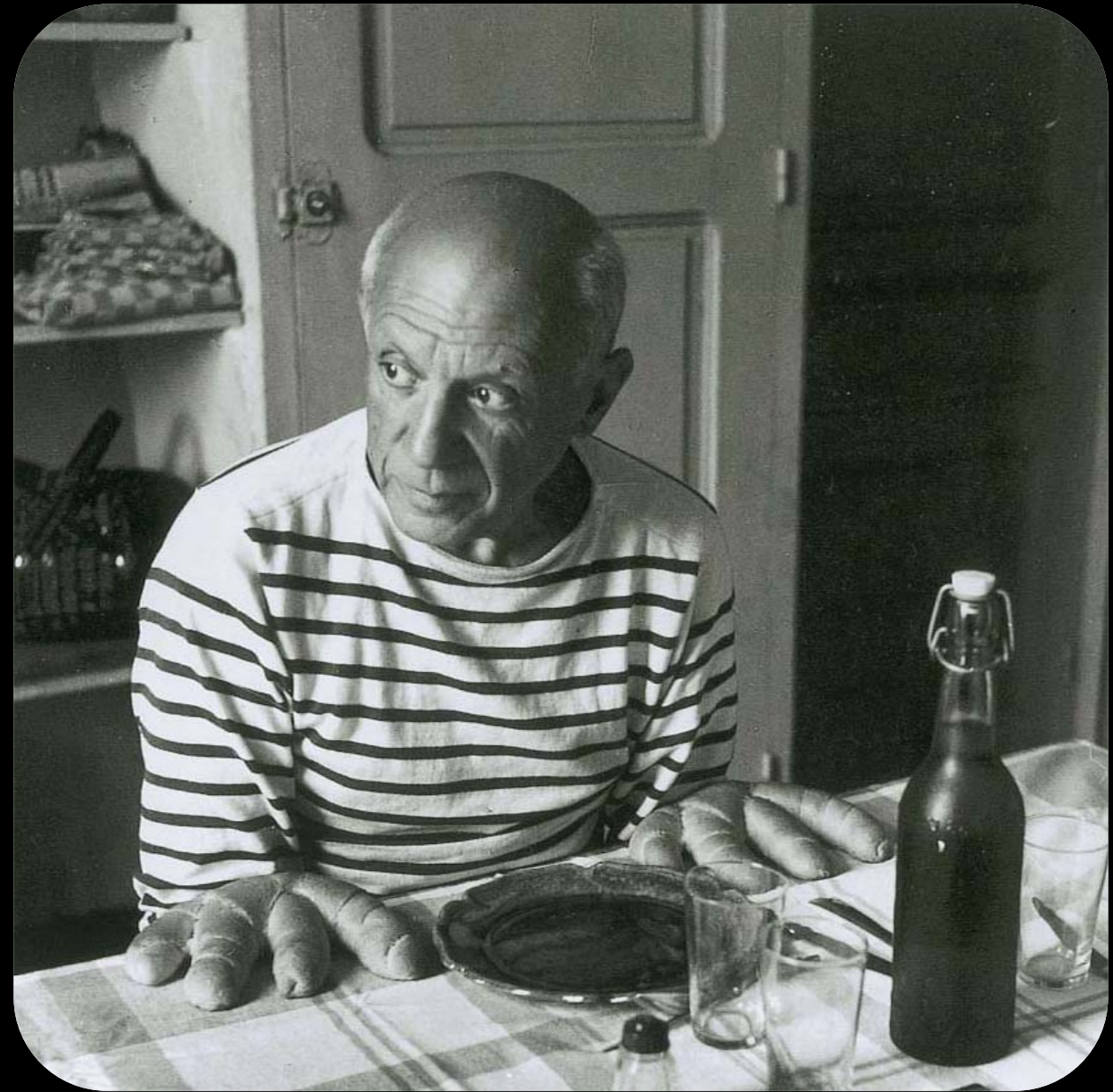


who are the
CREATIVE PEOPLE?



"Every child is an artist. The problem is how to remain an artist once he grows up."

