

PART ONE  
\*\*\*  
THE END  
AT THE  
BEGINNING



The problem with finished works of art, finished TV shows or films, finished books is that they are so ... finished. When you want to embark on your own creative endeavours it can be inspiring but also frustrating to compare your work with other people's attempts.



What is the most overused word in the history of creativity?

GENIUS!



Yes.



*He's a genius.*

*Oh, that song is genius.*



*I read all her books, she's a flipping genius.*

*This work of art is grade-A, total, utter, unquestionable, GENIUS!*



AGHHHHHHHHHH!

It's hard work. It's not giving up. It's ordinary people applying themselves and producing something extraordinary and wonderful. People like you.

Most, if not all of these things, are not genius.



Thanks. You too.

I like what you're saying. You're a genius.



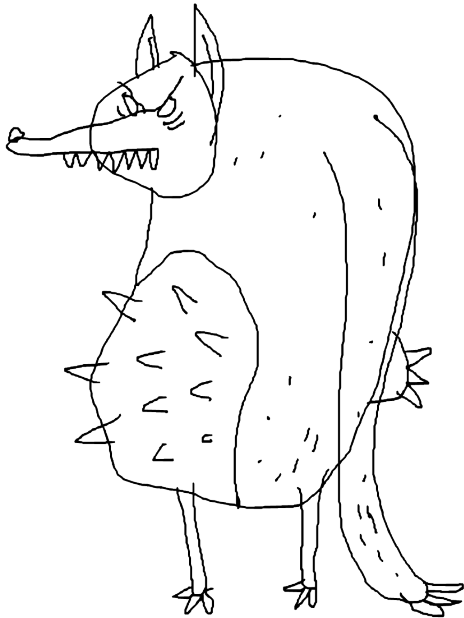
# DRAW A MONSTER



Why?

Just do it, all right?

All right, touchy!

