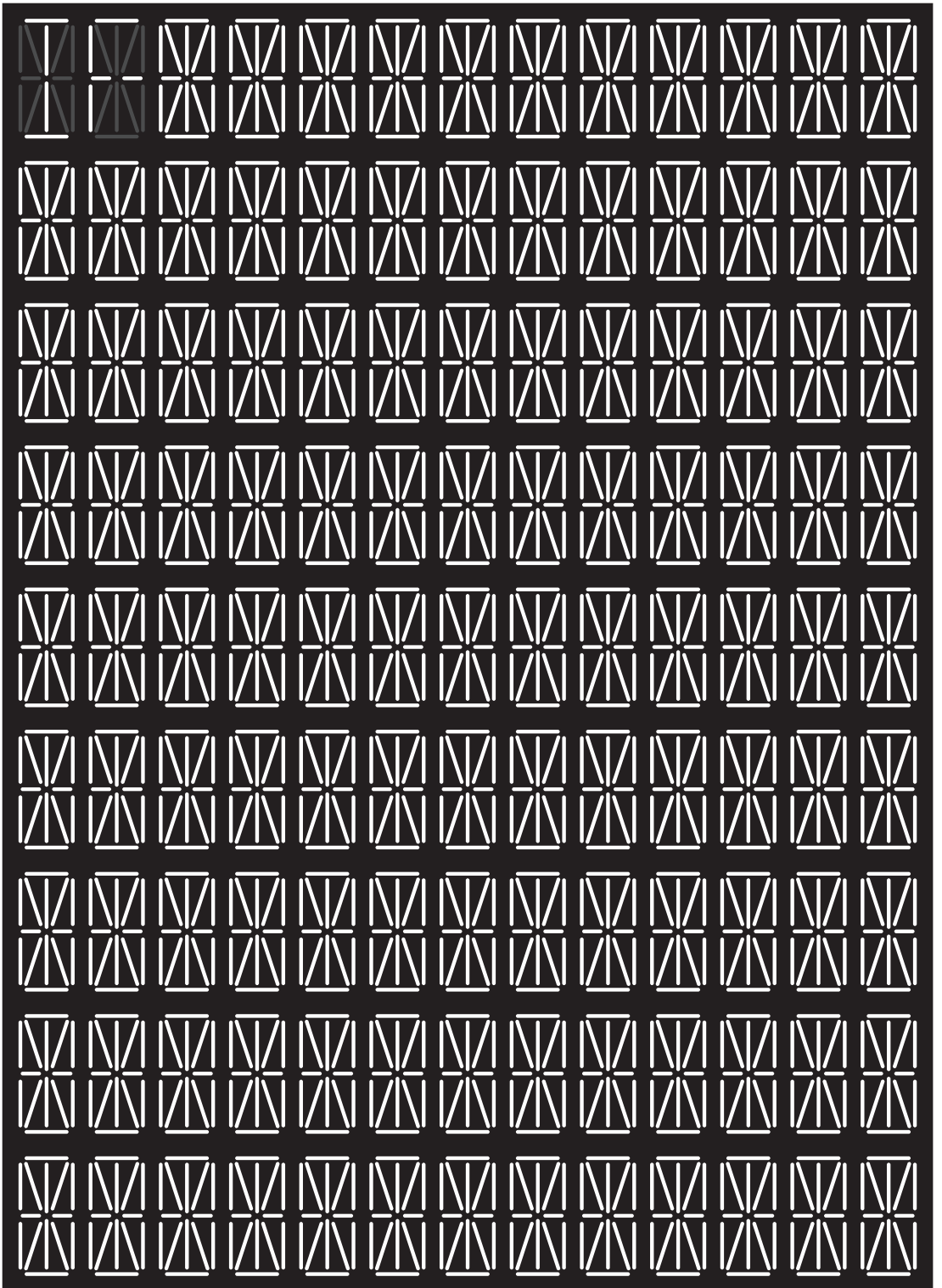
Draw the next object in this sequence.

