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Works In Process - Scholar Edition

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ABSTRACT
The creative field revolves around many professions. Creatives share a lot of common themes that are part of their process. It is with these themes that we establish a more impactful way to listen to a podcast. Reviewing and breaking episodes up into chapters can effectively guide a student, aka a Scholar, in their path to establishing a creative career.

Some of the most powerful ways to get ahead in the creative field is by networking, and obtaining valuable knowledge from other creatives. Gathering this information and making these connections can be quite the task. Not all young creatives are aware of the behind the scenes work and the challenges creatives face such as growth, hustle, brand building, personal projects and more. By highlighting, comparing, and exploring the Works In Process Podcast, students will be able to easily identify guest insight and pick up tips of the trade.

This Scholars edition will break down the show through available podcasting features, chapters and visualized infographics. Chapters will signify times in the audio that will highlight specific advice and topics. Visual graphics will demonstrate how creatives share common themes, then branch out to more specific themes depending on the creative career.

Ultimately, this will result in a shared abundance of knowledge and guidance in which other creatives can establish their own routine and continue to grow.

METHODS
In order to provide effective insights and benefit the listener, repeated listens and effective note taking was required. The researcher listened to 4 podcast episodes with about 3-4 listens per episode. With episodes differing in length some required more time. All together the researcher spent approximately 12 hours listening in the span of 4 weeks.

A template was created for every episode guest. Each episode consisted of its own “Scholar Edition” document. This document included Themes, Quotes, Insights, and a reflection on quotes. Using Podcast transcripts provided by Professor Garrastegui, the researcher was able to provide time stamps which would eventually become chapters, a feature created specifically for Scholars.

The purpose of this research is to structure the episodes into chapters. By providing chapters, scholars will be able to skip to specific times within an episode to gain benefits of their own interest. Visual graphics will display a diagram of how common themes intersect, demonstrating the similarities, regardless of the type of industry, creatives are often faced with. Scholars will be able to observe and reflect on these themes that they may potentially experience in their careers.

RESULTS

Common Themes

Chapters

GROWTH
PERSONAL PROJECTS
PRODUC TIVITY
FREELANCE
EDUCATION
BRANDING
HUSTLE

Further Information
This scholars edition aims to rethink the passive nature of podcast listening. It will provide beneficial insights while listening, and can foster a new habit of stopping and taking notes for a deeper understanding.