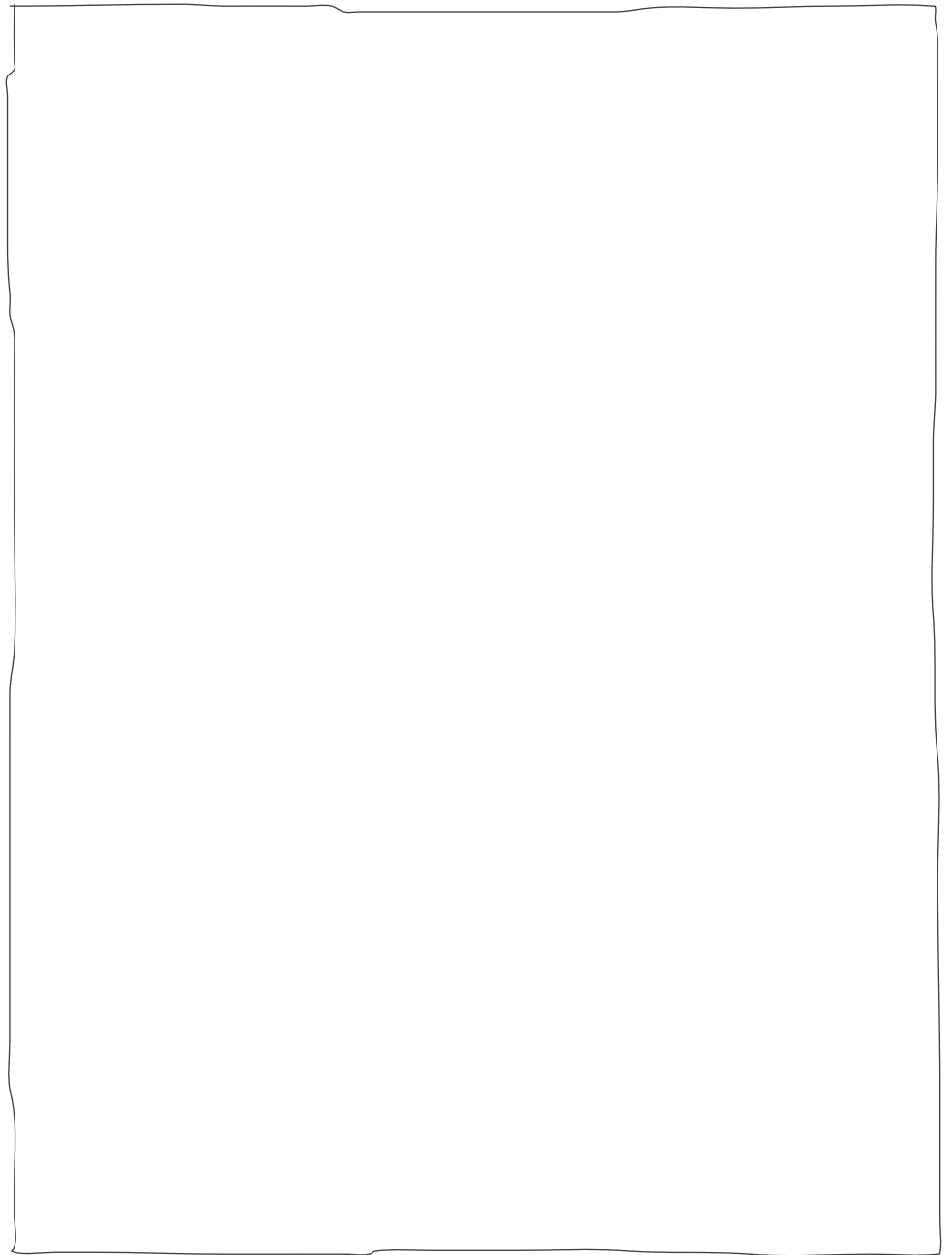


What is your monster's name? .....

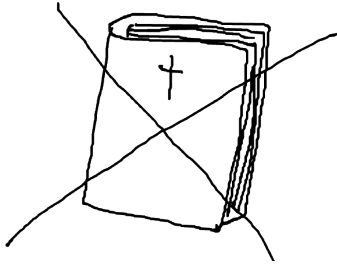
What can they do? .....

What day were they born on? .....

What is their weakness? .....



**I**n this book we are going to create a universe. We do this in our work as an animation company all the time. We come up with characters, locations, and stories and put them into a bible.



Not **THE** bible, of course ...



... but **a** bible.



A creative bible contains all the things you need to know about a world that you are going to investigate through stories.

So in this book we'll help you formulate ideas that you can put into your own creative bible. We'll cover aspects of writing and drawing (because that's what we do as a pair). You can complete this book on your own, or in collaboration with someone else. You are also welcome to buy the

book again (wink, wink) and fill it in with completely new ideas!

We'll start off with characters, then talk about the world and the locations and finally about creating stories. We'll also cover some other bits and bobs like 'rules of the world' and 'when to finish a joke' and 'the itch to redesign everything'.

**But the most important message is:**

**DON'T WAIT FOR  
PERMISSION  
TO BE  
CREATIVE**

**\***

**CREATE  
NOW!**

## BEGONE, INNER CRITIC! BEGONE!

Sometimes you can destroy your own creative flow before it even gets started. You have an idea and then your inner critic gets going, saying stuff like:

‘Seen that before!’

‘Never going to work.’

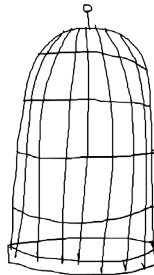
‘It’s a good idea, but you don’t have the ability.’

Well, it’s time for the critic to put a sock in it.

**Draw your inner critic here. What do they look like?**

**Now draw a cage around your critic.**

**HA! HA! INNER CRITIC, YOU ARE CAGED AND CONTAINED! SO THERE!**



**GREG:** Sometimes, when we haven’t eaten enough and are having a sugar low, we think we are rubbish and fakers and shouldn’t be allowed to work in the arts. We look at what other people have made and produced and think we’ll never be able to achieve what they have. Because they must be GENIUSES! Then we go and have lunch and realize that we are unrecognized artists of the highest calibre and we owe it to the universe to carry on our artistic pursuits.

**MYLES:** Years ago, I went on a summer school run by one of the UK’s best known playwrights. Someone asked him if he ever worried if his plays weren’t any good. His work is performed all over the world. He has been appointed a “Sir” by the Queen. He has written over seventy plays. But his response was that at the opening night of any new play he was always worried that the audience would hate it. Like everyone else he was concerned that at any minute someone might decide he was a total fraud and had no artistic talent whatsoever.

This shows that even very successful people still worry they aren’t any good. This is encouraging to the rest of us because it means our feelings of doubt are perfectly normal. This is also not encouraging because it means we are never going to stop having these feelings!



However, if you never have any doubts about your abilities ... maybe you should. **Doubts make you question what you’ve created, re-evaluate, and perhaps improve!**