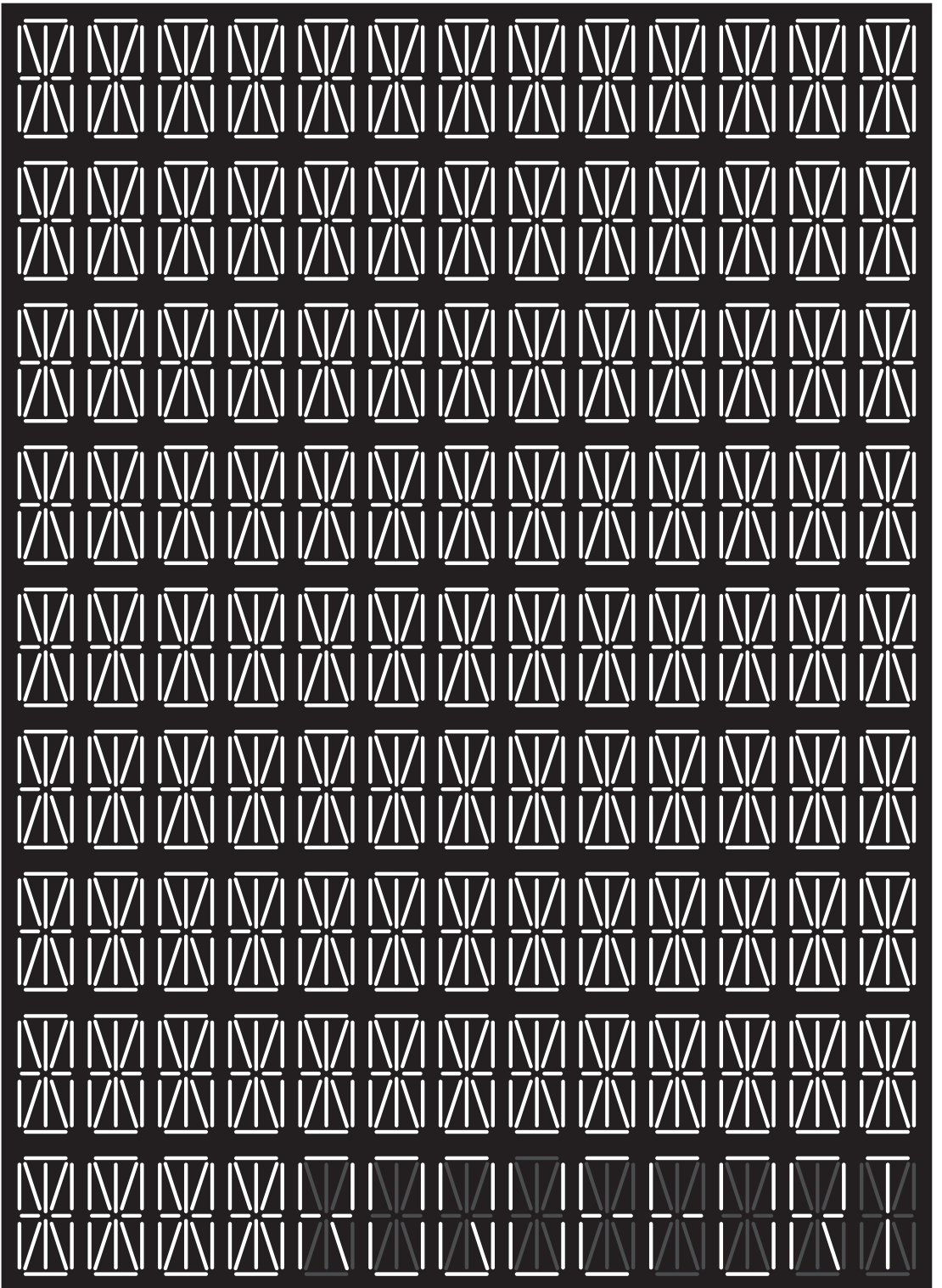


Complete and continue the mind map.

