

The Work

14. **Work smart.** The Artist begins the creative work based on the brief and leading questions. You know there's going to be a change in the brief, so set yourself up for it. Work with adjustment layers and pre-comps, produce editable and non-destructive imagery.
15. **Client Flake Factor:** The client has a secret. When they decide to unveil the lie is up to the individual, but it is suggested they do it after the first client review. "Change your mind" by revealing the single falsehood in the creative brief at the perfect moment. "Oh, can you make that red instead of blue?"
16. **Towards a Final:** The artist must produce a piece that resembles the description in the time allotted (two class periods). The closer you get to the description the more successful the experiment, but your grade will be based on the quality of communication first, and any artistic endeavor second. The "client" can choose to be available for the artist, providing feedback at regular intervals (or even looking over their shoulder telling them what they're doing wrong!), or can be "unavailable to take calls" during the process and steer clear of the artist as they are working.