


Applying Scientific Rigor

TO CREATIVE ARTS

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Scientific Method

1. Identify a problem
2. Hypothesize solutions
3. Research
4. Revise hypothesis
5. Test
6. Analyze
7. Share analysis

Rigor allows the process to be predictable and repeatable

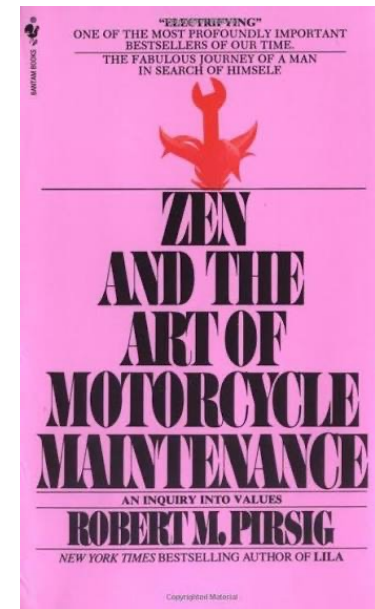
Storytelling

- ▶ When applying for a Job or Grad School, you are telling a story about **yourself**.

Tell me
WITHOUT
Telling me

Enactment

- ▶ Taking abstract ideas and making
- ▶ Making events clear in the audience's mind





Perspective

- ▶ The way that you engage your audience is that you tell a story that no one else can
 - ▶ You synthesize elements that no one else can, finding connections no one else is ready to see
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Perspective

▶ Apoptosis



Engagement

- ▶ The way that you engage your audience is that you tell a story that no one else can
 - ▶ You synthesize elements that no one else can, finding connections no one else is ready to see
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Example

- ▶ “Diversity & Inclusion Statement”
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Creative Storytelling in Your Statements

Facts

- ▶ Boring without enactment and *stakes*
 - ▶ Listed in your *Resume/C.V.*
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Creative Storytelling in Your Statements

Facts

- ▶ ~~Boring without enactment and stakes~~
- ▶ ~~Listed in your *Resume/C.V.*~~

Pick a supporting document to tell a story about who you are.



Summary

Find a way to show who you are by:

- ▶ **Enactment:** narrative by showing a problem and how you overcame it
 - ▶ **Engagement:** make them see it in their mind
 - ▶ **Synthesis:** connect dots only you can based on your perspective, experiences, and beliefs
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