

Less Talk More Rock: Thoughts

I think that the entire article is to instill in the readers mind of “stop saying you’ll do this or that, just get to it” and I think it is extremely apparent in even the first three paragraphs. According to Jordan Mechner, all projects begin with an idea or vision that barely has any details or any polishing. I like the idea of this type of beginning because it is so vast, and can be interpreted in so many ways; the opportunities for said ideas can be perverted into a wide variety of constructs. While this is very exciting to talk about and envision, the real hard part follows. Steps two and three are the bread and butter, the stuff that you know how to create, but what to create is the difficulty. Planning and keeping everything in line with the vision and plot that was thought of is the ‘rock.’ Mechner goes on to say that step two is especially difficult because of the amount of people who want to contribute with ideas and mechanics, it leaves little room for things that are definite and *should be there*. Mechner’s real advice is to skip step two, and go from one to three, and just start creating, this allows the mind to flow and constantly see what happens, to keep the momentum going because once you stop to think about it, you can become staggered. I like the idea and appreciate beginning with creating instead of planning, and I think it could be a positive aspect for smaller companies and teams, although for more popular, and bigger name-brand companies I feel that they would **have to** talk before rocking; these companies are big for a reason and they have standards they have to try and live up to, if they didn’t the whole structure of the company would be out of whack and some would even be oblivious to the fact that that maneuver of not talking could put it in jeopardy.