

THREE "P" FORMULA

start with the general information then drill down to specifics'

INTRODUCTION: *A simple formula for curating creative stories*

PLAN POLISH PRINT

OBJECTIVE

For the Modern Memory Keeper, successfully documenting and curating your living memories into a completed project requires a mindful and intentional approach to realize your vision. Taking an idea to action requires an effective, manageable plan.

The three "P's" process formula considers how to functionally bring all things together, for you to confidently be the architect of your creative footprint and the author of your living memories.

A story is a collection of visual and written narratives that reflect the events and lives of people annually. Having an actionable plan of how you will capture and curate those narratives is a good starting point.

01. Plan:

A plan helps define what you want people to feel after viewing your narratives.

- Planning helps you curate the form and function of your project, the essentials required to meet your vision.
- Planning gives structure to organizing thoughts, communicating ideas and coordinates a lot of small but important details. Establishing clarity on the design style and elements being used; like photo editing, typography [fonts, size, paring, colour, kerning].
- A successful plan helps you collect and curate your narratives and acts as a catalyst to action your creative footprint.

02. Polish:

Polish-is the process where you action your creative footprint, how you will communicate and coordinate the small details to your audience, it is the catalyst that puts your creative footprint into action. This step is the collaboration of style, technology and products, the curating process where visuals and written narratives are edited, styled and proofed, sketching out how each page sequence will unfold and look in the completed project.

03. Polish:

Once the planning and polishing process is completed, you are ready to print. Printing your narratives means putting them into the hand of those that matter most. Once printed you'll have a living memory, which increases with value over time.



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