

DESIGNING A CREATIVE PROMPT



THE
JANUARY
CHALLENGE

[The January Challenge](#) is 31 days of creative prompts to kickstart the year. A celebration of creativity and connection. Each day of the month we share a new prompt designed by individuals and communities from across the UK...including you! Here is some key information and top tips to help you design your own creative prompt(s).

The prompt(s) you design will be shared in the campaign in the following ways:

- In the Creativity Champions Packs - A resource for community leaders to use the prompts in their settings which includes all 31 creative prompts ahead of time. The packs is available to download from October so they can plan activity for their groups.
- During January your creative prompts will be shared:
 - Via email: Participants signed up to the campaign, receive an email with a new creative prompt each day
 - On the 64 Million Artists Website: We upload the create prompt to our website each day
 - On Social Media: We direct people to the creative prompts through our Instagram and Facebook Pages

WHAT IS A CREATIVE PROMPT?

A playful and accessible invitation to explore and activate creativity. An opportunity to inspire people to try something new. It's quick to do (roughly 10-20 minutes), and should only require materials you'll likely find around you.

DO. THINK. SHARE.

In each creative prompt we invite participants to 'Do', 'Think' and 'Share'...

DO

If we think too much about getting creative, we'll never even start. So, we encourage just having a go. We invite participants to try a creative prompt and see what happens (...and if nothing happens, that's okay too!). Participants could explore the prompt in their imagination, on-the-go or spend 5 minutes or 5 hours creating.

THINK

Reflecting on our creativity can help us discover our thoughts and feelings, leading to a deeper connection with ourselves, others and the world around us. We invite participants to explore a question that gets them thinking about the impact or outcome of the prompt, or about where else it could lead them.

SHARE

We invite participants to share the creative path they have taken, in a way that is meaningful to them. Sharing with their community, family, friends, journal, pet...anything goes. Whether it's sharing what they have created or simply thinking about how the prompt made you feel, it's an invitation to spark connection.

Find lots of examples of creative prompts with the Do, Think, Share format [here](#). (31! from The January Challenge 2025)

TOP TIPS

Accessibility

People take part in the creative prompts in all sorts of ways - individually, with family, in schools, care homes, community groups, prisons and lots more. When designing your prompts consider the access people might have to time, space, resources and mobility. Prompts should require materials you are likely to find around you and be adaptable to different settings.

Storytelling and Variety

We're looking for a variety of ideas (creative actions, themes etc). We encourage you to design prompts that demonstrate what creativity means to you! How can you share your creative journey and invite others to join in?

No idea is too big or too small.

Write down any ideas that come to your mind, and see how they develop throughout the day. What happens when you invite someone else to try your prompt idea? Or give it a go yourself..?

Ask Yourself....

- Can participants do this prompt in 10 minutes?
- What do I hope the people doing my prompt will think about or feel?
- How do you hope it will foster connection with themselves, others or the world around them?