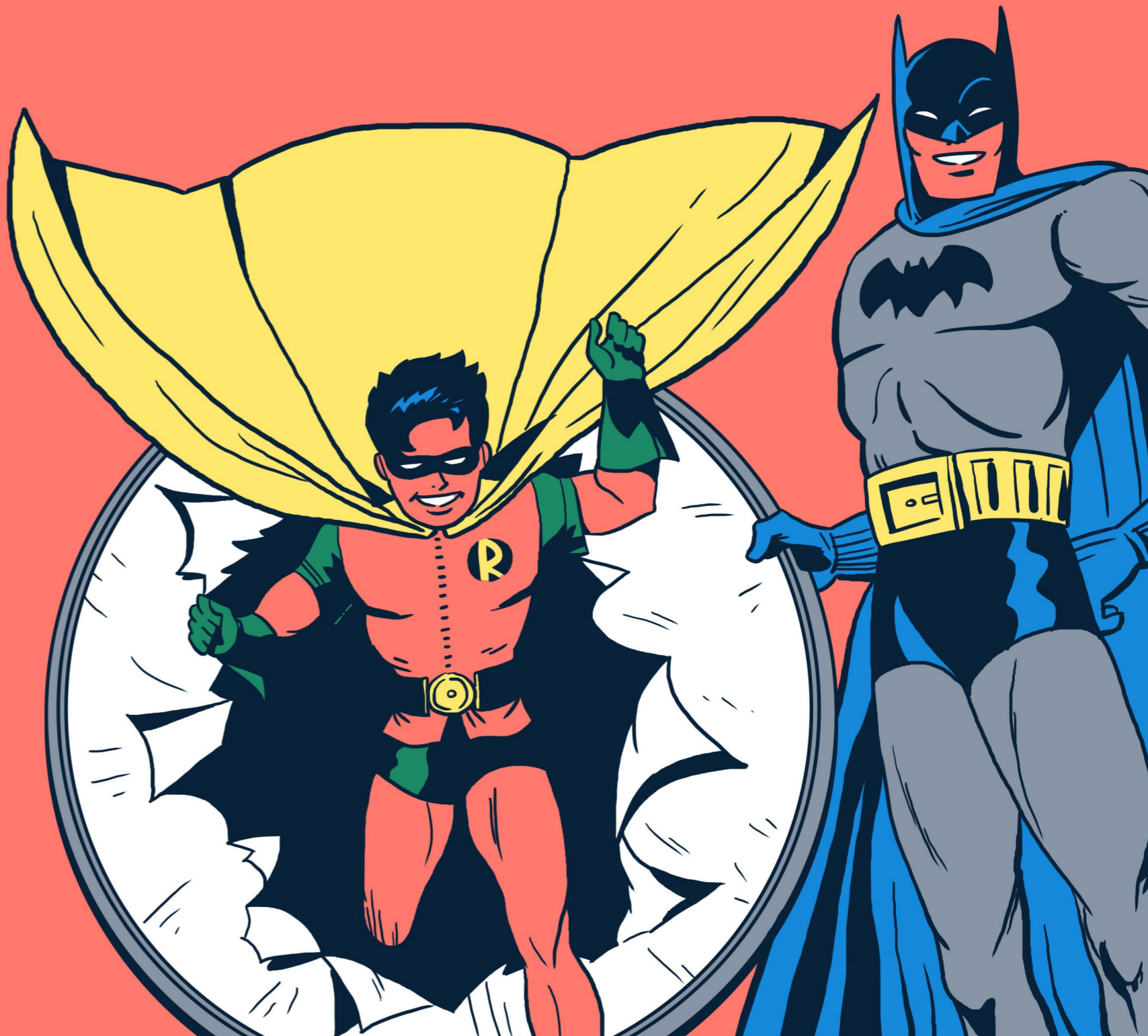


SIDE PROJECTS THAT SHIP



TYLER
STICKA

[@tylersticka](https://twitter.com/tylersticka)







**THE BEST WAY TO COMPLAIN
IS TO MAKE THINGS**







TYLER
STICKA =





**When do
you sleep?**

Making Time



“Creative pursuits away from work seem to have a direct effect on factors such as creative problem solving and helping others while on the job. It can be rare in research to find that what we do in our personal time is related to our behaviors in the workplace, and not just how we feel.”

