

Cody Small, SCA Class of 2001



SCA class of 2001 alumnus Cody Small, takes great pride and painstaking detail in creating beautiful, functional things.

Founder and Creative Director of Caava Design, Cody is celebrating ten years of helping people connect and communicate effectively by providing brand development.

As an introverted young person, this Font Savant found confidence and a voice through being creative. An art teacher fostered the growth and discovery of Cody's skills through painting and drawing. Curiosity and the desire to explore were rewarded by Cody's 6th grade science teacher. With great display of patience, a geometry teacher gave Cody room to be himself and taught him the value of having a good sense of humor.

English teachers introduced Cody to some of his favorite authors and taught him to think critically. And he learned how to channel his creativity through writing, thinking and refining silly ideas into tangible ones, without losing the "fun".

Additionally, and equally important, were the life-long friendships Cody developed at SCA. "We are all parents now and have had the blessing of experiencing life's different stages together from grade-school, college, marriage, kids, to running companies" Cody related. "It's a beautiful thing that is so rich with meaning to me, it's hard to articulate its preciousness," he said.



Favorite school memories include transitioning to the new campus in 2nd grade, a field trip to San Diego in the 6th grade, the fun and energy of Homecoming week, and running around campus with friends in the crisp fall Arizona evenings.

What is Cody's advice for our students?

Try to create something every day. It doesn't have to be good. Discipline is what you are striving for. A creative person is not creative all the time. Every day you need to show up, put forth the effort, even if you're not feeling inspired. Great athletes do not become great without putting in the 1000's of painful, arduous practice hours. Your creativity will be given the opportunity to flow the more barriers you break through via hard work.

Cody agrees with the maxim that being a successful artist or designer is 10% creativity and 90% hard work. Also, develop a solid routine. This is counter intuitive, as one would think spontaneity fuels creativity. If you are only spontaneous, you are likely to get a lot of unintended results.

A routine sets the tone for your day. Wake up at the same time, make your coffee and breakfast, brush your teeth, etc. Make it mechanical. By doing this, you will find you aren't wasting precious brain power on those things. Your mind is free to focus on whatever your purpose as an artist/designer is - even if that purpose is "finding your purpose or your voice". Talent will only get you so far. Cody has seen tons of talented students go nowhere because they lacked the discipline to refine and master their craft.

Caava Design is a creative company that specializes in bringing brand, interactive, and packaging experiences to life. <https://caavadesign.com> @caavadesign

