



10 Questions

...for Planning an Effective Project



These 10 questions will help you think through your project, clarify what you want to do, and give you some tools to reflect upon your process and progress. There are no “right” answers, just thoughtful ones. The result of this thinking will be a stronger, more impactful, creative project.

WHAT?

What do you want your project to do? Another way to think about this is to imagine if everything goes exactly as you want, what will happen as a result of your project? Clarity about what artists often call intent is critical for a successful project. This doesn't mean our outcome will always match our intent, but if we don't know what we are aiming for, then how will we ever reach it?

1) What do you want your project to do?

WHO?

Once we have an idea about What we want our project to do, we need to think about Who we want to reach with it. This is important because it helps us think about our AUDIENCE and whether they are the ones who can help us make happen what we want to have happen.

2) Who do you want to reach with your project?

3) Why do you want to reach this audience?

This next step combines what we want our project to do with who we want our audience to be. A good way to do this is to imagine what we want our audience to THINK, FEEL and DO when they experience our project. We can't control these things, of course, but answering these questions makes for a stronger project.

4) What would you like your audience to THINK?

5) What would you like your audience to DO?

6) What would you like your audience to FEEL?

HOW?

Now that we have a better idea of WHAT we want to happen and WHO we want our audience to be, it is time to give some thought to HOW our project is going to have the impact we want, by asking: How will our project do what we want it to do? Art is not a science, and we will never know the exact mechanics of cause and effect, but giving some thought to how our project is going to have the impact we want it to have will result in a better chance of it really happening.

7) How will you reach the audience you want to reach?

8) How will your project prompt this audience to Think, Feel and Do what you want?

HOW WILL I KNOW?

You've sketched out What you want your project to do, Who you want to reach with it, and How this might be done, so now it is time to ask the important question: How will you know if you've succeeded in doing this? These are called METRICS. An ugly word to many artistic activists, but metrics really are just signs that tell us that we've done what we set out to do. And *you* get to decide what metrics are appropriate for *your* project.

Evaluation is not just something you do at the end of the project, it is a reflective practice that you can do throughout so that you know if you are moving in the right direction toward your goal, and whether you need to correct course, or even come up with new goals.

9) How will you know if your project is doing what you want it to do?

10) How will you know if you've reached your audience in the ways you wanted to?

