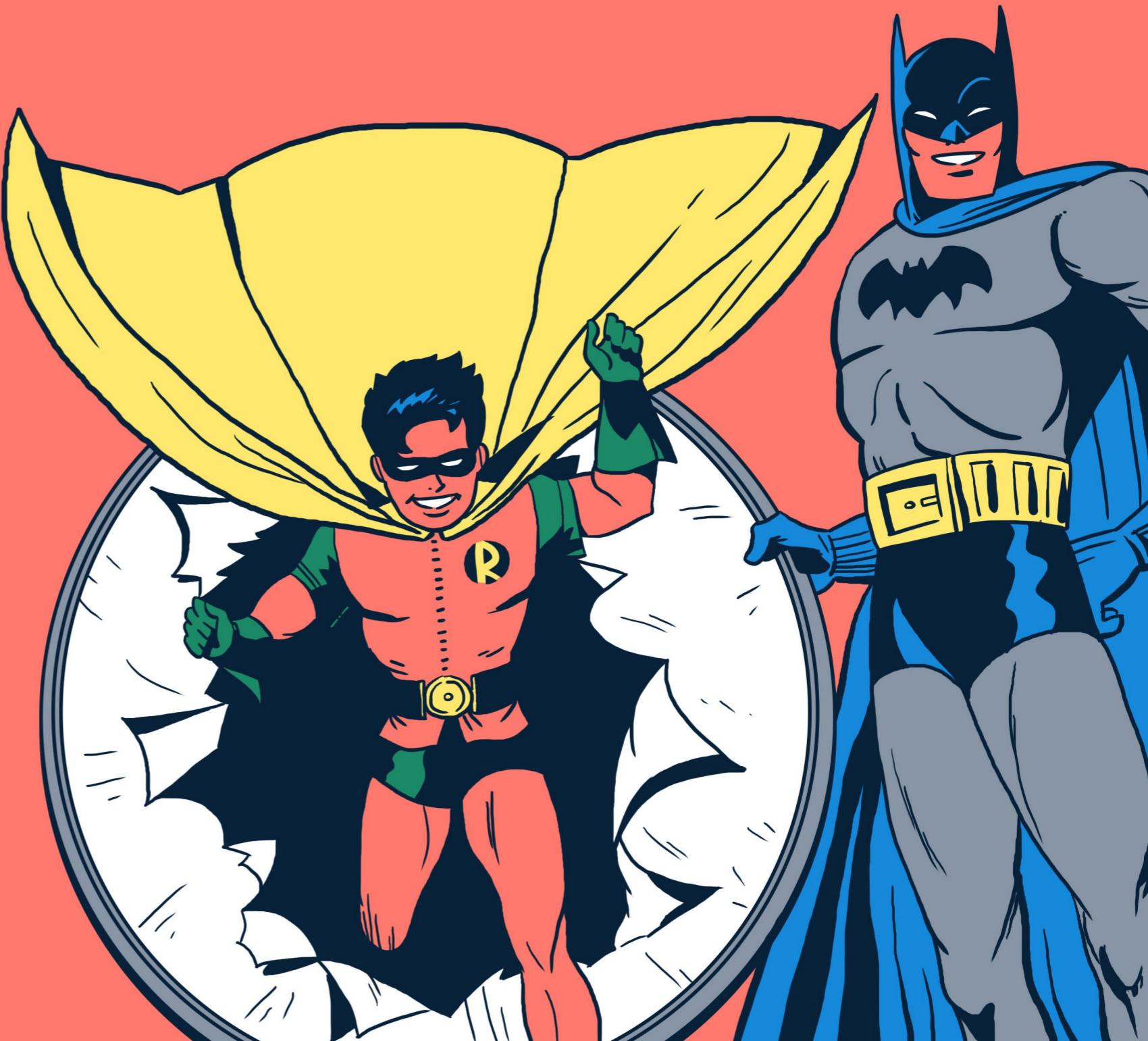


SIDE PROJECTS THAT SHIP

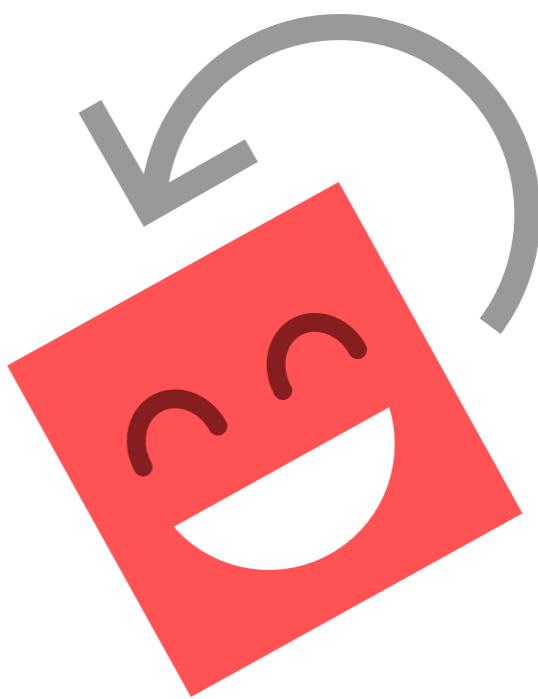


TYLER
STICKA

@tylersticka





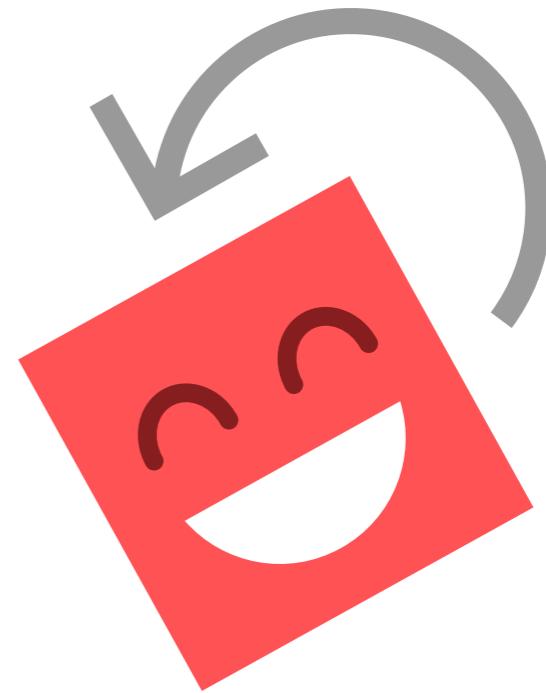


A photograph of a man with light brown hair and a beard, wearing a white button-down shirt. He is singing into a black microphone stand, looking upwards and to his right with a thoughtful expression. In the background, a guitar and drumsticks are visible against a plain, light-colored wall.

THE BEST WAY TO COMPLAIN
IS TO MAKE THINGS







**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





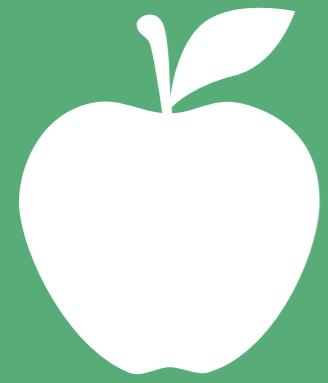


A chaotic scene from a first-person shooter game. In the foreground, a soldier's hands are visible holding a rifle with a scope. To the left, another soldier in a futuristic suit is firing a machine gun, with a large plume of fire and smoke erupting from the barrel. The background is filled with industrial structures, a burning building, and a helicopter flying overhead. The overall atmosphere is one of intense combat and destruction.

I'M JUST SO BUSY...







