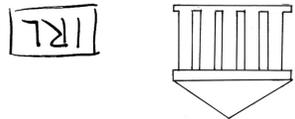


SWIPE FILE  
FORMATS

**Go to the Library**  
-Make use of your school or community libraries  
-Browse the stacks, a great way to stumble on interesting things

**Museums and Galleries**  
-Sign up for local listings  
-Visit museums and galleries  
-Sallybozzuto.com/resources for more



**Photo**  
-Aperture, aperture.org/blog  
-Lens Culture, lensculture.com

**Art General**  
-Hyperallergic, hyperallergic.com  
-Colossal, thisiscossal.com



PLACES TO LOOK



Perfection is the enemy of good.  
-Voltaire

Telling yourself that something has to be great or even good is a recipe for stress or beating yourself up for it "not being good enough." Allow yourself to make for the purpose of making.

Perfection is the satin-lined casket of creativity and originality.  
-Augusten Burroughs

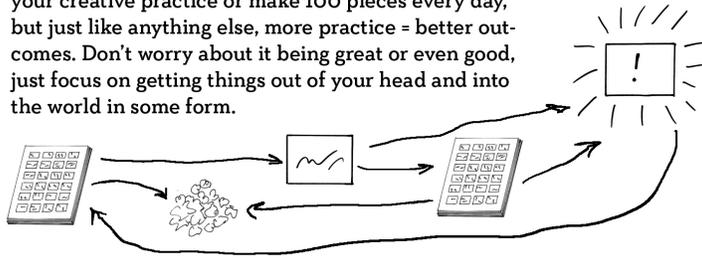
CREATE WITH NO EXPECTATIONS



# MAKE A LOT

as much as you can, as often as you can

This is not to say you have to spend all your time on your creative practice or make 100 pieces every day, but just like anything else, more practice = better outcomes. Don't worry about it being great or even good, just focus on getting things out of your head and into the world in some form.



**MAKE ROOM FOR FAILURE**

Allow yourself to experiment, make mistakes, fail, and try again. Court risk in your work, get outside of your comfort zone. You can learn a lot from failure if you listen.

Ever tried. Ever failed. No matter. Try again. Fail again. Fail better.  
-Samuel Beckett

# OTHER RESOURCES

Some of my favorite resources on creativity

- The Artist's Way, Julia Cameron
- Big Magic, Elizabeth Gilbert
- Fail, Fail Again, Fail Better, Pema Chödrön
- How to Do Nothing: Resisting the Attention Economy, Jenny Odell
- Austin Kleon
  - Steal Like An Artist: 10 Things Nobody Ever Told You About Being Creative
  - Keep Going: 10 Ways to Stay Creative in Good Times and Bad

For a more complete list of resources on creativity, the creative process and more visit [sallybozzuto.com/resources](http://sallybozzuto.com/resources)



## ARTIST DATE MENU

### PLAY

- Coloring books
- Blow bubbles
- Puzzles
- Drawing
- Legos
- Play music
- Sculpting / play doh
- Crafting



### CHILL

- Meditation
- Listen to music
- Reading
- Bubble baths
- Gardening
- House plant care

