

Project Brief

Use this Project Brief to guide you through completing your project. Use the weekly resources I'll share with you to learn the skills you'll need to do so.

Project Brief

Project

Define your creative through line

Description

Define the through line for your creative pursuit. We'll brainstorm ideas for what our through lines should be, dissect our creative visions to separate motifs from pillars and begin composing draft after draft of our core storylines.

Use the media that speaks to you: make a poster, shoot a video, write a manifesto. The more creative the better.

Deadline

Thursday, October 4th by 8pm EST

Deliverables

To complete your project, you'll need to:

1. Articulate your creative through line in 2-3 sentences
2. Create something - anything - that clearly communicates your through line

Communicate your through line in any format that speaks to you. A poster, a video, a drawing, a blog post, a poem - the more creative and unique to you, the better!

Project Brief

Project Schedule

I've broken up the project into two milestones. Milestones are checkpoints when you should share your project in the online Classroom for feedback.

Milestone 1: Articulate v1 of your through line

Due Date: Sunday, September 23rd, 2012 by 8pm EST

To Do: Post a Project in the Classroom with

1. 2-3 sentences articulating your creative through line
2. 2-3 sentences describing the creative empire or pursuit you're planning to build

I'll select some of the most creative through lines submitted to give feedback on during office hours and in the Classroom.

Milestone 2: Submit final representation of your through line

Due Date: Thursday, October 4th by 8pm EST

To Do: Post a Project in the Classroom with

1. Something you've created to represent your through line - can be an image, poster, story, video, poem, song, presentation - literally, anything.

I'll pick one through line project to be featured on my blog, Fresh Off The Boat.

Project Brief

Tips for Collaboration

Use the online classroom to ask and answer questions, brainstorm ideas and share your thoughts. At milestone dates, be sure to share your project progress in the Classroom for feedback.

1. Post a **note** with any interesting thoughts or ideas you want to discuss.
2. Post your **project** progress to get feedback and high-fives.
3. Share a **resource** you find that you think other students will find helpful. Articles, blog posts, videos, links etc.
4. Ask or answer a **question**. I'll post questions for you to think through, too.

Use **local workshops** to get project feedback offline with a smaller group of students any time throughout class.

Dive Deeper

Discuss any of the below in the Classroom or at your workshops.

- *What do you think the creative through line is for BaoHaus?*

- *What are some ways to make a creative pursuit uniquely yours?*

- *Choose a brand or artist you love - how would you articulate their through line?*

Project Tools & Materials

Weekly Lessons + Sample Projects (pg. 6 - 21)

Appendix

Cam'ron Lyrics

“Cream still stack it if the friends still crack it, is that you cryin’ for that Billy Jean jacket?”

“Lock my garage, rock my massage, fuck it bucket by osh kosh b’gosh. Golly I’m gully, look at his golashes.” <<-- hardest non-sequiter flow ever!