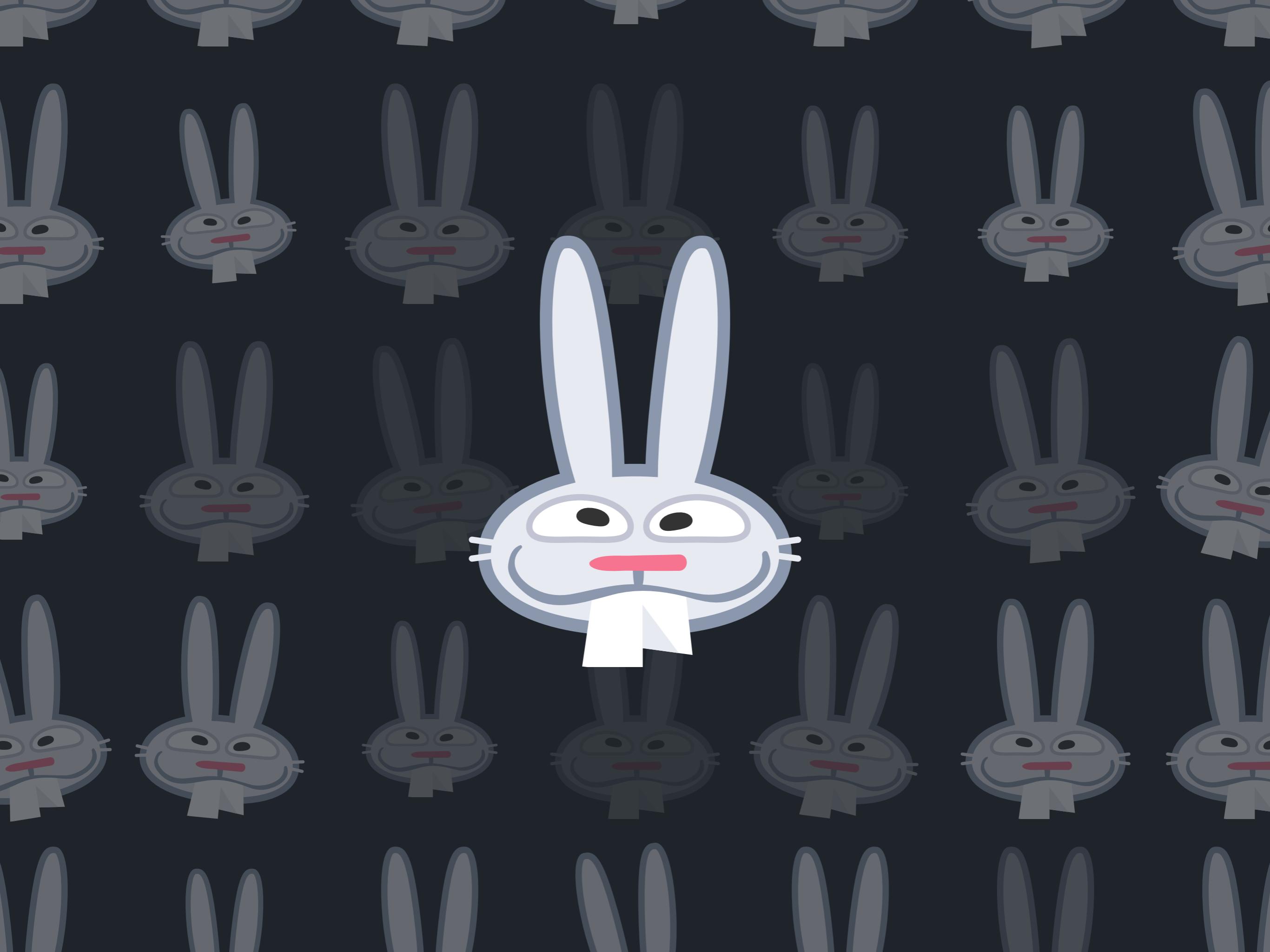


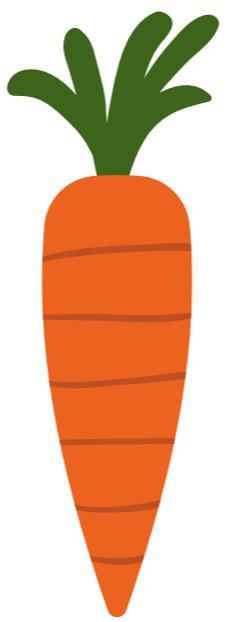
Making Progress

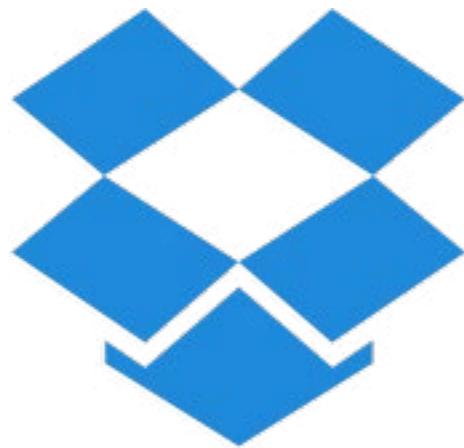












“Nothing just worked, so I started hacking something together for myself and then realized it could solve these problems for a lot of other people.”

