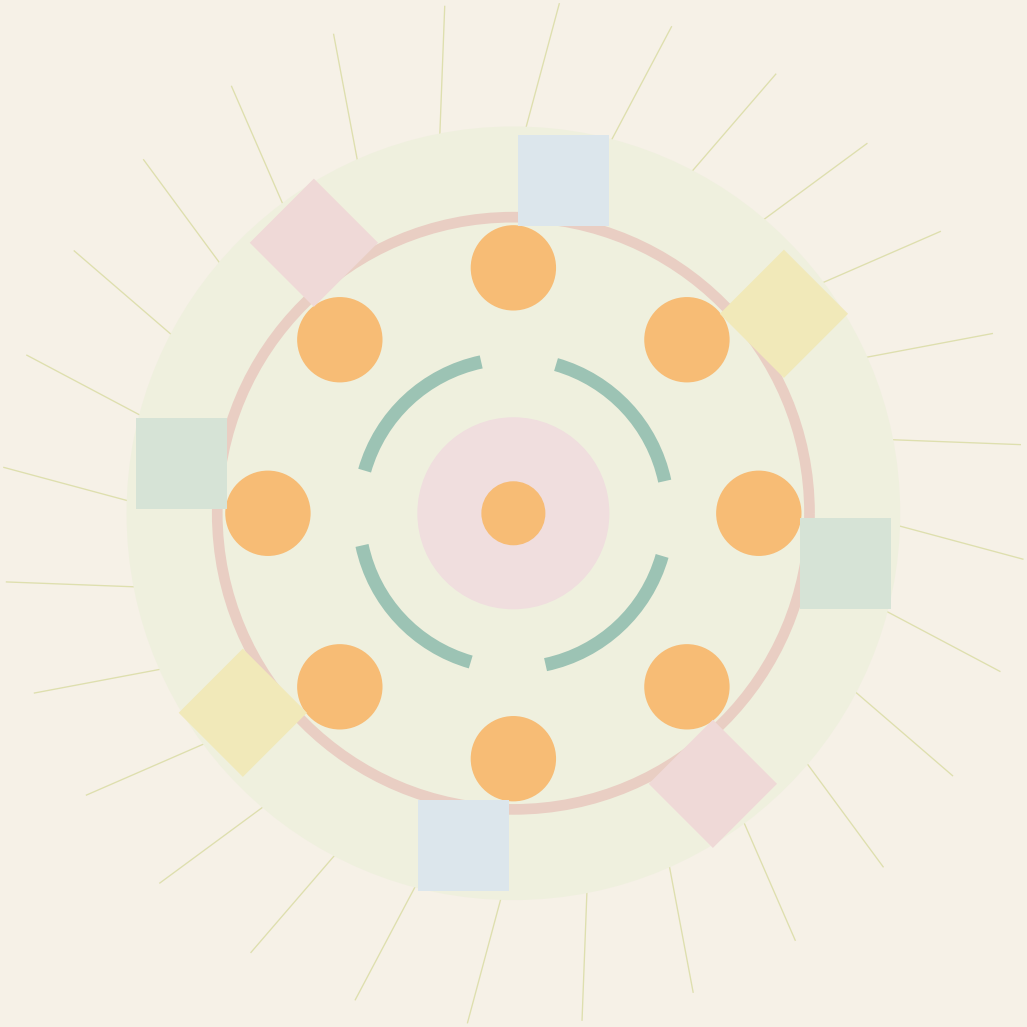
VOLUME ONE

EXPLORE

VISUAL RESEARCH & IDEA DEVELOPMENT WORKBOOK

A CREATIVE WORKBOOK FOR GATHERING, DECODING AND DEVELOPING IDEAS

EXPLORE • CLARIFY • DEVELOP



ATLAS&NATION

EXPLORE → POSITION → RESOLVE

Welcome

HOW TO USE THIS WORKBOOK

This workbook is designed to help you explore, decode and develop creative ideas through a clear, flexible process.

Use the guided pages to focus your thinking, then use the open pages and extra working pages to sketch, collect, test and refine.

USE IT YOUR WAY

01 First time? Begin with Frame. Returning? Use the stage you need.

02 Write, sketch or paste

03 Return and revise

04 Follow what feels interesting

There is no single right way to use this workbook. Explore produces possibilities and first tests; it does not require a finished collection.

Method Overview

A SIMPLE CREATIVE PROCESS

On your first pass, follow the stages from Frame to Apply. Use the open pages when you need more room. Return to any stage as the work develops.