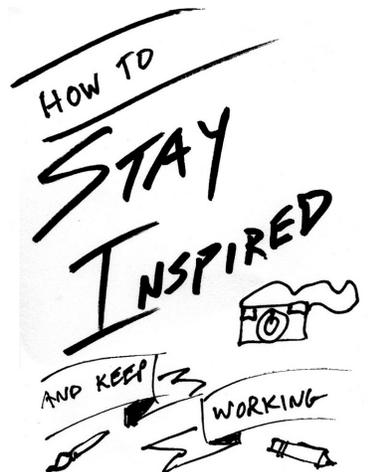
### JOURNEYS

#### Walks

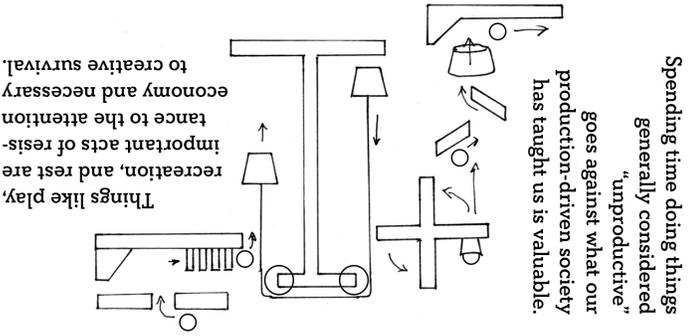
- Go somewhere new
- Focus on
  - Sound
  - Sight
  - Smell
- Physical sensation

#### Other Journeys

- Visit art gallery or museum
- Joy ride
- Window shopping
- Get in or near water



See also: Artist Dates, How to Do Nothing, and Make Room for Failure

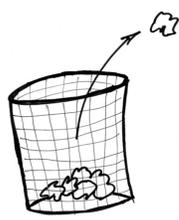


# THE EFFICIENCY OF INEFFICIENCY

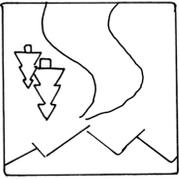
## TRY EVERY IDEA

Spending time doing things generally considered "unproductive" goes against what our production-driven society has taught us is valuable.

Things like play, recreation, and rest are important acts of resistance to the attention economy and necessary to creative survival.



Telling yourself that an idea is not good enough is a great excuse not to do anything. Along with showing up for the work it's important to give ideas a chance. Not every idea will go the way you think (most won't) but you never know where it may take you until you experiment and try it out.



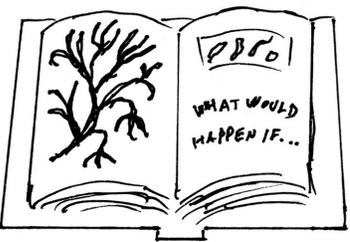
"Artist Dates are assigned play... The Artist Date is a once-weekly, festive, solo expedition to explore something that interests you... think mischief more than mastery... They feed our creative work by replenishing our inner well of images and inspiration. When choosing an Artist Date, it is good to ask yourself, 'what sounds fun?' - and then allow yourself to try it." -Julia Cameron, *The Artist's Way*

# ARTIST DATES

TAKE YOURSELF ON

## KEEP A SKETCHBOOK

Keep a sketchbook/idea notebook. In addition to sketches for future work, jot down ideas as they come.



Do not judge anything, just get it down

Art is not about thinking something up. It is the opposite - getting something down. -Julia Cameron

See also: Artist Dates, Efficiency of Inefficiency and Other Resources



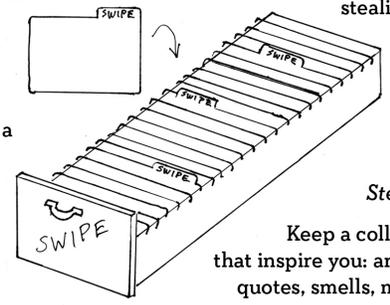
"Nothing" is neither a luxury nor a waste of time, but rather a necessary part of meaningful thought and speech. -Jenny Odell, *How To Do Nothing*

Take a walk, try a media cleanse, or just try "being bored." Often when we stop consuming we start producing. Or we allow ourselves the time to pause and reflect so that we can do the work we need to do.

# HOW TO DO NOTHING

## CREATE A "SWIPE FILE"

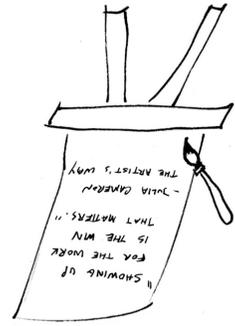
In his book, *Steal Like an Artist*, Austin Kleon talks about keeping a "Swipe File."