— 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



Project Goals



Personal Goals

Getting Things ✓DONE

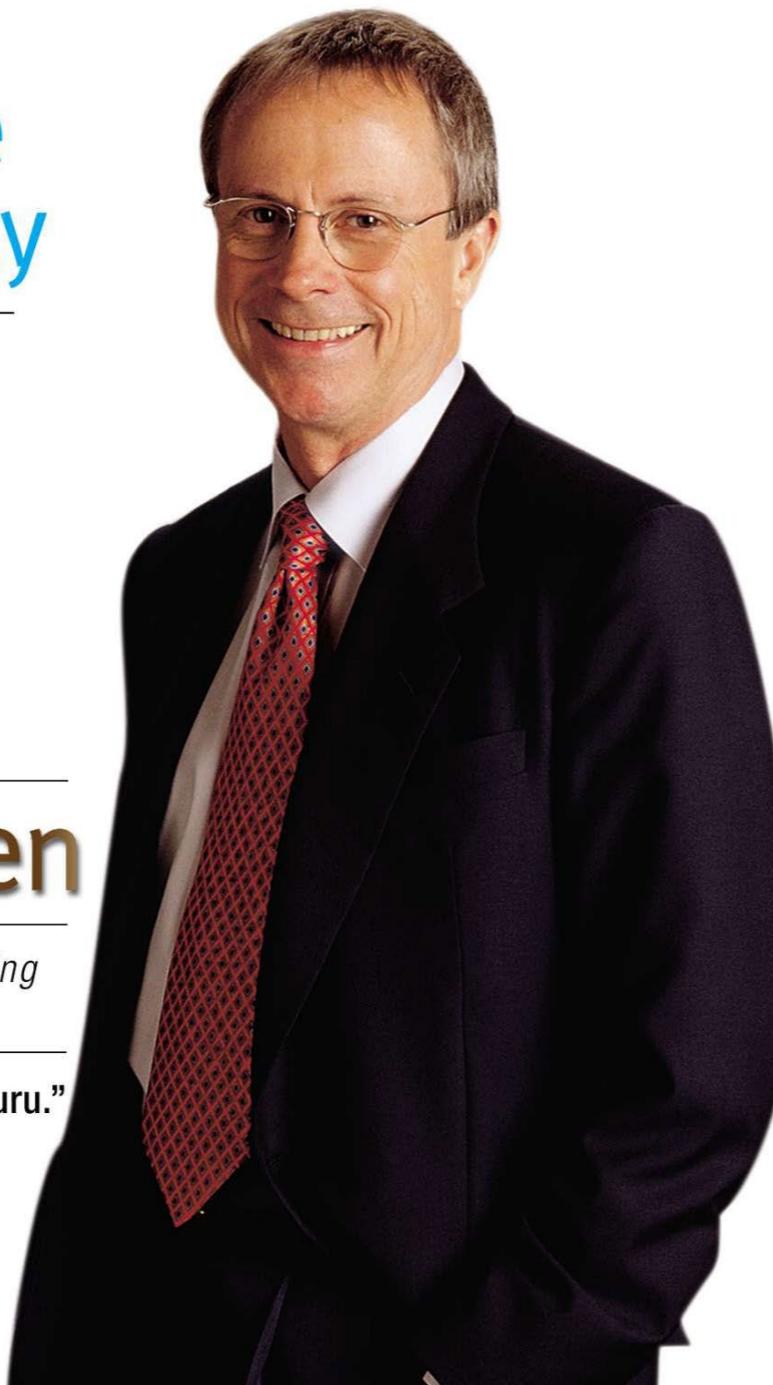
The Art of
Stress-Free
Productivity



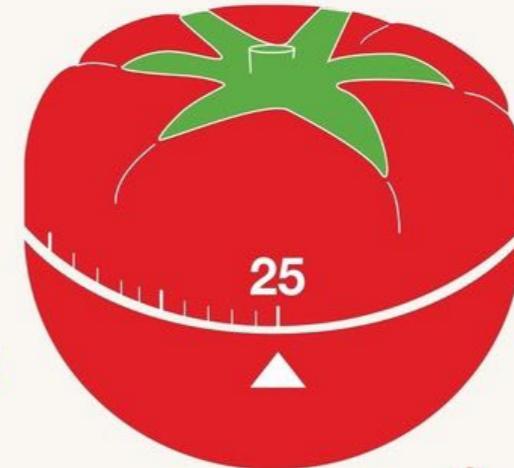
David Allen

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

