

Video and Motion Graphics  
Breakout Session  
UNLEASH 2008  
Ken Wilson  
Visual Director

## Staff

DJ – Video Director  
Judith Farkas – Creative Arts Coordinator  
Will Rodes – Production Designer  
Ben Coleman – Assist, motion content, editing  
John Folsom – Hardware technician

Started in 2000. Ken was a volunteer with a laptop, running Powerpoint.

## Environment

- Need to be able to close yourself off to think and plan.
- Make your creative environments very personal...all artists need their own little world...
- Create an environment of collaboration. Weekly meeting on Mondays to review what is coming up in next few weeks. Brainstorm on anything such as upcoming videos/concepts
- Separate your workspace from your creative space. gym...coffee shop...get away..
- Rearrange offices and space a lot.

## Inspiration

- Get out of the same environment to look for inspiration.
- Be flexible.
- Read and study.
- Find things that stretch you.
- Sketch books – carry them with you. Ken carries 4 sketchbooks – personal, projects, etc. Treat yourself to a good pen and sketchbook.
- Expose yourself to new films. Be open to looking at different things, new genres of music.
- Do stuff to stretch yourself. We don't look to church for ideas that often. We look at the culture of the people that we are reaching here.
- Look at the "future culture". Spin magazine is a good source.
- Don't always follow trends....make trends

## Organization

- Have to be organized so that you can deliver. A late or incomplete project isn't worth doing. It isn't giving your best. Read Getting Things Done by Dave Allen.
- Find a process that helps you complete your projects. Ken carries a stack of note cards to capture stuff as it happens so that he doesn't lose it. File it away for a "someday, maybe" list.
- Big white boards – Ken loves them. Loves big workspaces. Whiteboard in office is where brainstorming is done. Team board shows what is coming up.
- Control your distractions. Ken forces himself to check e-mail only 4 times a day. Turn off your notifications. Don't allow yourself to get in the mindset of e-mail being work.

## Collaboration

- Critique pieces a lot so that they fit the vision of what the pastor wants.
  - Maintain a proper perspective --"the work isn't for us, it is to glorify God and to assist our pastor, and for our attendees
  - try new ideas...you don't have to have the very best or most expensive...cheaper, different, better results
  - it is ALL personal preference...at the end of the day everything is a matter of personal preference...learn to accept other's preference
  - No ego...make sure you are not the one standing between God working and ego
  - Go with your gut.
  - Good idea always trumps the good execution of an idea.
  - Creativity costs. The difference is that it doesn't necessarily cost money. It may cost time, pride.
- Example: Wanted to do something manly and "you tubey". Shot on a Cannon point and shoot camera. Resounded with our audience. (it doesn't have to cost a lot to be effective)
- If you're a creative arts leader, it costs a lot of time to stay plugged into hands on.
  - It's not about the gear you use, but how you execute with the gear that you have.
  - Work out of your overflow with Jesus. Using less technical gear may force you to be more creative.
  - It costs you time when you need to hone your technical skill. Don't want to be in the position of not knowing how to do something that you can envision.
  - Go to class or shadow someone that is excellent.