"See something worth stealing? Put it in the Swipe File. Need inspiration? Open the Swipe File." -Austin Kleon, *Steal Like an Artist*

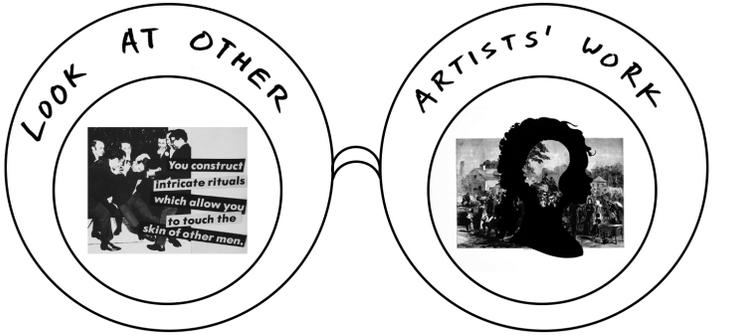
Keep a collection of things that inspire you: artworks, images, quotes, smells, music - anything!

Even if it's just a few sketches or absolutely nothing you still get a high five for showing up. And nine times out of ten something will happen once you've allotted that time for your creative work.



Starting is the hardest part. Few things feel more daunting than that blank page. But just start with showing up to the page. Schedule studio hours for yourself, make up a fake deadline, schedule time with a friend.

# SHOW UP FOR THE WORK



Barbara Kruger, *Untitled (You Construct Intricate Rituals Which Allow You to Touch the Skin of Other Men)*, 1980

Kara Walker, *Exodus from Atlanta from Harper's Pictorial History of the Civil War*, 2005

# Printing, Folding, and Cutting Instructions

## Printing

Print your zine at home or using any printer that can print on both sides of 8.5"x11" letter size paper. If your printer allows, select 2-sided printing and select the "long-edge binding" option if available. If your printer does not allow for automatic 2-sided printing you can print each side separately, just be sure you have the correct orientation for the print on the second side. If you want to save paper you can print page 1 & 2 only (skip printing instructions.) Also be sure to print at original size (do not "shrink to fit") otherwise it will not be aligned properly for cutting and folding. Because the design is single-color, you can print on any color paper or using different ink colors for added zest!

## Folding and Cutting

### Folding

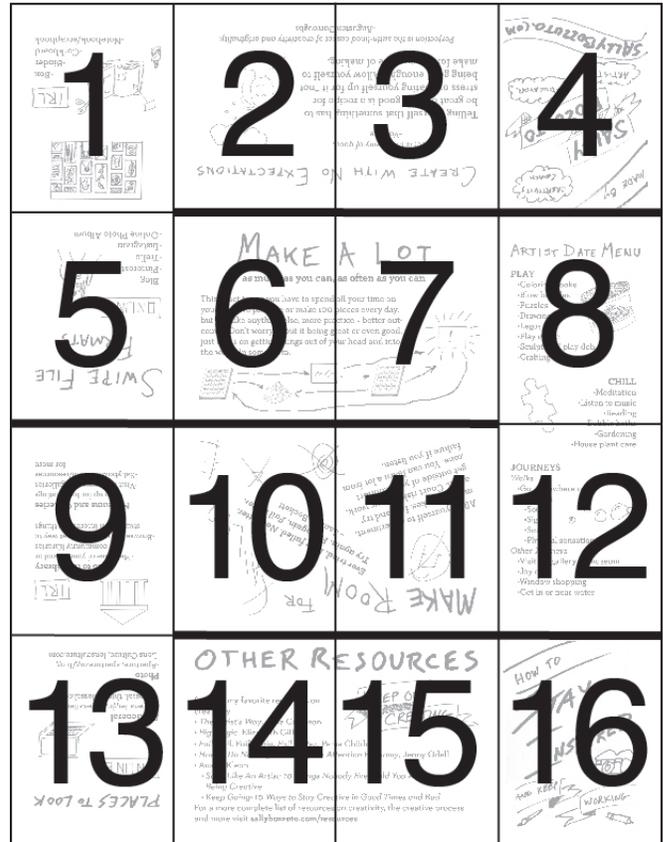
Using the diagram as a guide, fold on all lines to form 16 rectangles. Begin by folding the paper in half short-ways ("hamburger bun.") Direction of fold  $\vee$  or  $\wedge$  does not matter. Open and fold edges to middle crease. Open paper again, turn the paper the other direction and fold in half long-ways ("hotdog bun") Open paper once more and fold edges to middle crease longways. You should end up with 16 rectangles of the same size.