“The personal productivity guru.”
—Fast Company



the *Pomodoro* TECHNIQUE



by Francesco Cirillo

(whatever works for you)



(whatever works for you)



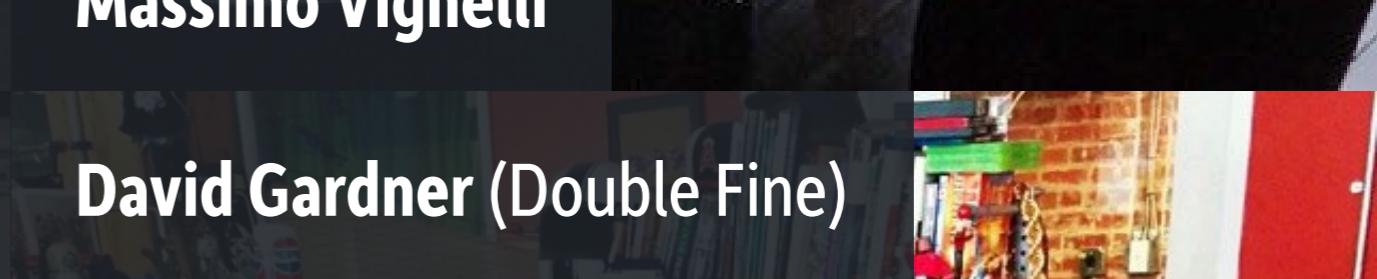
Sarah Parmenter (You Know Who)



Matia Corea (Behance)



Massimo Vignelli



David Gardner (Double Fine)