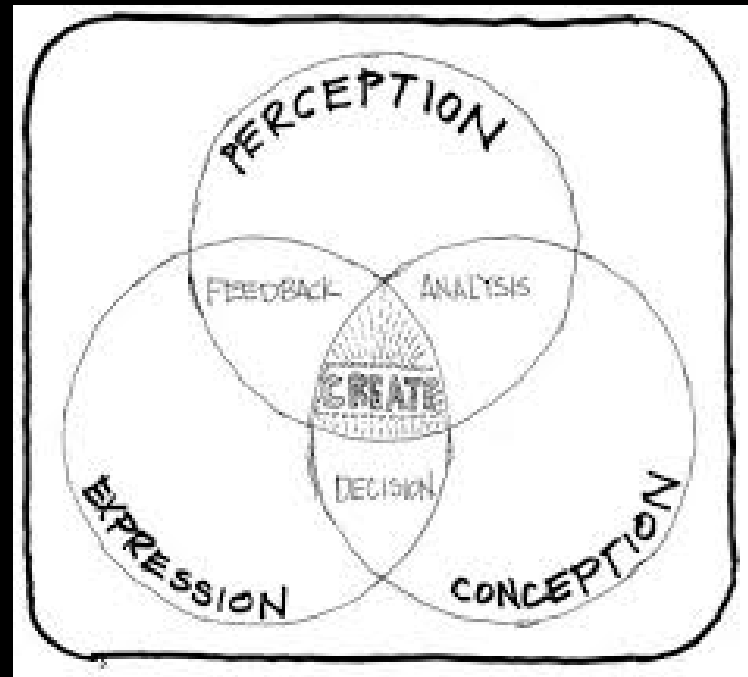
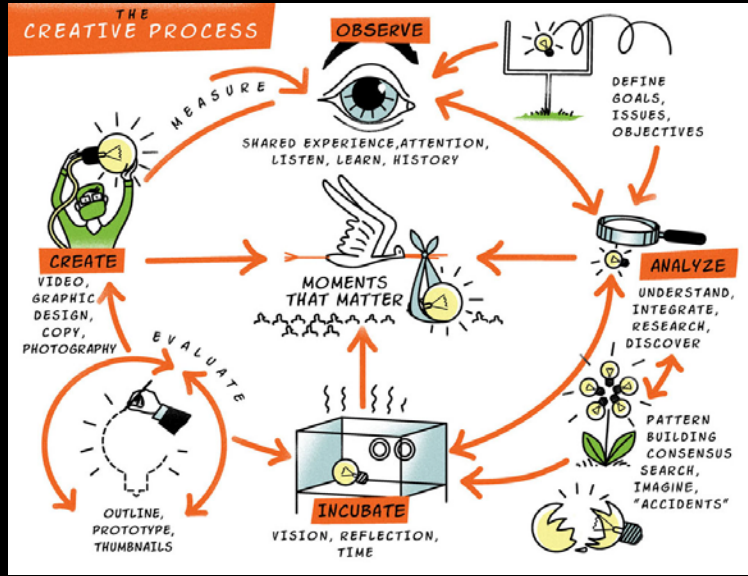
