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Creative Capstone Project

Analysis

Throughout the time I spent on this creative capstone project, I have learned a lot about my field, and I have gained a lot of experience in my field.

platforms. This situation aided in how aspects such as sales, marketing, along with visual communications would be worked through in The Break business plan.

Many times, just as in scenarios found in the art world, you must subtract from the plan to actually add to it. In other words, making something more comprehensible by “rinsing away the excess fat,” which was something that I had touched on in my support paper. By doing this constantly throughout the construction of the business plan, I found that it came together in a more logical and understandable manner. Not only was I able to omit unnecessary financial information that made it perplexing at times, it enabled me to identify material that I was missing in certain areas and may have not otherwise.

Overall, The Break business plan was an exciting endeavor for me as it finally brought to life something that had just been an ordinary idea of mine for multiple years. It was the seamless integration of concepts between communications, professional sales, and arts along with my personal knowledge and skills from my own experiences, that have helped fashion this project in such a way to where I feel confident in my work.