—Journal of Occupational and Organizational Psychology

1 day



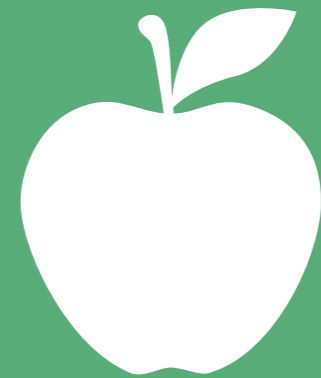
work

rest



recreation



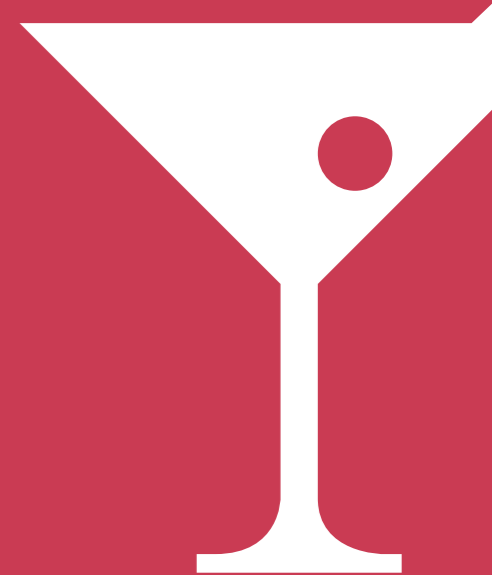
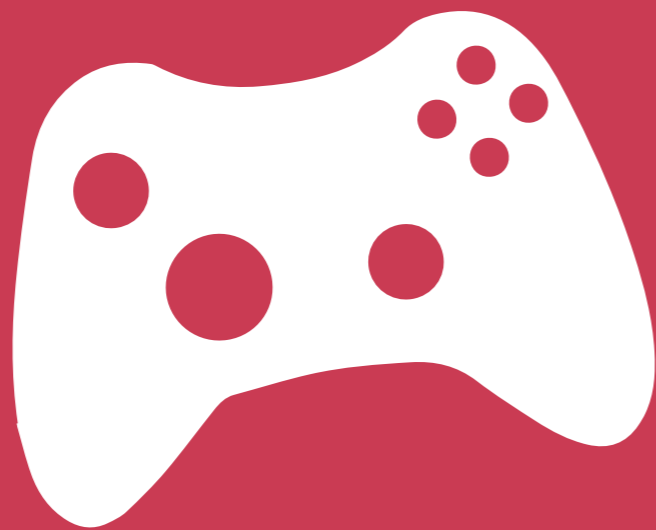




I'M JUST SO BUSY...