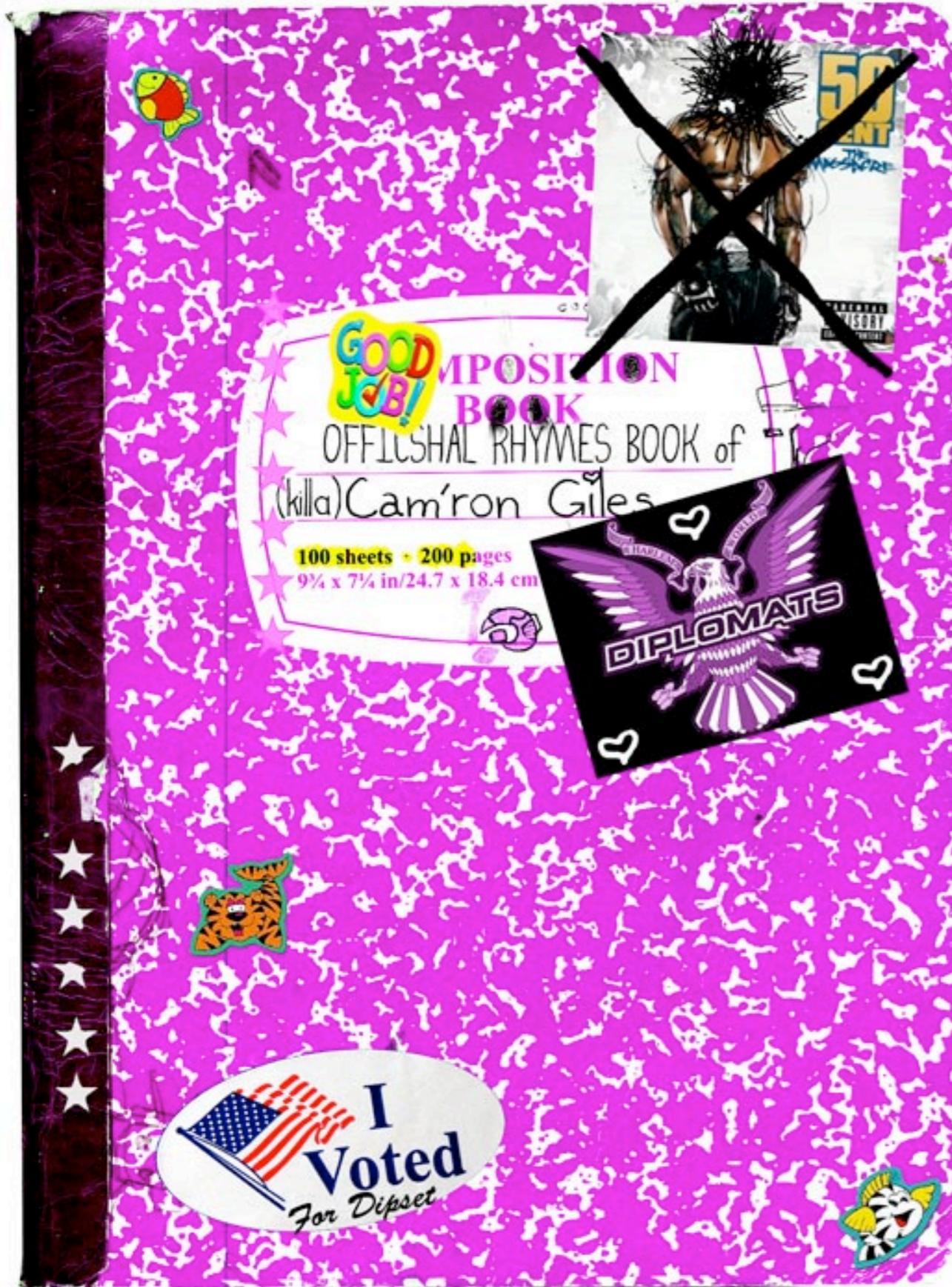
Some of Cam’ron’s most popular verses make absolutely no sense. Then, the ones that do make sense are stupid elementary in nursery rhyme fashion. Hip hop heads hate on Cam’ron for how basic and non-sensical he is at times, but that’s the genius of his work. Life doesn’t make sense and art mimics it. Especially in the brainstorm phase, ANYTHING GOES, it shouldn’t even have a logical flow. You can tie it all together later, but for now, LIVE.

Stop Editing: Cam'ron Rhyme Book

Cam'ron Rhyme Book Found

This was a parody of what Cam'ron's Rhyme Book would look like. I'd hate to over deconstruct this masterpiece, but for people who don't follow Killa, the humor is that Cam'ron's creativity and work have no bounds. Anything is fair game. You can ALWAYS edit yourself, but think about it, we already do that on a daily basis. I bug people about wearing football jerseys and crocs to work but even then, I edited. can't be wearing non-slip shoes in the kitchen, b. Your creative pursuits are the one mother fucking time you should stop editing yourself and LIVE. Anything goes, don't let anyone curb you. It's your world, doggy.

Cam'ron has always been an inspiration because the man breaks all the rules. He is the most ridiculous rapper you know. Dude call his closet "Pet Cemetery": "You got pets? Me too. Mine are dead, doggy, fox, minks, gators that's necessary. Accessories, my closet's Pet Cemetery". He doesn't care if he offends, but he's always creative and witty in the way he does it. As people in theatre know, "Tragedy is easy, comedy is hard".



"PURPLE SPARROWZ"  ppl who can red this:

Juelz Santana ~
 # Jim Jones
 # ~~Freshy Zekay~~
 # Duke Da God
 # J.R. Writer
 # Hell Rell
 # 40 Cal.

We at the waffle house
 Waitress said "watch yo mouth"
 My girl talk while she eats
 Told her "damn girl, watch yo mouth"

Heart throbs and villains
 Dipset rob civilians
 Harlem Globetrotters
 Gold lampin'
 Robin Williams

Ayo hold the phone
 While Cam chart this bitch
 Extra chromosomes, wyle out, retarded kids
 She gave the homie dome, mile south to my cartilage
 Wide mouth, chubby fingers, big tongue
 Retarded kid

 Curtiis 

Favorite!!!

