

# recommendations

This section offers resources designed to support you in planning your projects and strengthening the personal skills essential for a creative practice with less stress.

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# Practical tools for stress management in the creative process

This document brings together materials designed to support you in organizing your projects and developing key personal skills for a creative life.

It includes planning templates and stress maps, available in both print and digital formats, to help you visualize tasks, balance workloads, and identify potential sources of tension.

You will also find a visual guide with assertive communication tips aimed at improving collaboration, empathy, and the expression of ideas in team environments.

Finally, the Designer's Roadmap serves as a guide to help you set goals, manage your time effectively, and maintain a coherent and sustainable creative practice.

# empathise

## Guide with assertive communication tips

### For creative professionals and educators

Assertive communication helps reduce misunderstandings, prevent burnout, and foster more empathetic, effective collaboration. Below are key principles and practical tips:

#### 1. Use “I” Statements

Speak from your experience and needs to avoid blame or defensiveness.

- Instead of: *“You’re not being clear.”*  
Say: *“I’m having trouble understanding what’s expected—I need more clarity.”*
- Instead of: *“This deadline is impossible.”*  
Say: *“I feel overwhelmed by the current timing—can we review the schedule together?”*

#### 2. Be Clear and Direct

Avoid vagueness or excessive justification. Say what you need or want respectfully and concisely.

- ✓ *“I need two extra days to deliver a better result.”*
- ✓ *“I’m not available at that time—can we try a different slot?”*

#### 3. Set Boundaries Respectfully

Defining limits prevents overload and fosters mutual respect.

- *“I can’t take on more work this week, but I’m open to discussing it next Monday.”*
- *“To protect my focus, I prefer to receive feedback by email.”*

# empathise

## Guide with assertive communication tips

### 4. Practice Active Listening

Assertiveness is not only about expressing yourself, but also about fully listening to others.

- Paraphrase to confirm understanding:  
*“So what you’re asking is...”*
- Use silence and eye contact to show attention.
- Ask follow-up questions:  
*“Can you give an example?” / “What’s the priority here?”*

### 5. De-escalate with Empathy

When tensions rise, respond with calmness and emotional awareness.

- *“I hear this is frustrating—let’s find a way forward together.”*
- *“I’d like to take a moment to reflect and return to this conversation calmly.”*

### 6. Negotiate Collaboratively

Assertiveness includes finding solutions that work for both sides.

- *“Here’s what I can offer—what works best for you?”*
- *“Let’s align our expectations to avoid stress later on.”*

# define

This section gathers the essential elements that guide the planning and execution of a creative project.

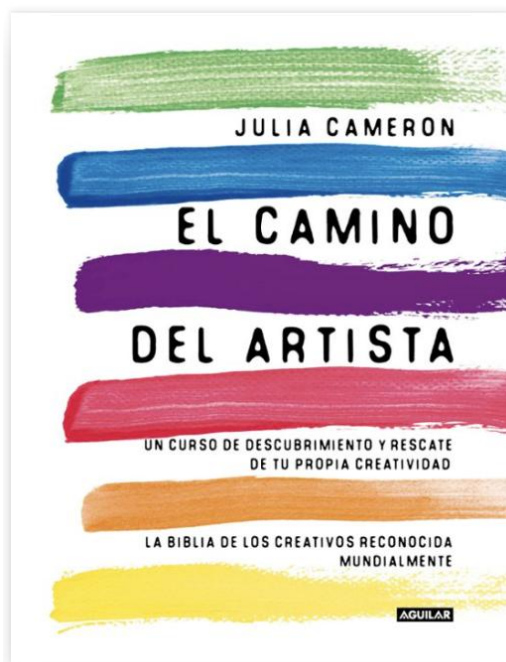
Section	Key Content
Client / Brand	Name, industry, brand personality.
Project Context	Why is this project being commissioned now? What triggered it?
Main Objective	What is the goal? (e.g., increase sales, reposition the brand)
Target Audience	Age, interests, behavior, appropriate tone.
Key Message	What should the audience remember or feel?
Competitors / References	What are others doing? What should be avoided or used as inspiration?
Expected Deliverables	Formats, specific pieces, quantity.
Technical Constraints	Colors, typography, platforms, etc.
Estimated Budget	Available range or to be defined.
Key Deadlines	Final deadline + intermediate dates if applicable.



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# ideate

Inspiration and guidance for unlocking creativity.