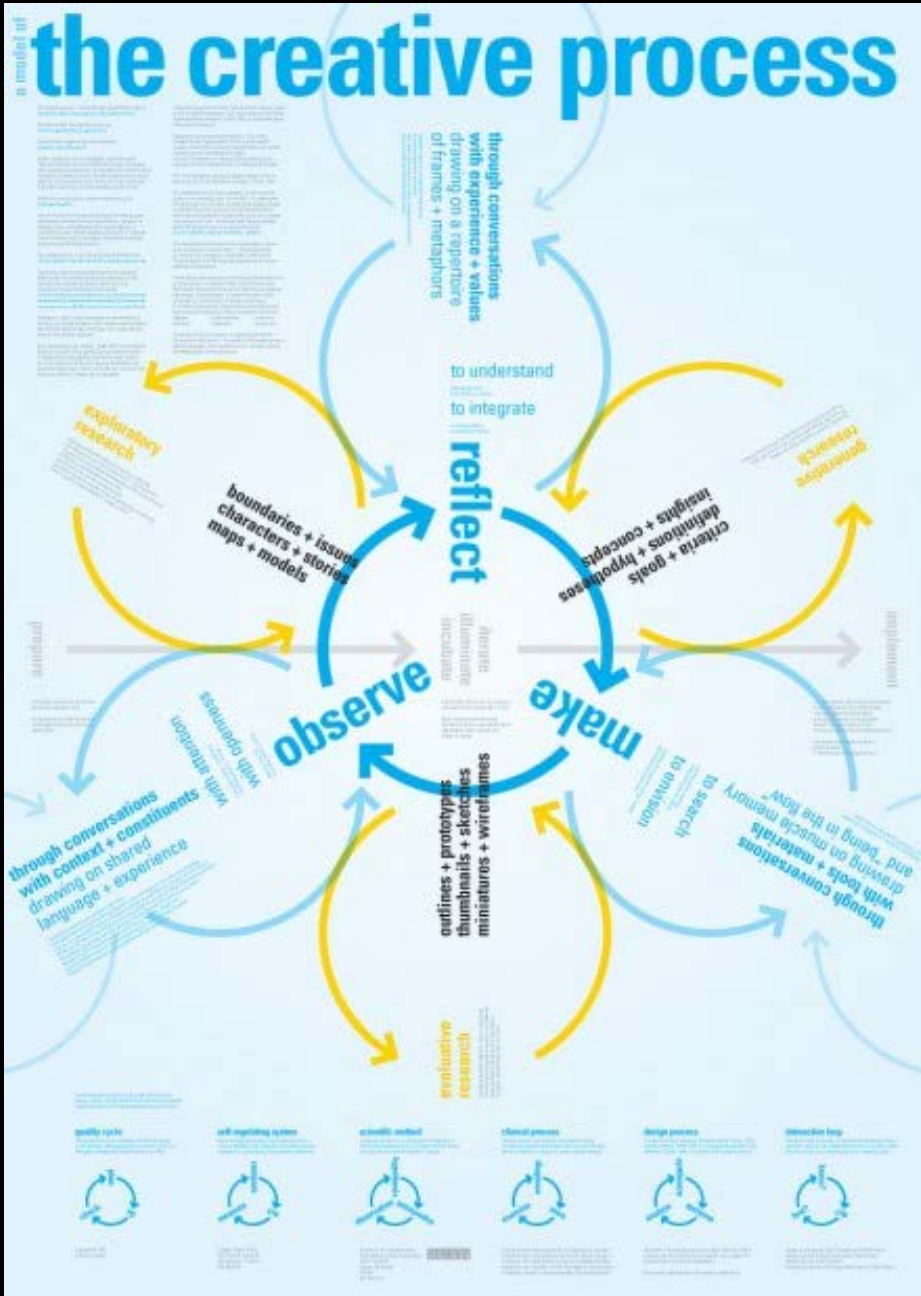
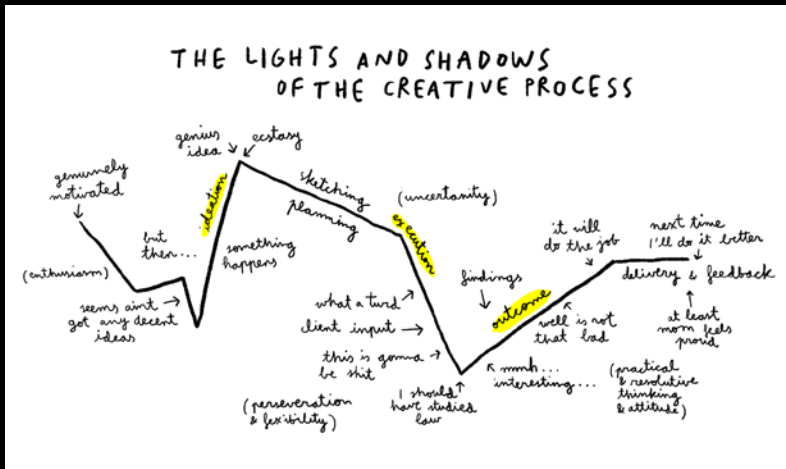
— Pablo Picasso





