

Creative time box

A fortnightly two-hour attempt to be better at our jobs

There is a literal box on the Inspirapod™. Put ideas in there as and when they come up.

The aims

This is suspiciously similar, but distinctly different, from [Digital's Developer Development](#)

Creative Time Box (the cool kids call it CTB) is time set aside for personal development. How that time is used is up to individuals, within these guidelines:

- **must** pick something relevant to the work we do
- ideally there should be some kind of output, like:
 - show & Tell (or Wrap Up) or presentation to the team
 - recommendation for process improvement
 - ideas for future project/work/development
- it is productive time - with a clear goal in mind

We do a two hour session every two weeks. The last 15 minutes or so is set aside for us to spend five minutes each talking about what we've learned.

What are we learning about?

	Joey	Rayner	Beth
4 July 2019	SASS	QS international survey	-
20 June 2019	New website project infographic		-
5 June 2019	Lead/secondary phrases special		
22 May 2019	Product and web design and also empathy and social media ad sizes and ooh I could eat a Topic and I've just got to book a little holiday	Headlines/impact statements	LinkedIn sponsored content
7 May 2019	-	Creating Tone of Voice guidelines - ideas and best practice	Facebook Creator Studio
1 May 2019	Exploring fonts	Schema.org	Tone of voice
15 April 2019	-	Approaches to Audience Research (Digital Skills Programme)	Article catch up
29 March 2019	Footer data	Footer best practice	Footer better practice
15 March 2019	Article catch up	Approaches to Audience Research (Digital Skills Programme)	Social media takeovers
27 February 2019	Article catch up	Article catch up	Sprout social 2018 report
13 February 2019	Article catch up	Gender neutrality in copy	Social media reports
18 January 2019	UX colour research	Google Optimise results	Social media calendars
23 November 2018	Adobe XD	How to test visual design	Photoshop essentials
7 November 2018	CSS grids	Google optimise	Photoshop essentials

19 October 2018	Functional inventory	Article catch up	Marketing strategy / organic content in Higher Education
12 September 2018	Spotlight presentation	Spotlight presentation	Alex
8 August 2018	User journeys	Hugging for beginners	Google analytics for beginners
26 July 2018	Funneling	Long and short tail	Programmatic advertising
6 July 2018		Cognitive fluency and reading psychology	Cornerstone Content
20 June 2018		ContentEdLive 2018 - review, to-do, igloo and traits of best problem-solving teams	-
31 May 2018	-	Content strategy headspace	Video foundations: interviews
08 May 2018	Branding 2	Article catch up: <ul style="list-style-type: none"> • Web users judge sites in the blink of an eye • Reading content on mobile devices • FirstClick usability testing 	iMovie for editing stuff on the go
27 Apr 2018	UX competitor analysis	Generation Zed	Lumen 5
13 Apr 2018	Branding	Useabilityhub	Instagram for marketers
28 Mar 2018	UX	Content strategy revisited, exactly one year on	YMS 2018
14 Mar 2018	Accessibility and colour from a UX perspective	Creating good briefs	UX and accessibility
21 Feb 2018	Responsive ads	Empathy mapping	YouTube metadata
31 Jan 2018	2017 year in review special		
12 Jan 2018	2017 year in review special		
03 Jan 2018	Light Room	Premiere Pro	Making Gifs in Photoshop
21 Dec 2017	-	University Market Insight Conference 2017 - slides round up	CSS essentials pt 6
06 Dec 2017	PhotoShop	Google Adwords 'expertise'	CSS essentials pt 5
22 Nov 2017	Chrome dev tools pt 2	Google Adwords best practice	CSS essentials pt 4
08 Nov 2017	Chrome dev tools	More bookmarked article catchup: <ul style="list-style-type: none"> • F-Pattern Reading Digital Content • Quantitative vs. Qualitative Usability Testing 	CSS essentials pt 3

26 Oct 2017	ARIA	Catching up on UX: a Nielsen Norman bookmarked article special <ul style="list-style-type: none"> • Back to top button design guidelines • Marketing Email and Newsletters: UX Findings Then and Now 	CSS essentials pt 2
13 Oct 2017	4 oh 4	Google Adwords for beginners	CSS essentials
20 Sep 2017	WordPress	WCAG 2.1	-
16 Aug 2017	Responsive design part III	Google search console - the geeky stuff	Google analytics academy
02 Aug 2017	SASS	-	Graphics for social media
19 Jul 2017	FullStory	Personas	Accessibility - an introduction
05 Jul 2017	Responsive design part II	Aventures in illustrator (and beer) part II	Touching up images
22 Jun 2017	Responsive design	Aventures in illustrator (and beer)	UX fundamentals
24 May 2017	SASS	Piktochart's design series	Marketing for millennials
12 May 2017	Adobe After Effects for people with a fully charged laptop	Photoshop - tips and tricks for a self-taught slacker	Photoshop - smart objects
28 Apr 2017	UX Basic training pt 2	Google data studio	Writing in plain English
31 Mar 2017	UX Basic training	Content strategy (NN/g conference special)	-
17 Mar 2017	Adobe After Effects	Mobile first Indexing	-

Photoshop essentials