

Producing is a Feeling

This isn't a traditional production manual. It's a scoping guide for artists and producers who have big feelings and want to make projects that are values driven. Use this guide when:

You have a vague but potent idea and don't know where to start

You want to map the emotional shape of a project before the logistics

You're neurodivergent, queer, or just tired of pretending to be a robot

You need a soft, funny, and useful tool to build clarity without burnout



It's here to help you pace your thinking, and hold the shape of your project gently while it forms. You don't need to have all the answers yet. **Just begin where you are.**

1. Project Feels First

Before your project is a timeline or a budget, it's a feeling. Start with the emotional spark:

WHO is this for (really)?

WHAT does it need to feel like?

WHEN will you be ready to share it?

WHY does it get your neurons firing?

HOW will you hold your own hand through the process?

TIP: It's ok if your responses are a bit fuzzy. Fuzzy is a vibe.

2. Communication Breakdown

Let's get your thoughts in order—by feeling, not by force.

Start here: "I'm working on a project that..."

Let the first sentence be soft. Weird. Open-ended. Don't overthink it.

Then, try this: Take your project feels and order them below in the most what excites you the most down to what feels like a necessary obligation.

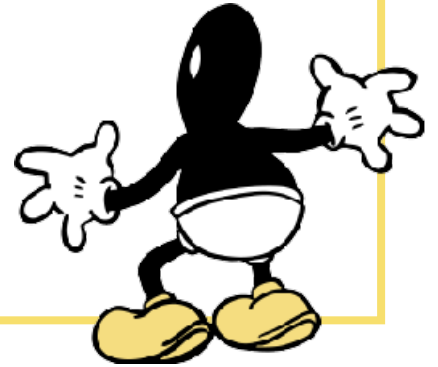
OMG YES:

OOOOH:

YES:

WELL, OK (I GUESS):

DO I HAVE TO?:



You're OMG YES and OOH is your elevator pitch. Start with this in how you write and talk about your project because it's more likely to make other people feel ooooh. Save the obligations for boring grant applications (if they specifically ask about it).

3. But what you are actually trying to do?

This is your moment to dream with one foot on the ground. What are you hoping this project does—for you, for your community, for the culture? It's okay if this shifts. You're just getting a sense of direction.

Objectives (aka your deep why):

What are you exploring, testing, or expressing?

What feels important about doing it now?

What change or energy are you inviting in?

Outcomes (aka proof it happened):

What tangible things will exist afterward? (e.g. a showing, 10 drawings, a dinner, a workshop)

What kinds of documentation will you collect?

Will anything live on or ripple out? (w.g. report, website, presentation)

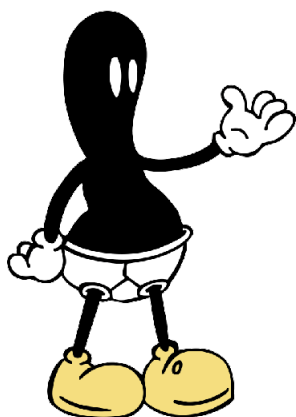
Success (aka what would feel good to you):

Emotional resonance? (e.g. "I didn't panic every time I opened my inbox")

Impact on others? (e.g. "Someone said it helped them feel seen")

Future possibilities? (e.g. "We want to do it again but bigger next time")

TIP: Success doesn't have to be attendance numbers. Sometimes it's just "we didn't cry during bump-in."



4. Time, Energy & Feelings

Instead of a strict timeline, map the emotional energy of your project. What parts feel exciting? What parts feel overwhelming? Where do you anticipate needing help?

TIP: A proper timeline is helpful at some point, but templates for those are easy to look up. Lets concentrate on feelings for now!

Big energy moments (burst):

When will you need adrenaline or hype?

What could help hold you through it?

Soft energy moments (rest):

Where can you build in breaks?

Can something wait? Or be slower?