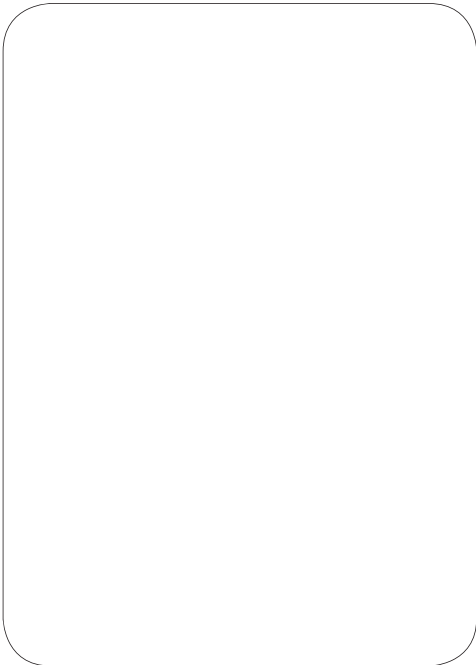


Start honing your skills for future (we're talking space-age) assignments.
Name this car model. Create an ad for the sky-vertising campaign.

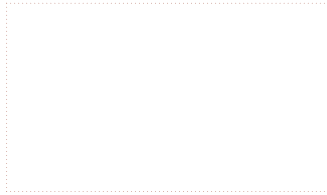




Design a playing card.
Or a calling card. Or a penalty card.



Find something messy on or around your desk. Candy, shoes, condiments
– whatever you choose. Rub it in the box. Name the color and give
the approximate CMYK values.



Color name: C..... M..... Y..... K.....



Render Rex in each art style.

Cubism

Abstract Expressionism

.....ism
(Your name)

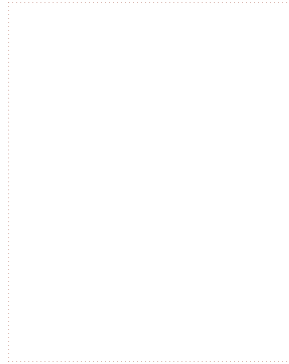
.....ism
(Large mammal)



Me



vs.



To our knowledge there is no enemy organization sworn to undo the cool deeds of the members of the Very Secret Order of Creatives Understanding. But if there was, what would it be called? What would its crest look like?



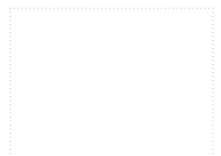
is to

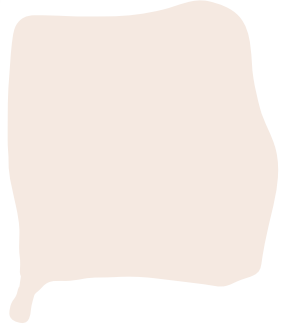


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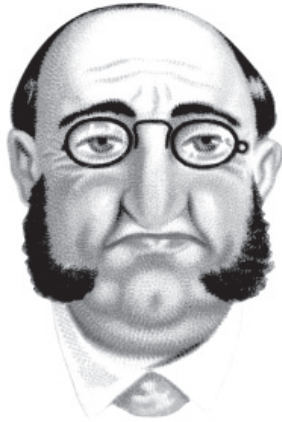






Draw this beetle as she would appear
in an animated feature film.

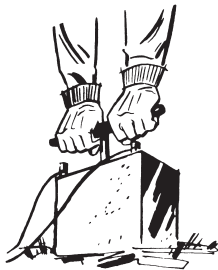




Add rockabilly hair.



Here's the fingerprint. Draw its owner.



Draw the railway bridge being blown up.
And the villain's mustache.

The last four months of the year end in "ber."
Seems like somebody got lazy. Can you do better?