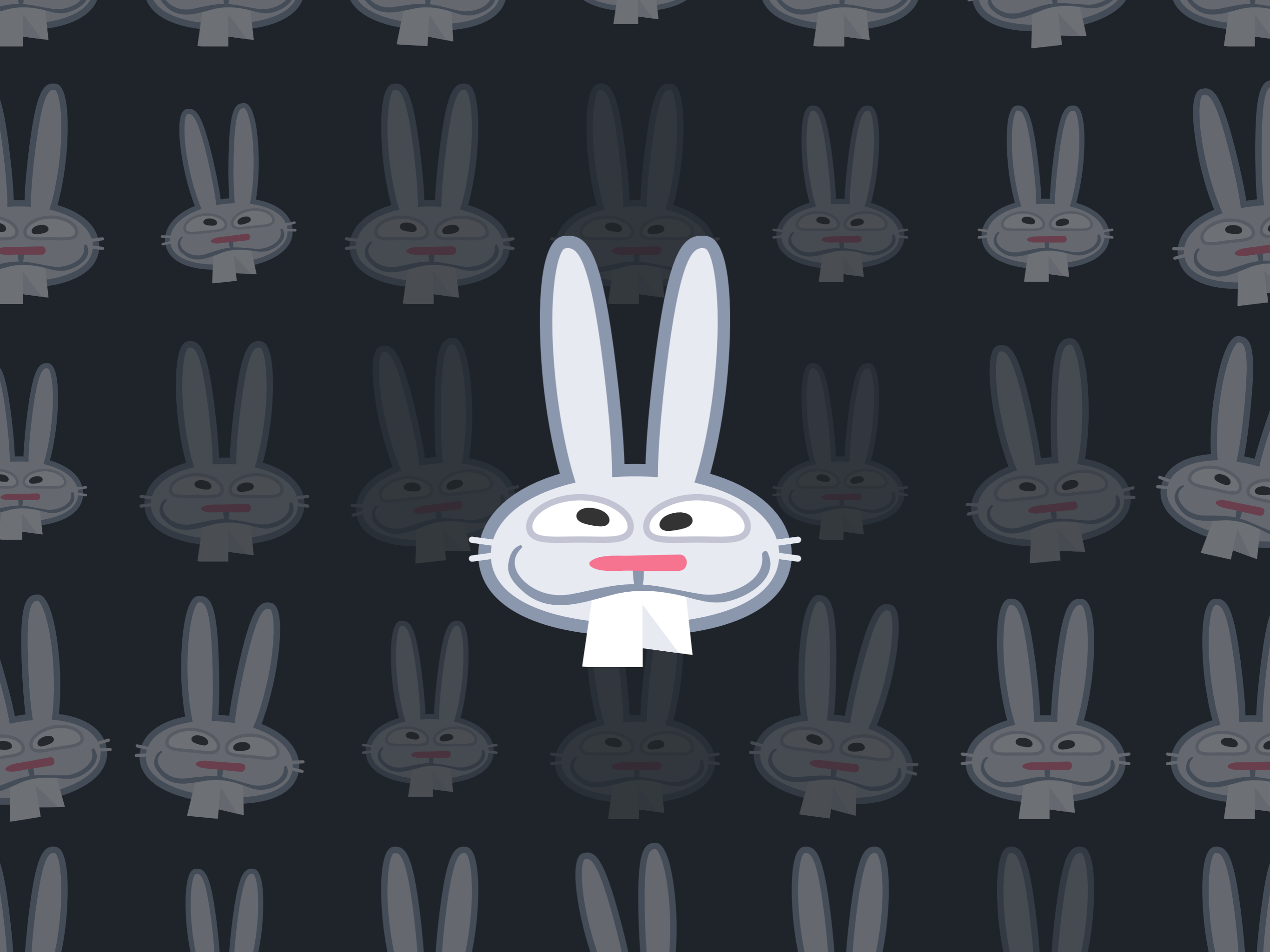


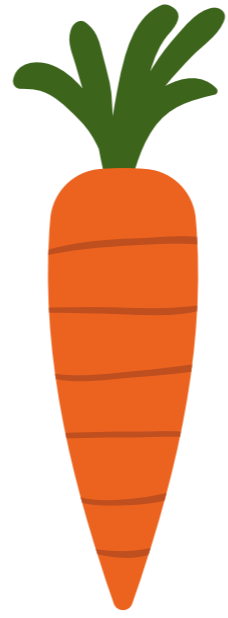
Making Progress











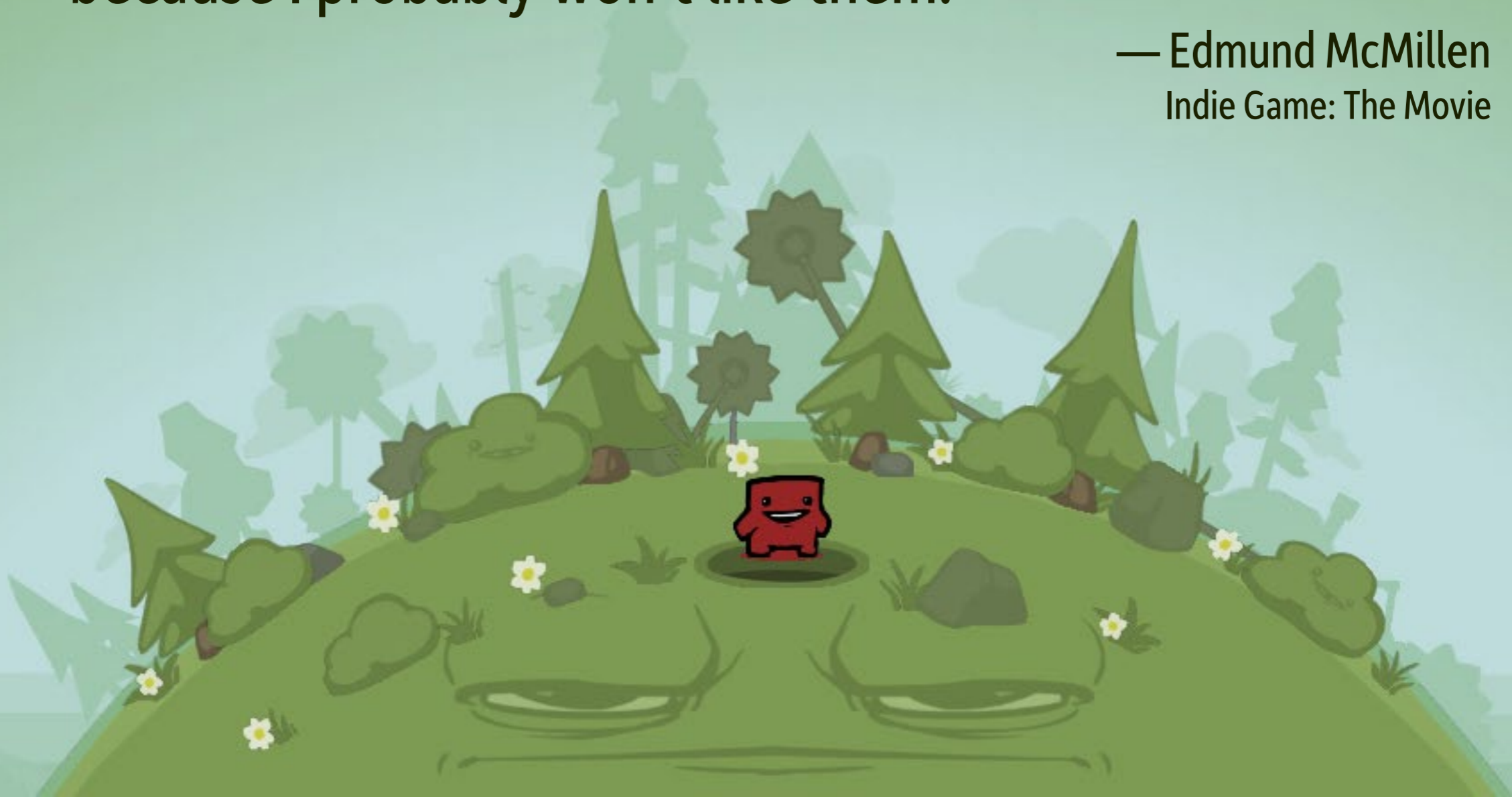


“Nothing just worked, so I started hacking something together for myself and then realized it could solve these problems for a lot of other people.”

— Drew Houston

“My whole career has been me trying to find new ways to communicate with people, because **I desperately want to communicate with people**, but I don’t want the messy interaction of having to make friends and talk to people, because I probably won’t like them.”

— Edmund McMillen
Indie Game: The Movie






“Success can mean many different things, and the beauty of a side project is that **you get to define that success for yourself.**”

— Rachel Andrew
The Profitable Side Project Handbook



A portrait of Adam Savage, a man with light-colored hair, a goatee, and glasses, wearing a black button-down shirt. He is smiling and has his arms crossed. The background is a blurred workshop or studio setting.

“I don’t know about you but I need a goal to learn a skill. I can’t deconstruct and just learn welding for welding’s sake. I need to have something that only welding will bring me.”

— Adam Savage
Adam Savage’s 10 Commandments of Making



Project Goals



Personal Goals



Project Goals

(KEEP YOU FOCUSED)



Personal Goals

(KEEP YOU ENGAGED)