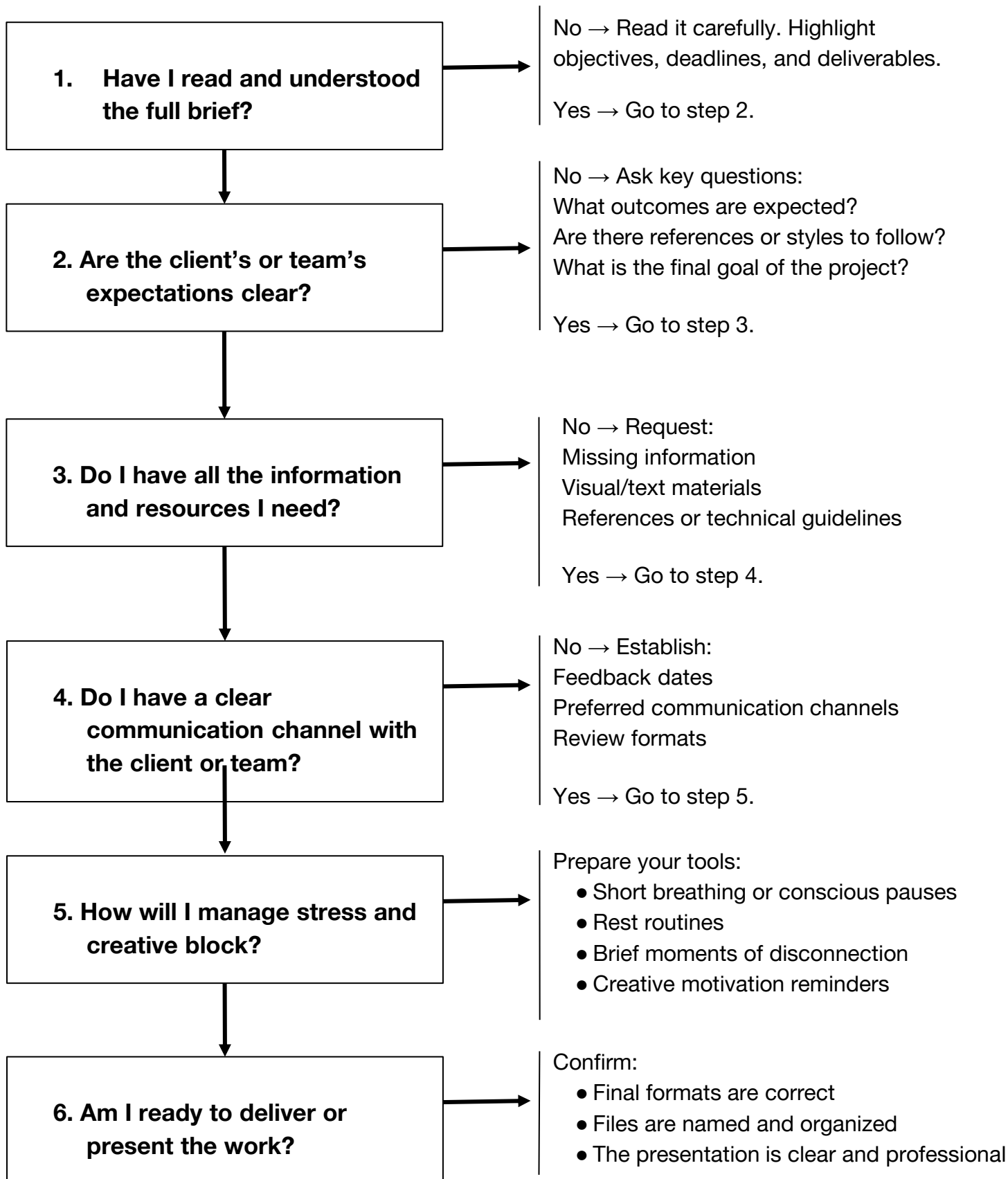
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## Notable Quotes from *The Artist's Way*:

1. "Creativity is the willingness to learn and grow."
2. "Recovering a sense of creativity is like unearthing a well. First, we clear out the junk, then the mud, and eventually we find the clear water."
3. "You don't need to believe in yourself; you just need to act as if you do."
4. "Perfectionism is a refusal to let yourself move ahead. It is a mask for fear."
5. "Sometimes we must take the leap before we know how we're going to land."
6. "God (or creativity, or the universe) wouldn't give us dreams without also giving us the power to realize them."
7. "There is no right way to be creative. There is only your way."
8. "Art is not an act of ego. It is an act of generosity."
9. "Inspiration exists, but it must find you working. It is in the doing that we find the being."
10. "It is safe to dream again. It is safe to be me."

# iteration

## Designer's Roadmap



Some phases of the Design Thinking Process have not yet been implemented, as field research indicated that certain stages generate significantly higher levels of stress.

However, as a next step, work will continue on developing tools and resources to support the entire process, ensuring a more balanced and sustainable experience for participants.

To access resources designed for stress management in the creative process, you can visit the following link:

[CforC Workshop - Material RESOURCES - EN.pdf](#)