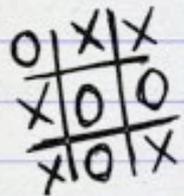
This bird probably models
 She rock Versace goggles
 "Buy me Versace, vato"
 That's her Versace motto

 these are pinks that i LIKE

 (Sort of like this one)
 these are pinks that i Hate

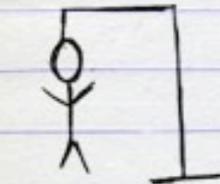


You fags on Gay St. catch me on Broad Way
 Harlem to Norway, i hit them all day
 In the hallway - I might get a standing O
 Like a long play or drop a cameo
 My spanish chicks say "Cam, mijo"
 Then damn me though cuz after we ram-rammy
 You proly find Cammy slammed the door



Got white that keeps me fresh like baby powder
 Wash my girl's face & chest - give her a baby shower
 But she aint expecting, i keep her guessing
 "Cam how you stay so freshly dressed?"
 I tell my baby - powder.

We bring the burners, B
 We turn you burgundy
 Morning news you niggas, son
 Ron Burgundy



K _ _ C H

We watchin Looney Tunies
 We at the ~~movies~~ loopy
 My boo turned to me
 and she said
 "Yo dude, looney tune me"

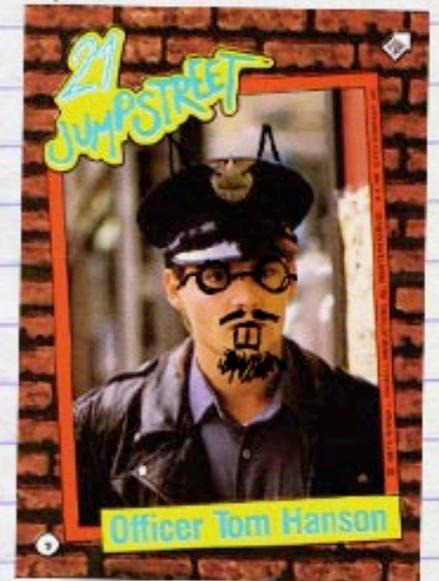


best friends 4ever



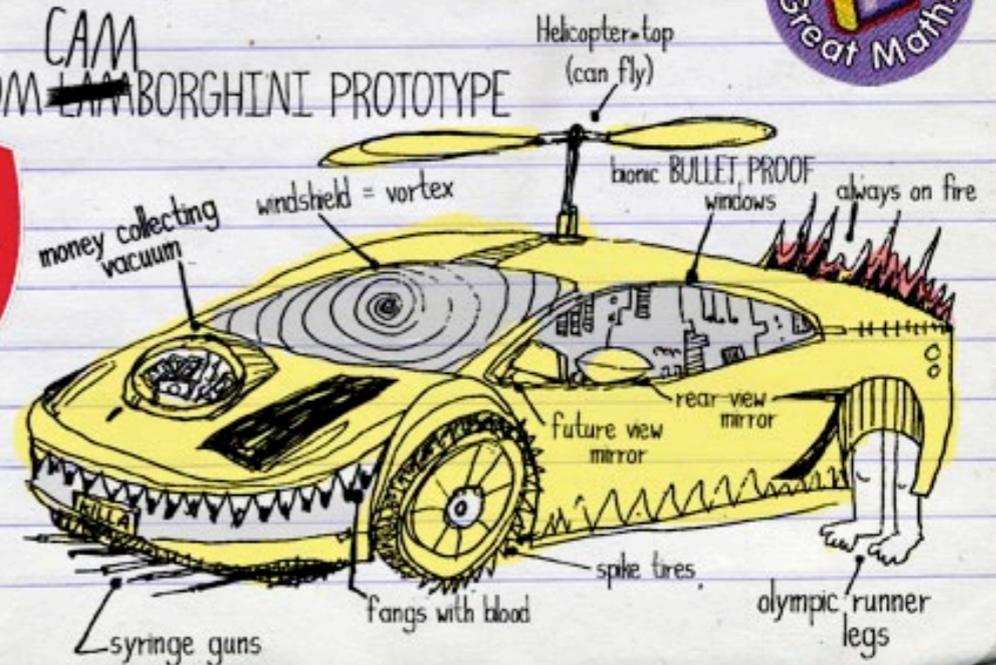
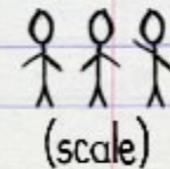
Y'all can't compare to Cam, Y'all rap generic flows
 Your girl busted dog, tell her wear a "Mask", Eric Stoltz

