WORKSHOP: CONTENT STRATEGY
(ft Lody)

INTRODUCTION:
On one fine day I saw this

And thought to myself: "you know what, I am joining this" simply because
1. Its Lody and 2. The effort

THE WORKSHOP ITSELF:
I joined because I had no clue what to expect except for some presentation. But we were indeed more hands on in the workshop. There were papers and markers all over the tables and we were assigned to draw the first thing he would keep putting on the screen. It started off with drawing a horse and later ended with drawing what we can think of when he for example says, "draw something that makes you enjoy nature. Naturally everyone had either thing that were very identical to each other like a bench of some sort, but others didn't and that was what he was trying to challenge us for: pushing our brains to get out of that comfort zone so we could create a concept that exists but still doesn't and that when created our brain quickly puzzles through it.

EXAMPLES: Since our brain sees any image of a horse as a horse there's no way you can unsee a horse if its head is on a human body or stretched or double headed etc. I **tried** questioning it back to him by saying "no but a human is human, and horses have different anatomy etc" to which I got contradicted with "yeah but how can you describe what that is to a person without using the term horse?" that put me to a deep thought. He is right. The limit is high to what our brain can picture and create. I then got to see what he meant by diving deeper into what other students made as a creative concept: vases that give plants minerals or modern emoji language to raise awareness on diseases on private areas.

Our brains tend to associate things quickly and that's how I ended up with a pile of drawings on a paper like this:

CONCLUSION:

This workshop was not what I expected at all; in a good way. I thought it would be more about watching presentations, but it turned out to be really hands-on and creative. Drawing random things based on simple prompts made me realize how much our brains stick to what we already know. The whole point was to break out of that and think differently, even if the idea seems weird at first. It really made me question how we see and describe things, which was honestly pretty eye-opening.

My take away: As someone studying ICT and media, I think this workshop showed how important creativity is; especially in design and web development. We often focus on the technical stuff, but coming up with fresh ideas is just as important. Whether it's trying out new styles like claymorphism or finding better ways to communicate a message, creativity helps make better websites, apps, and digital content. This workshop reminded me that even weird ideas can lead to cool concepts, and we should explore those more often.

REFLECTION: It was a fun and inspiring workshop. I felt very included by making my own concepts by just drawing them out on what my brain could think of on very primal thoughts of the concepts Lody would mention. It was also very inspiring to see how people take deeper thought into it and really make something unique. This workshop was pretty short, but I do intend on learning more about this topic.