01
FRAME
Define the question

02
DISCOVER
Gather & notice

03
DECODE
Break down & understand

04
TRANSFORM
Reimagine

05
EXPERIMENT
Try & test

06
CONVERGE
Refine

07
APPLY
Take forward

Project / Question

DATE / /

HOW TO USE THIS PAGE

Use this page to set the frame for your project or question.

Be honest and open. There are no right or wrong answers.

You can return and refine your answers as you go.

Use as many working pages as you need. Skip or repeat canvases where useful.

01 WHAT AM I EXPLORING?

The subject, theme or area I want to investigate.

02 CONSTRAINTS / CONTEXT

Things to consider (time, material, format, audience, budget, etc.)

- ☐ Time
- ☐ Material / medium
- ☐ Format / size
- ☐ Audience
- ☐ Budget
- ☐ Other

03 DOES THIS INTEREST ME?

What draws me to this? What do I want to get from it?

04 WHAT DO I KNOW?

Skills, experience, resources or insights I can build on.

05 WHAT DON'T I KNOW YET?

Questions, gaps or areas to investigate.

06 STARTING REFERENCES / INFLUENCES

Images, people, places, objects, styles, materials.

07 WHAT WOULD A USEFUL OUTCOME LOOK LIKE?

The kind of result or direction I hope to reach.

08 MY CREATIVE QUESTION

How might I...?

ONE CLEAR QUESTION CAN OPEN UP MANY IDEAS.

Project Map

DATE / /

HOW TO USE THIS PAGE

Use this page to sketch, map, connect and expand your starting idea.

WORKING AT A4

Sketch in the large map. Use the smaller panels for keywords, short notes and colour swatches.

Need more room? Continue on pages 6–7 or in your sketchbook.

PROJECT MAP / IDEAS

KEY IDEAS / DIRECTIONS / THINGS TO EXPLORE

Write keywords or short notes.

COLOUR PALETTE

MY PROJECT QUESTION EVOLVING…

Write one sentence about how your question is changing.

Extra Working Page

YOUR SPACE — CONTINUED

DATE / /

Use the large canvas for drawings, sketches, collected images or material studies.

NOTES / THOUGHTS

Write brief notes here.

WHAT'S EMERGING? / WHAT FEELS WORTH KEEPING?

Use this full-page canvas for larger drawings, collages or connected ideas.

WHAT'S EMERGING? / WHAT FEELS WORTH KEEPING?

Open Research

DATE / /

HOW TO USE THIS PAGE

Gather broadly before deciding what matters.

Paste, sketch, annotate and notice what keeps pulling your attention.

WORKING AT A4

Use small images or quick thumbnails here. For a larger collection, continue on an open working page or in your sketchbook.

09 COLLECT & CURATE

Gather images, references, objects, words, materials and visual fragments. Use small images, fragments or quick thumbnails in this panel.

10 NOTES & OBSERVATIONS

What catches my eye? What feels surprising, familiar or unresolved? Write brief notes.

11 KEYWORDS / ASSOCIATIONS

Words, moods, materials, places or ideas I connect with what I'm seeing. Write keywords or short phrases.

12 SOURCES / CREDITS

Use the Source & Attribution Log for full details; write the source code beside related work. Record source codes here.

13 WHAT AM I NOTICING REPEATEDLY?

Recurring shapes, colours, moods, materials, ideas or tensions. List the strongest patterns in brief notes.

14 WHAT'S WORTH EXPLORING?

Where is the strongest energy or curiosity emerging? Write one idea to explore next.

FIRST IMPRESSION

Write one or two sentences.

What is beginning to form?

Your Space

DATE / /

EXPLORE FREELY

Use this page to collect, connect and expand.

Paste, sketch, map, collage and annotate.

Follow what feels alive.

WORKING AT A4

Use the large board for visual work. Keep the answers below brief.

RESEARCH BOARD

SOURCES / CREDITS

Write source codes; keep full details in the log.

ONE THING I WANT TO FOLLOW…

What keeps pulling me back?

Write one idea or a short sentence.

Open Research Continued

DISCOVER — GATHER & NOTICE

DATE / /

NOTES / OBSERVATIONS

Write brief notes here.

Use the large board to collect images, sketch connections and arrange visual fragments.

RESEARCH BOARD / MOODBOARD

WHAT AM I NOTICING? WHAT KEEPS REPEATING?