Getting Things ✓ DONE


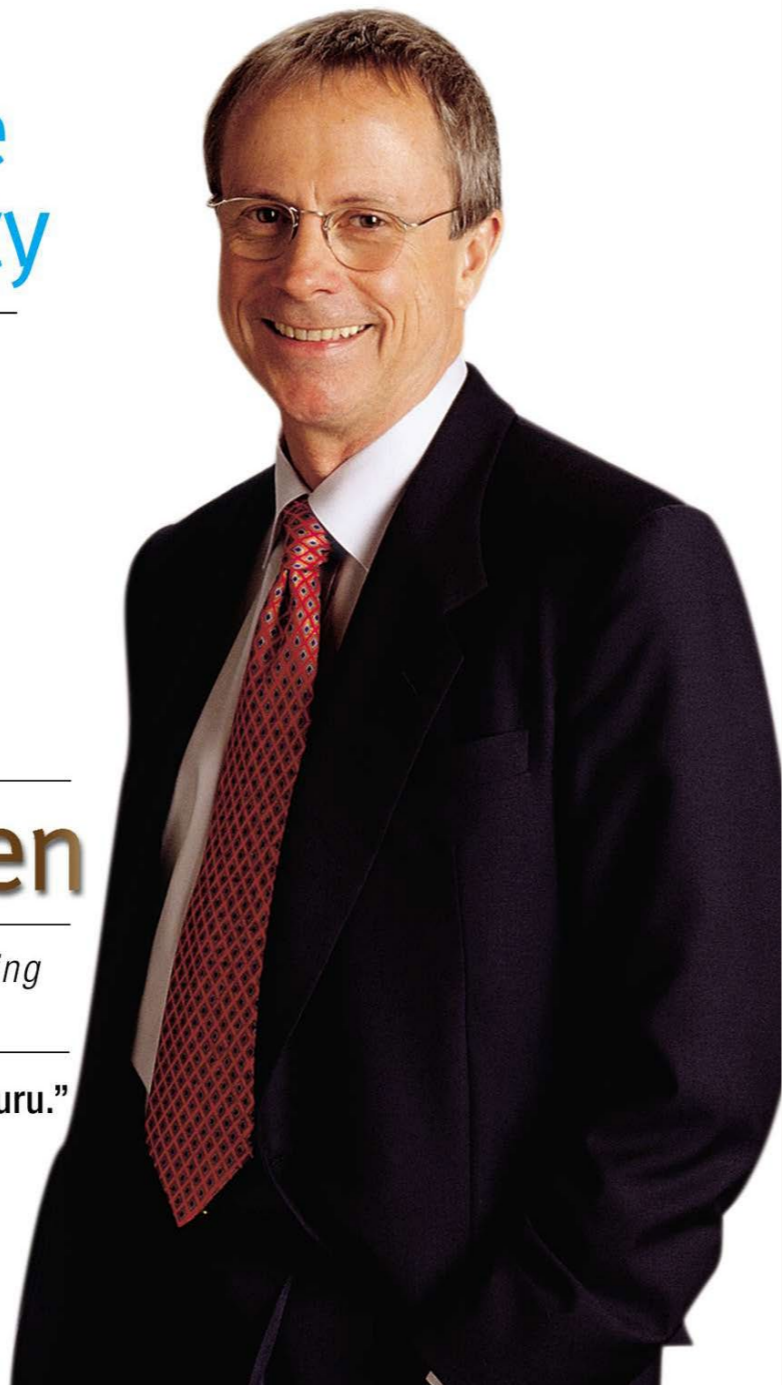
The Art of
Stress-Free
Productivity



David Allen

author of *Ready for Anything*
and *Making It All Work*

"The personal productivity guru."
—Fast Company

A red tomato with a green stem and leaves. A white timer dial is overlaid on the tomato, showing the number "25" and a white triangle pointing upwards.

the **Pomodoro** TECHNIQUE

by Francesco Cirillo

(whatever works for you)



(whatever works for you)

“A bit of time spent on setup and admin will enable you to sit down and start work more quickly — giving you less opportunity for procrastination!”

— Rachel Andrew
The Profitable Side Project Handbook





Sarah Parmenter (You Know Who)



Massimo Vignelli



Matias Corea (Behance)



David Gardner (Double Fine)