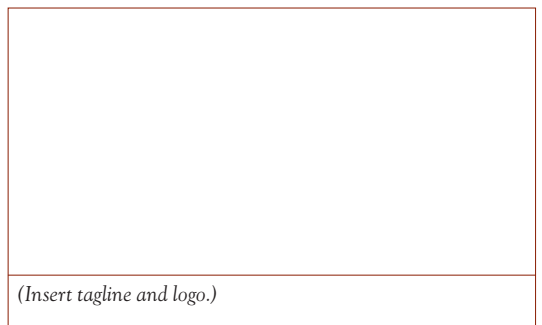
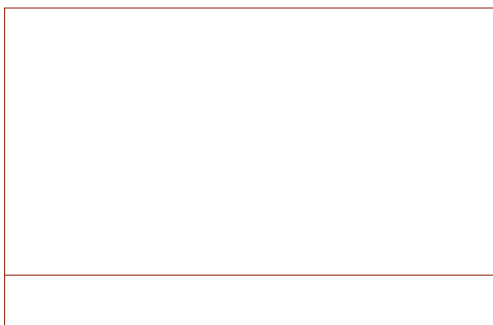
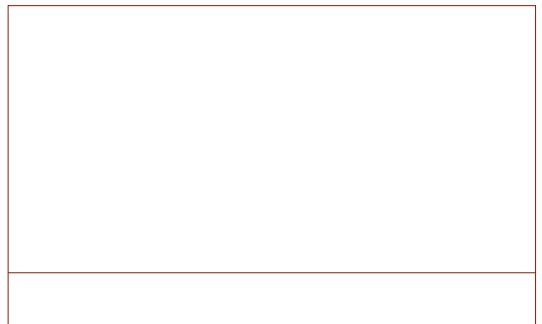
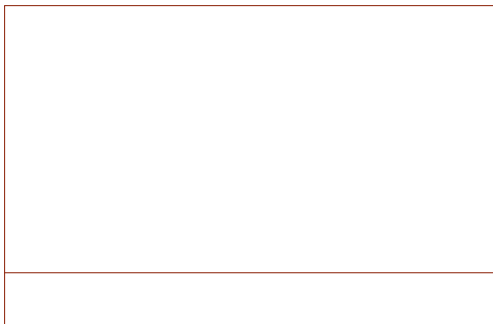
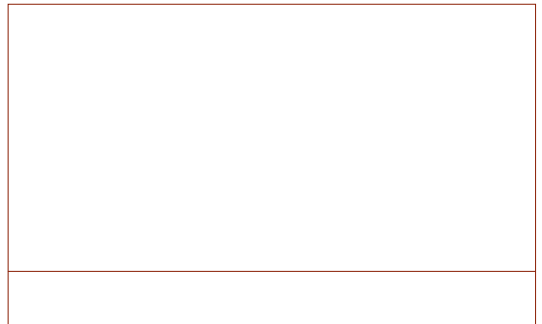
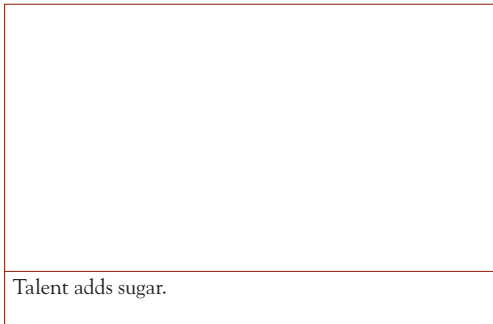
Septem Octo

Novem Decem

August just seems pretentious. Give it a whole new name.

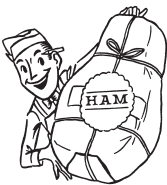
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Create a storyboard for a TV ad for bubblegum.





It's said creativity is a state of mind.
What if it really were a state? Create the flag.



Write copy for the starburst that applies to all three illustrations. Minimum three exclamation points.

Connect the dot.

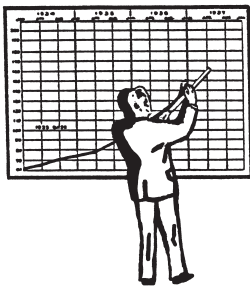


Add color to this meeting.



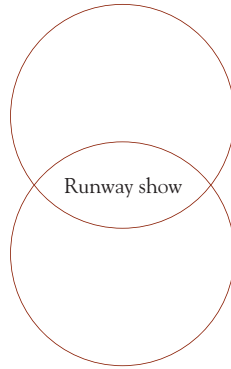
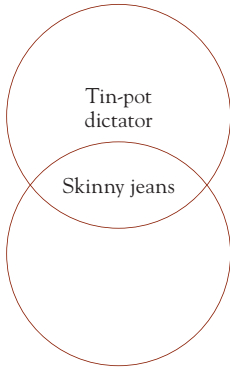


Add decor.



This is a graph. Account people use them for ... something.
Draw a creative's graph.

Complete the Venn diagrams.





Branding. For real.
Design your own personal branding iron.
Please don't use it.

Business : Pleasure

Pica :

Butter chicken :

..... : Cyan

..... : Dude



Someday the Very Secret Order of Creatives Understanding
may have its own fleet of private jets. Draw a prototype.
Design jaunty scarves for crew members.



Define this man's superpower. Draw his secret fortress.



Design your dream office chair.



Draw this pair as seen through these glasses.



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