“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



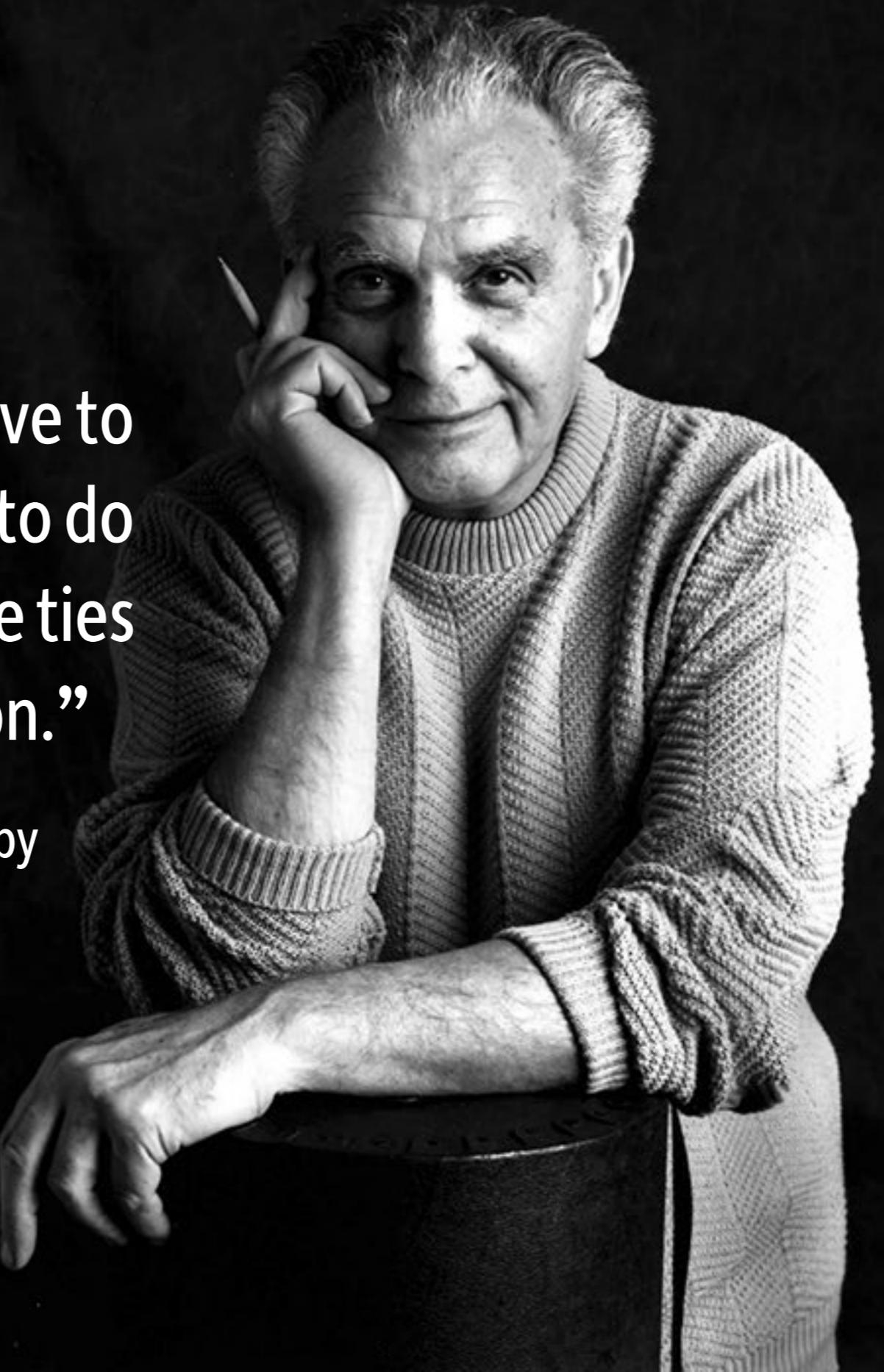


Make Progress

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

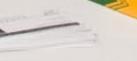
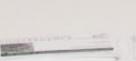
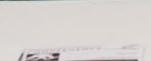
Improvisational collaborative
CONVERGENCE
comics!