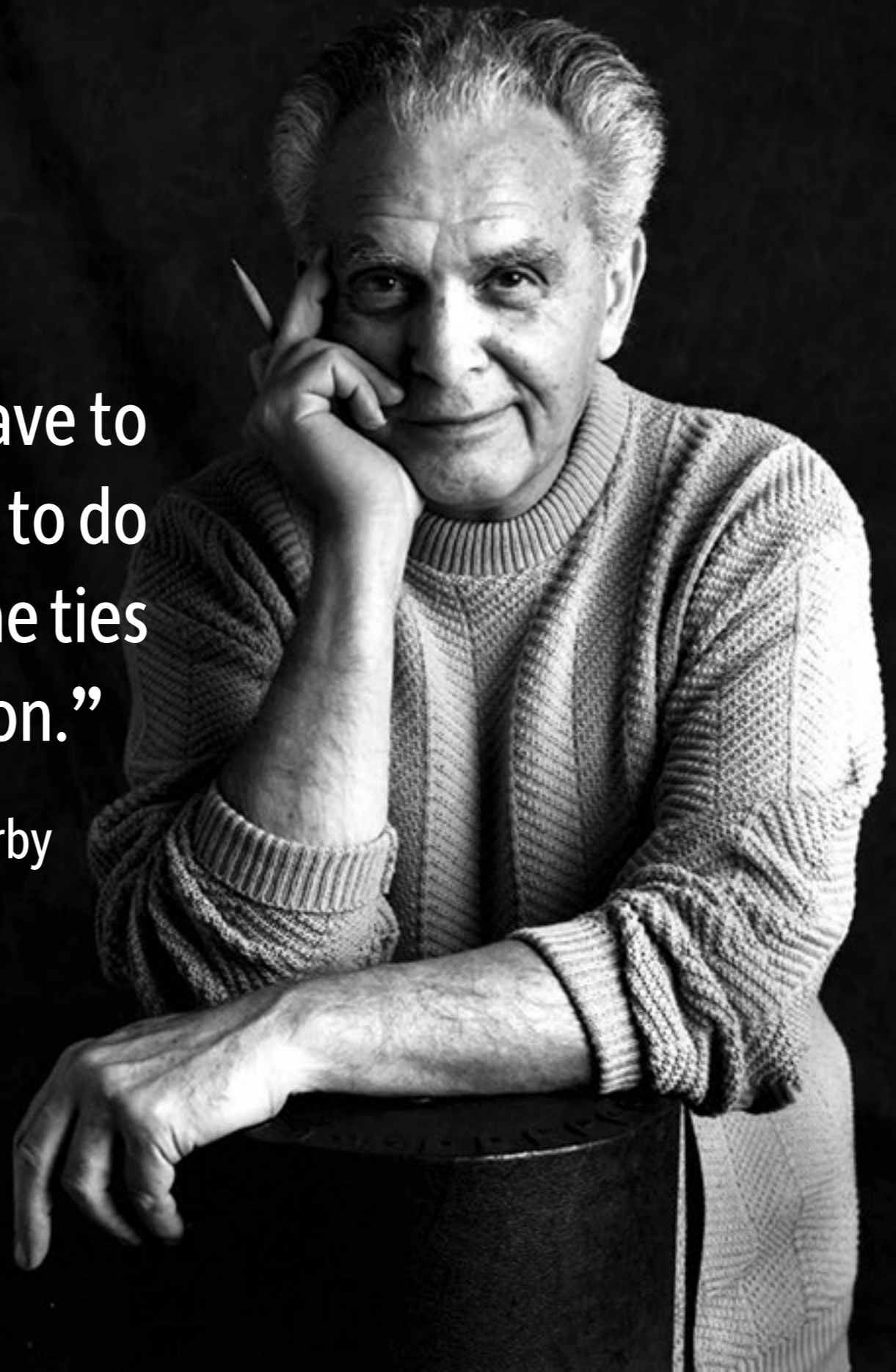
Make Progress

Review Goals




“Damn perfection. You don’t have to be perfect. You are never going to do a Sistine Chapel, unless someone ties you to a ceiling. Damn perfection.”

— Jack Kirby



Accomplish your
goals and **ship**...

...or **fail**, and move on.



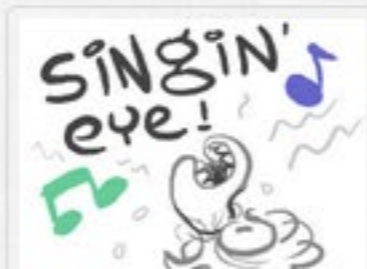
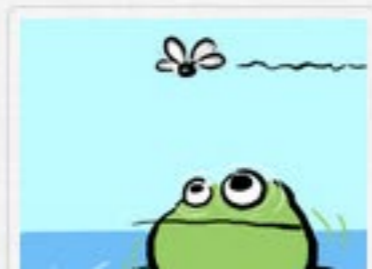
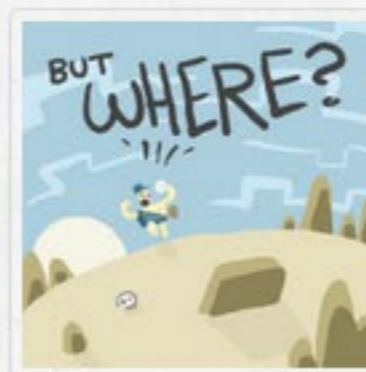
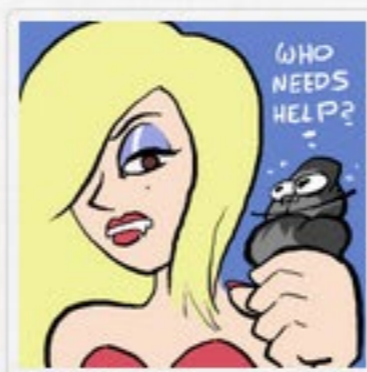
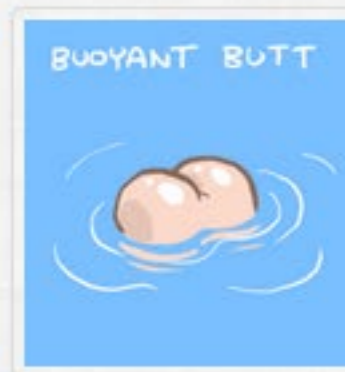
“...failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me.”