Feelings forecast:

What emotions are likely to come up? (e.g. panic, delight, dread, pride)

Can you plan for them with rituals, support, snacks, playlists?

TIP: Use whatever works for your brain: a chaos board, a colour system, a feelings map. This isn't about control—it's about anticipating that you'll have many feelings of the duration of your project.

5. Resources & Boundaries

Let's talk about what you have, what you need, and how to not abandon yourself in the process. This isn't about numbers—it's about support structures.

What support do you already have? e.g. People, skills, access, connections

What would help you feel safe and resourced? i.e. Time, space, gear, care, cash

What boundaries do you want to protect? What are your red flags? Where do you tend to overgive?

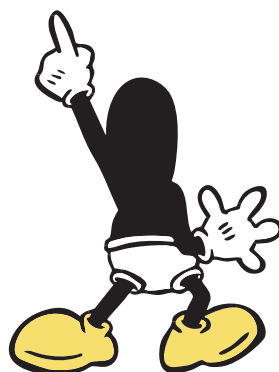
TIP: Being under-resourced isn't a personality trait. It's OK to ask for more.

6. Caring is Love

Let's think about care as a creative value—not an add-on. Care is about how people feel inside your project, whether they're watching, participating, or working alongside you. It's access, sustainability, and emotional safety—all rolled into one.

Access: What kinds of support make your space or work feel safer, softer, more open?

- Wheelchair access
- Sensory-friendly vibes
- Quiet spaces
- Auslan interpretation
- Visual or text descriptions
- Brave/inclusive spaces



TIP: Some of these things are free and others cost money- what can you do with the resources you have?

Sustainability: How can you make gentle choices for the planet and your people? Pick 3 small but meaningful commitments:

- Reuse or share materials
- Source locally (people, food, objects)
- No single-use glitter (but we love sparkle in spirit)

TIP: Sustainability isn't perfection—it's attention. Make it part of the concept, not just the wrap-up report.

7. The End Is Nigh

This part often gets forgotten—until you're tired, broke, and over it. So let's bring it into the light while you still care.

- What does closure look like for you and your project?
- What will help you feel like it really ended, not just fizzled?



After the thing is done:

Say thank you

Pay everyone

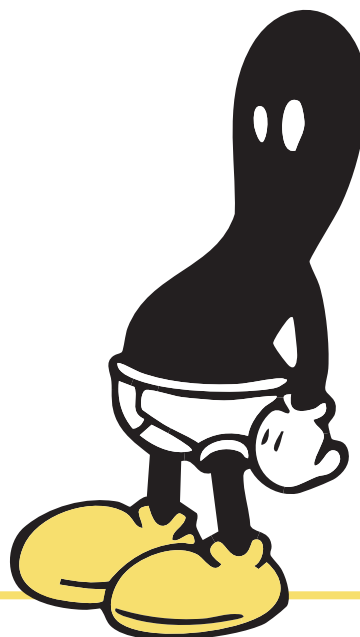
Back up your files

Archive images

Acquit funding

Sleep

TIP: Completion is a creative act. So is rest.



Thank you!

To Jedda Andrews and Erin Milne—both excellent producers who’ve helped shape earlier versions of this guide, and who continue to lead with clarity and care. These Are The Projects We Do Together, who gave me space to work in a values-driven way early in my career.

To every emotionally mature producer who gets stuff done, keeps the wheels turning, and holds space for others.

And to everyone who’s ever forgiven me after I stuffed up, missed a deadline, melted down, or needed a moment (or several) to regroup—thank you. These things happen when you are bucking up against systems that don’t align with who you are.

This work is for you.

Acknowledgement of Country

I acknowledge the Wurundjeri Woi Wurrung people of the Kulin Nation, the Traditional Custodians of the land on which this guide was written and shaped. I pay deep respect to Elders past and present, and to all First Nations people reading this.

Always was, always will be Aboriginal land.

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