We at the hot dog stand,
 She made my hot dog stand,
 Bitch Kobayashi'd the whole team,
 She likes hot dogs, man
 Drove thru the garment district
 On a charming visit,
 Glove box got the sparkling biscuit,
 So if the cops tryna ticket
 WARNING: I'm a click it
 We did the wa-wa-tussi,
 She said "sock it to me."
 Felt like I was robbin' the cradle,
 'Bout to knock the booties



2007

CAM
 CUSTOM LAMBORGHINI PROTOTYPE



Mememes and the ability to laugh at yourself.

1. Cam'ron: Godfather of Pink



2. Letting Jim Jones continue to rock Affliction on top with True Religion on the bottom, that don't make no sense, Cam, but it's a creative non sequitur.

Mememes and the ability to laugh at yourself.

3. Letters to Killa Cam: Video

Shouts to my homies, The Rosenthals for this video. It's important to be able to laugh at yourself. This video put Cam in Fish out of water situations giving advice to valley girl types with internet speak. Confident artists have the ability to laugh at themselves, which also leads to the issue of meta. No one wants a meta album that's overly self-referential like Like & Times. The only time you should be meta is when you're laughing at yourself.

4. Listen to Cam and realize shit is not that serious.

Harlem, non-sequiters, brainstorm, have fun with it. Obviously Jay-Z is the most prolific rapper of our time but... I'd argue that Cam'ron is more influential in NY. When people were serious, he got the hood rockin' pink and magenta. He was one of the first NY rappers to get on Southern Bounce tracks, flipped Master P's Bout it. Bout It and never saw boundaries. Then your boy went on O'Reilly and gave us the greatest meme of all time: "**U MAD**" - All hail Killa Cam.

Stop Editing: Baohaus Brainstorm

My Baohaus brainstorm...

1. Mom's red cooked pork shoulder
2. Spaceships
3. Chinkstronauts
4. Charles Barkley
5. Allen Iverson
6. 36 Chambers
7. Mao
8. Maotai
9. New York
10. Russ & Daughter's, Katz's, Yonah Schimmel's, Noodletown, Din Tai Fung, Rao's, Red Sauce Italian restaurants
11. Fuck new New York restaurants with chef boards and locally sourced asparagus. That shit makes my pee smell.
12. Checkered Tables Cloths
13. Godfather I & II
14. Anything opposed to Sofia Coppola
15. Good Burger
16. Runts
17. DGK Skateboards (Dirty Ghetto Kids)
18. Nike
19. Record Shops
20. Royal Tennenbaums
21. Killa Motha Fuckin Cam

Deconstructing The Godfather I and II

Deconstructing The Godfather I

At its very core what if the Godfather about?

Ask yourself that question before reading any further. Some people may mention these things as the “through line” but if you answered with any of the below, you’re confusing *through lines* with *motifs*.

1. Italian-American
2. It’s about the Mob
3. New York
4. The West Coast Sun Tzu - although I like to read the Godfather in that way, Mario Puzo and subsequently Francis Ford Coppola’s aim was most likely not to write the West Coast Art of War.

5. Machiavelli - ends justify the means
6. Birth Order - Sonny, Fredo, Michael and how birth order affects outcomes.

These are all *motifs* or *themes* that come up in the story. Mechanically, **they are the tools you use to expand, prove or explore your through line**. Think of the through line as your thesis statement and motifs/ themes as the body paragraphs used to prove or explore your thesis. Do not confuse the “proofs” or “vehicles” for the actual through line.

Deconstructing The Godfather I

Godfather Though Line at Work

This can be debated but if I boiled the Godfather down to a through line, I would say “The Godfather is about American Immigration and the decisions a family must make to come up in this country”.

Every thing in the Godfather can be traced back to this through line. Vito’s decision not to back Sollozzo and the drug trade in Godfather I is what drives the through line in the entire trilogy. Vito is looking long. The politicians, police, and allies that the Corleona family have would not be able to support forays into drugs. It wasn’t culturally acceptable. From a business and “war”

perspective, was it the smart move? Probably not, but if the goal is to build a respectable family in two generations that produces Senator and Justice Corleones, it was absolutely the right decision. Vito expects retaliation, but he didn’t expect to be putting Michael’s future on the table when he made the decision.