### Cutting

#### Orient Your Paper

Begin by laying out your sheet of paper such that the front cover (no. 16, "How to Stay Inspired") and back cover of your zine (no. 4, "Made by Sally Bozzuto") are facing up. Turn the paper so that the front cover is at bottom right (no. 16, "How to Stay Inspired" - right-side up, facing you) and the back cover at top right (no. 4, "Made by Sally Bozzuto", upside down, facing you) as shown in diagram.

The finished zine consists of two covers: rectangle no. 16 (front cover) and rectangle no. 4 (back cover), twelve horizontal, two-page spreads: four seen from this side: 2-3, 6-7, 10-11 and 14-15, and three two-page vertical spreads: 1&5 ("Swipe File Formats,"), 8&12 ("Artist Date Menu") and 9&13 ("Places to Look.") The fold between the two-page vertical spreads will hold your zine together and should not be cut.



Fold along all lines to create 16 rectangles of equal size. Then cut along creases represented by thick lines being sure not to cut along the last rectangle at the end of each row.

# Cutting and Finishing Instructions Cont.

## First Cut

All thin lines in the diagram represent folds, all thick lines represent cuts. Using the diagram as a guide, your first cut will be along the bottom crease, short-ways.

Going from right to left, cut along the crease  $\frac{3}{4}$  of the way - to the third place where two creases meet - being sure to leave the last  $\frac{1}{4}$  of the paper uncut (between nos. 9 & 13.) I.e. Cut along the horizontal crease from just above the front cover (no. 16) to the end of two-page horizontal spread (no. 14&15, "Other Resources,") stopping at vertical fold between nos. 14 & 13 - thus leaving the fold between nos. 9&13 ("Places to Look") in tact.

## Second Cut

Reorient your paper into the starting position as seen in diagram; your second cut will be along the center crease short-ways.

Going from left to right, cut along the crease  $\frac{3}{4}$  of the way - to the third place where two creases meet. I.e. Cut along the horizontal crease from just above no. 9 (bottom of Places to Look vertical spread) to the end of two-page horizontal spread "Make A Lot," nos. 6&7) stopping at vertical fold between nos. 7&8 thus leaving the fold between nos. 8&12 (vertical spread "Artist Date Menu") in tact.

## Last Cut

Reorient your paper into the starting position; your last cut will be along the top crease short-ways, just below the back cover.

Going from right to left, cut along the crease  $\frac{3}{4}$  of the way - to the third place where two creases meet - being sure to leave the last  $\frac{1}{4}$  of the paper uncut. I.e. Cut along the horizontal crease from just above the back cover (no. 4) to the end of two-page horizontal spread (no. 2&13, "Create with No Expectations,") stopping at vertical fold between nos. 1 & 2 - thus leaving the fold between nos. 1&5 ("Swipe File Formats") in tact.

## Fold and Finish

Starting from one of the covers - either no. 16, "How to Stay Inspired" or no. 4, "Made by Sally Bozzuto" - fold your zine along the existing creases so that the cover pages face outward, reinforcing or reversing your creases as you go. Once your zine is folded it should be in the size of one rectangle with the front and back covers facing outward. After all folds are made I like to go over the final creases with a bone folder (you can also use the back of the handles on a pair of scissors.)

## Need More Help?

For additional help with printing, folding, and cutting - including tutorial video - visit [sallybozzuto.com/resources](http://sallybozzuto.com/resources).

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