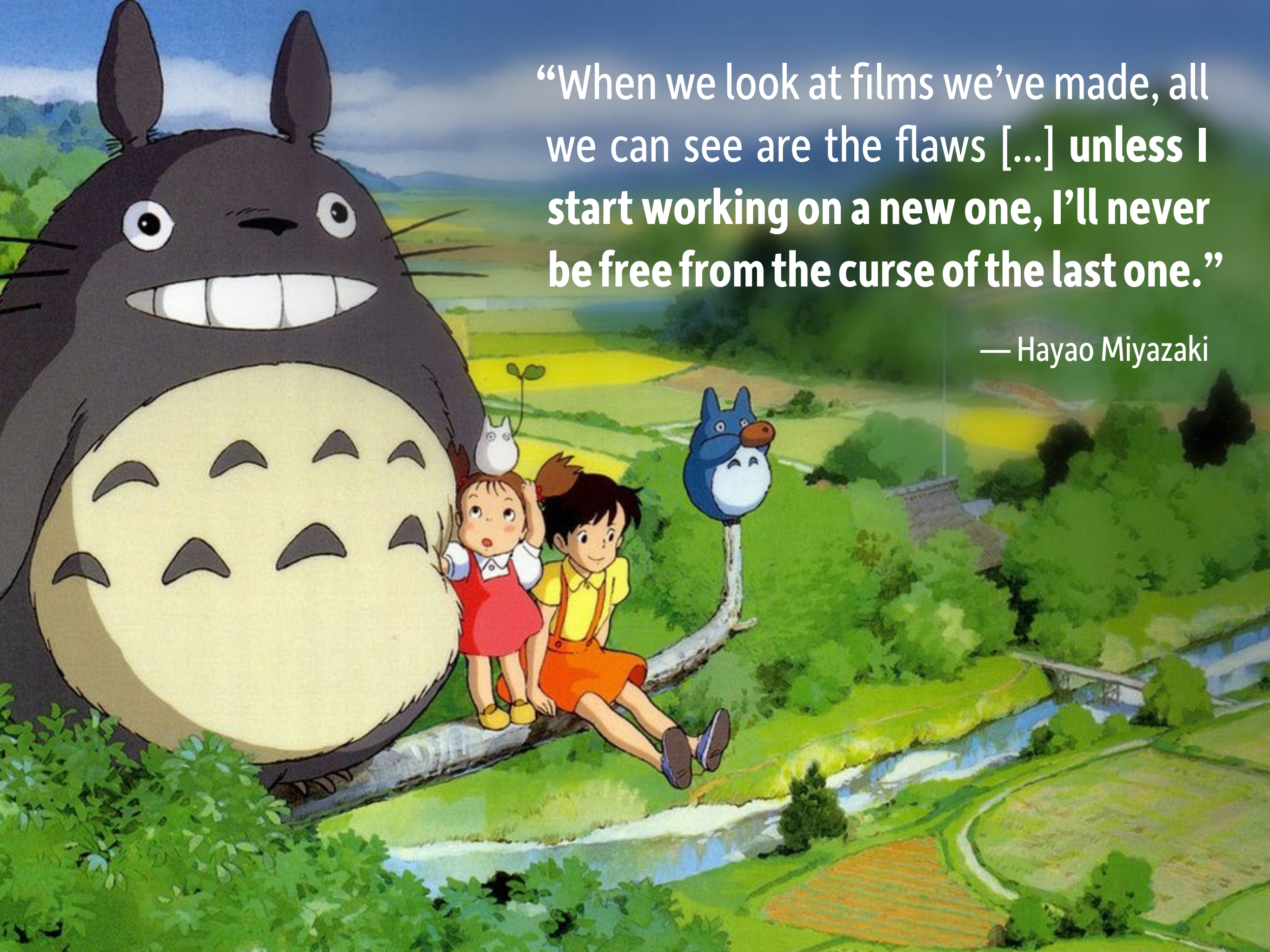
— J.K. Rowling





other panels by tylersticka





“When we look at films we’ve made, all we can see are the flaws [...] unless I start working on a new one, I’ll never be free from the curse of the last one.”