Vito wants Michael to stay out of the family business, he’s a war hero, he could be an attorney, senator, judge, but the FAMILY makes a decision not to back Sollozzo. When they strike, Vito is hospitalized and the FAMILY must make a decision without him. They decide as a FAMILY that Michael

Deconstructing The Godfather I

is the only one that can avenge the attack on Vito's life. It upsets Vito because it disturbs the long term plans he has for the family. They make the decision without fully understanding Vito's vision. The Godfather I becomes a battle between Vito's desires for the family, the realities they have, and the adaptations Michael must make to usher the family into the new generation.

The classic conversation that ties The Godfather I together is Vito's talk with Michael in the garden right before Vito dies with his grandson shooting him with the water gun. **First Generation dying at the feet of the Third - it's beautiful and serves**

the through line perfectly.

It's about the sacrifices our grandparents/ parents make that many times falls on naive eyes like the grandson in the garden. He has no idea the things his Grandfather has done for the FAMILY and its American legacy.

Deconstructing The Godfather II

Same through line: *“The Godfather is about American Immigration and the decisions a family must make to come up in this country”.*

The genius of the Godfather Trilogy is that it is the same through line but told through the eyes of a Father, Son and... we're really not going to talk about III. It's too painful. The Godfather II has the same through line but it's in Michael's hands now.

Michael Fails to Make a Distinction.

To me, Godfather II is about Michael's failure to see the difference between business and family that sends the family into a downward spiral.

Michael makes decisions that tear the family apart: killing Connie's husband, killing Fredo, Lying to Kay. He lies to Kay for the business and you see how Michael's vision becomes blurred as he begins to confuse he business for the family and vice versa. He assumes that decisions he makes that are good for the business are good for his family but they are not. It's very important as a writer, character, etc. to have clear distinctions.

As a “Boss”, should he off Carl and Fredo? Absolutely. Should he keep Kay out of the business? Absolutely. But as a family man... it's not so easy. That's the beauty of The Godfather II; it's

Deconstructing The Godfather II

alive; it's real' and, it's not contained.

Art is at its best mimicking reality and at its worst, overly framed and contained. You see these gangster movies that happen in a vacuum with characters that have no regard for their lives, their future, their families etc. None of them can touch The Godfather because they don't fully unpack the through line into the entire lives of the character.

Every action has an equal and opposite reaction.

Physics should apply to art.

Deconstructing Bauhaus

Deconstructing Baohaus

Growing up, I used to hang out at the YMCA or 7-11. In the suburbs, before we could drive there was nowhere to go. Unless your parents dropped you off at the mall, you couldn't walk or ride your bike there. But if you got wild at the Y, played music too loud, or loitered at the 7-11, they'd call the cops. People may think Bauhaus is about Taiwanese food, hip hop or family, but it's not.

"I wanted Baohaus to be a youth culture restaurant that the neighborhood could post up at. Not moms and dads and nine-to-fivers, but the kids across the street, the freelancers, the unemployed, and the people that hung in the neighborhood because they'd scammed their way into rent-controlled

apartments. At the core of Baohaus would be this truth:

No one would kick you out, call the cops, or serve you shitty 7-11 pressed cubans.

That was absolutely it. Yes, we wanted to serve Gua Bao. Yes, we thought we would do it better than anyone else in the city. But our story was NOT to make the best Taiwanese Gua Bao. It was to create the space I would have loved to have in my neighborhood as a 16 year old trapped in Orlando.

I remember how shitty it was not to have productive

Deconstructing Baohaus

outlets for creativity, meeting people, talkin' shit, or just to work. I cleaned chicken butts at Boston Market and it sucked. The owners/ managers never spoke to us, we didn't learn anything about business, as young men and women, it did nothing to prepare us for life. We'd drop ecstasy just to get through shifts at work. I mean, really, no one would be blowing up washing chicken butts.

People come to Baohaus, they talk shop, do biz, tage the walls, apply for jobs etc. I know people that have met producers or artists they now work with, I know family that hasn't seen each other in years re-connect at the Haus, and we throw Ice Cream Bao parties. I'm not romanticizing it, that's

really what happens if you hang out at Baohaus late night.

People just kick it and the beauty is that it happens even when Evan and I aren't there. Customers have taken the idea and made the restaurant theirs. These walls do talk, y'all.