CONVERGENCE

Will you take the

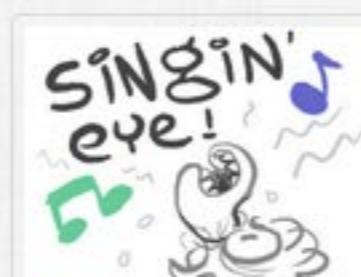
Gorillaz

icsconvergence.com





other panels by tylersticka

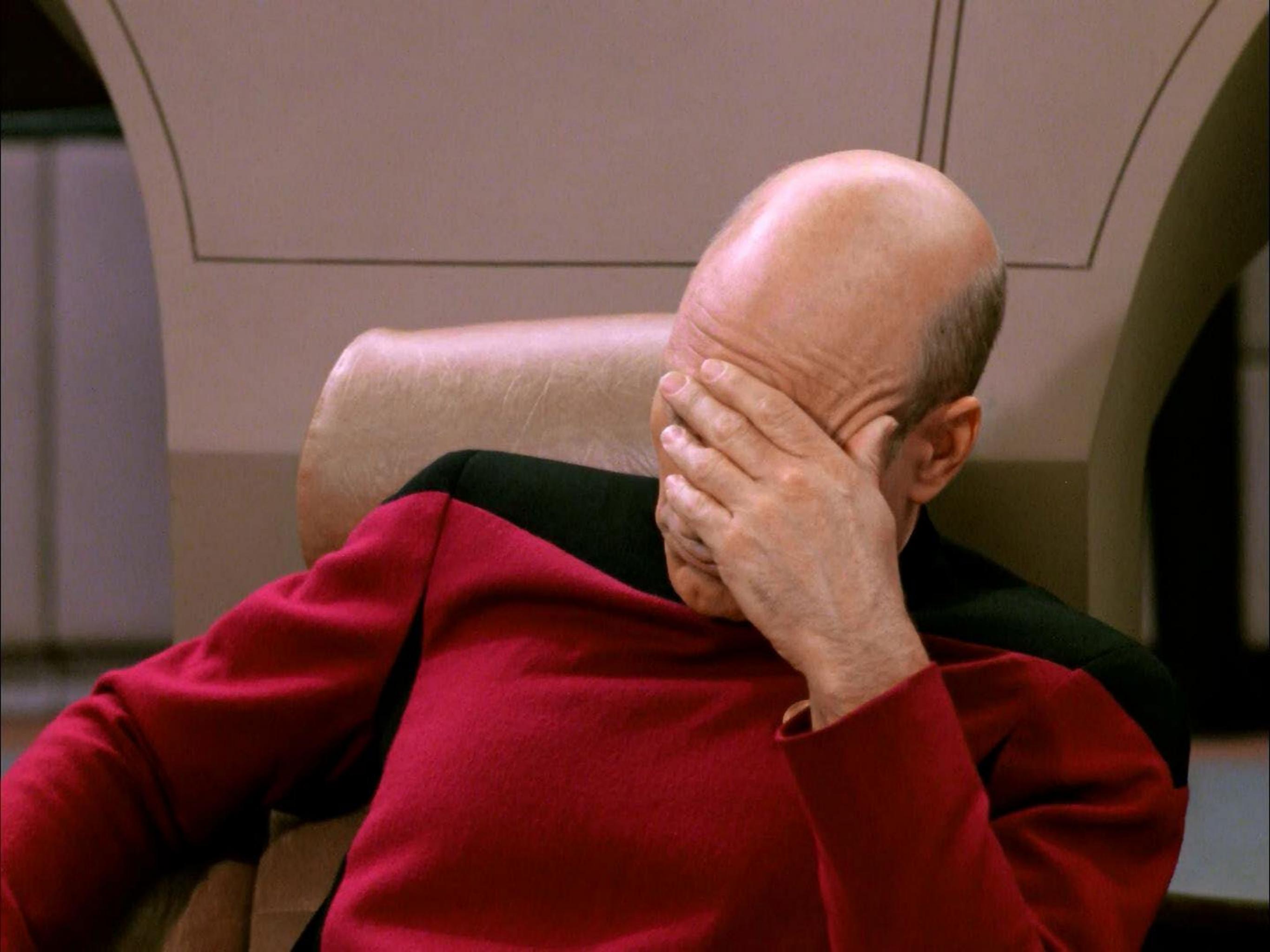


**How do I find
a _____?**

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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