— Hayao Miyazaki

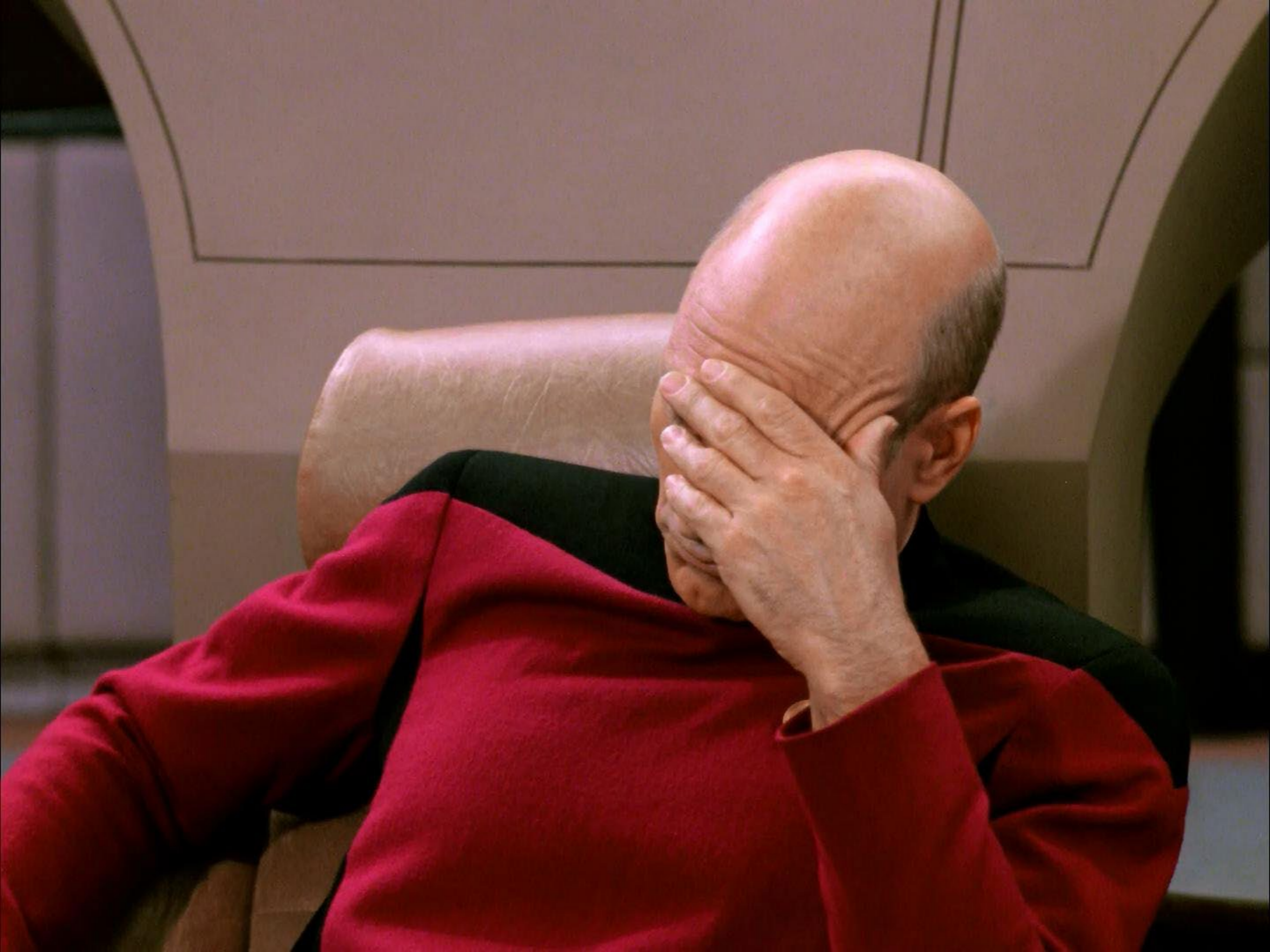
How do I find

a _____ ?

noun (occupation)

How do I find
a DEVELOPER ?

noun (occupation)



Working together is **hard**...

...even if you're amazing.









Have you asked someone you know for feedback?

Have you asked someone you know for feedback?

Have you asked someone you didn't know for feedback?

Have you asked someone you know for feedback?

Have you asked someone you didn't know for feedback?

Did you try (and fail at) doing the job yourself already?

Have you asked someone you know for feedback?

Have you asked someone you didn't know for feedback?

Did you try (and fail at) doing the job yourself already?

Have you shipped something entirely on your own before?

Have you asked someone you know for feedback?

Have you asked someone you didn't know for feedback?

Did you try (and fail at) doing the job yourself already?

Have you shipped something entirely on your own before?

Are you prepared to bring more than ideas to a collaboration?

**MAYBE IT'S
BECAUSE
I'M A DOG**

**BUT THIS CASE LOOKS PRETTY
BLACK AND WHITE TO ME**

Thoughtfully manage your recreational time.

Maintain focus.

Identify your motivations.

Define personal and project goals.

Setup and admin up-front.

Iterate rapidly.

Fail often.

Collaborate well or not at all.

Ship when it's done (not perfect).

And remember...

“Practicing an art, no matter how well or badly, is a way to make your soul grow, for heaven’s sake. Sing in the shower. Dance to the radio. Tell stories. Write a poem to a friend, even a lousy poem. Do it as well as you possibly can. You will get an enormous reward. **You will have created something.**”

— Kurt Vonnegut
A Man Without a Country



Thank you!

tylersticka.com

twitter.com/tylersticka

Apologies to **DC Comics** for my mangling of **Detective Comics No. 38** and **Star Spangled Comics No. 65**.

These swell designers made their lovely icons available via The Noun Project:

Andy Fuchs	Television
Edward Boatman	Stroller
Lemon Liu	Marriage
Lisa Staudinger	Snowflake
Narcisse	Video Game Controller
Nathan Thomson	Light Bulb
Pham Thi Dieu Linh	Apple
Stanislav Levin	Martini Glass

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The logo for Tyler Sticka, featuring the name 'TYLER STICKA' in a bold, black, hand-drawn font inside a white speech bubble shape.