We all begin our
lives as creatives!

Somehow life gets
in the way.



so what is the
CREATIVE PROCESS?





"You don't make a photograph just with a camera. You bring to the act of photography all the pictures you have seen, the books you have read, the music you have heard, the people you have loved."

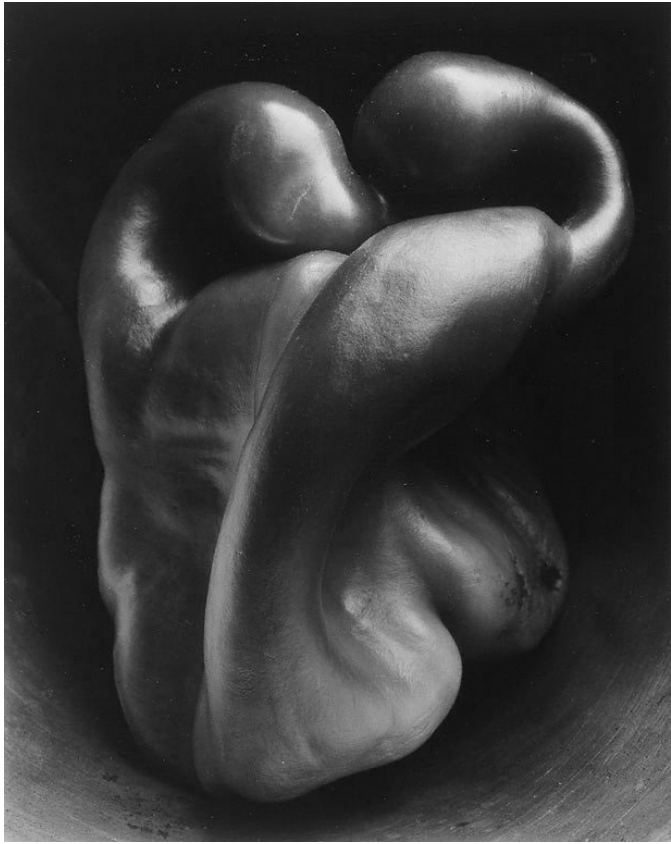
- Ansel Adams

THE CREATIVE PROCESS

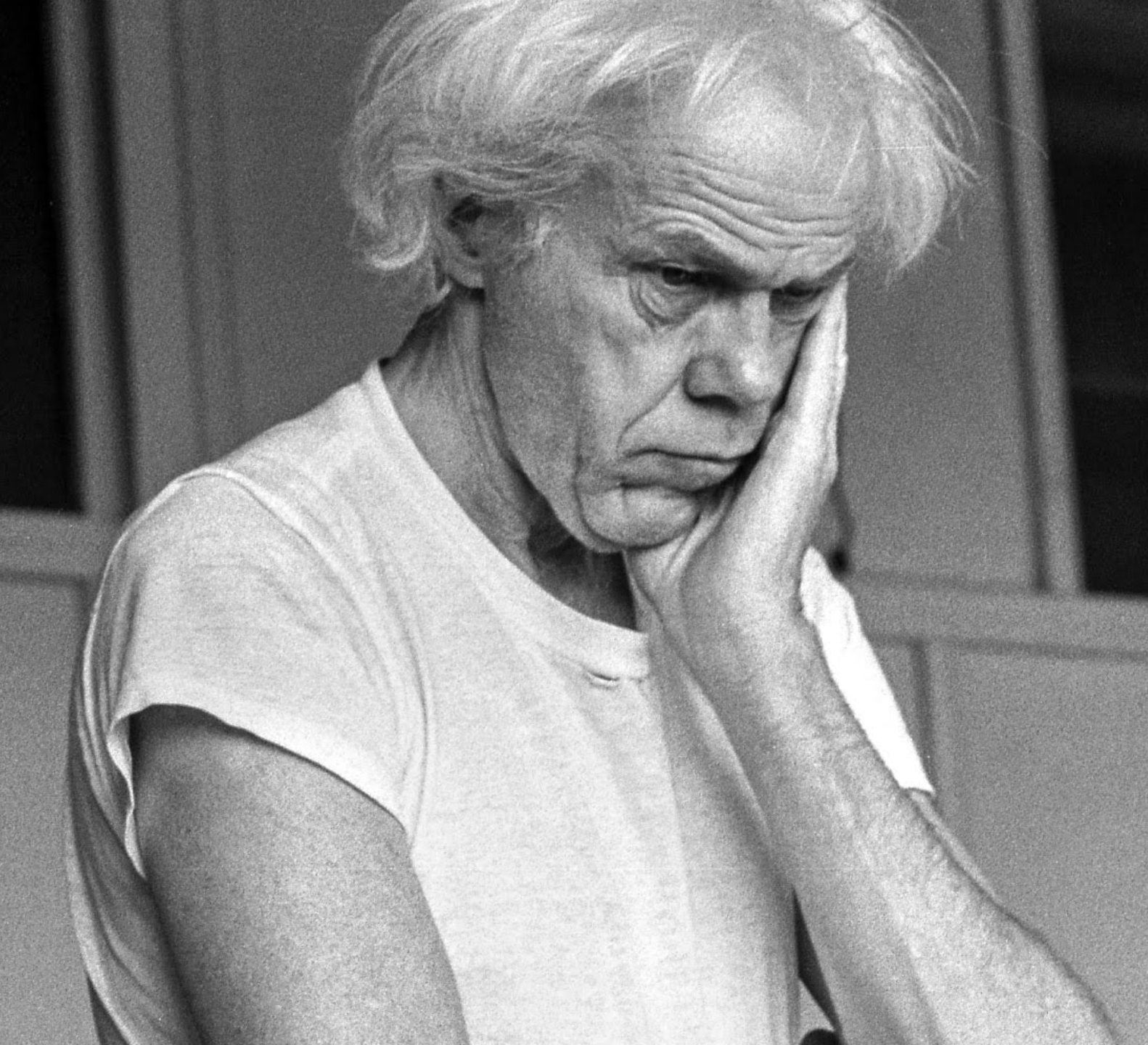
"One does not think during creative work, any more than one thinks when driving a car. But one has a background of years - learning, unlearning, success, failure, dreaming, thinking, experience, all this - then the moment of creation, the focusing of all into the moment. So I can make 'without thought'... But there is all the eyes have seen in this life to influence me."

- Edward Weston





Edward Weston Peppers

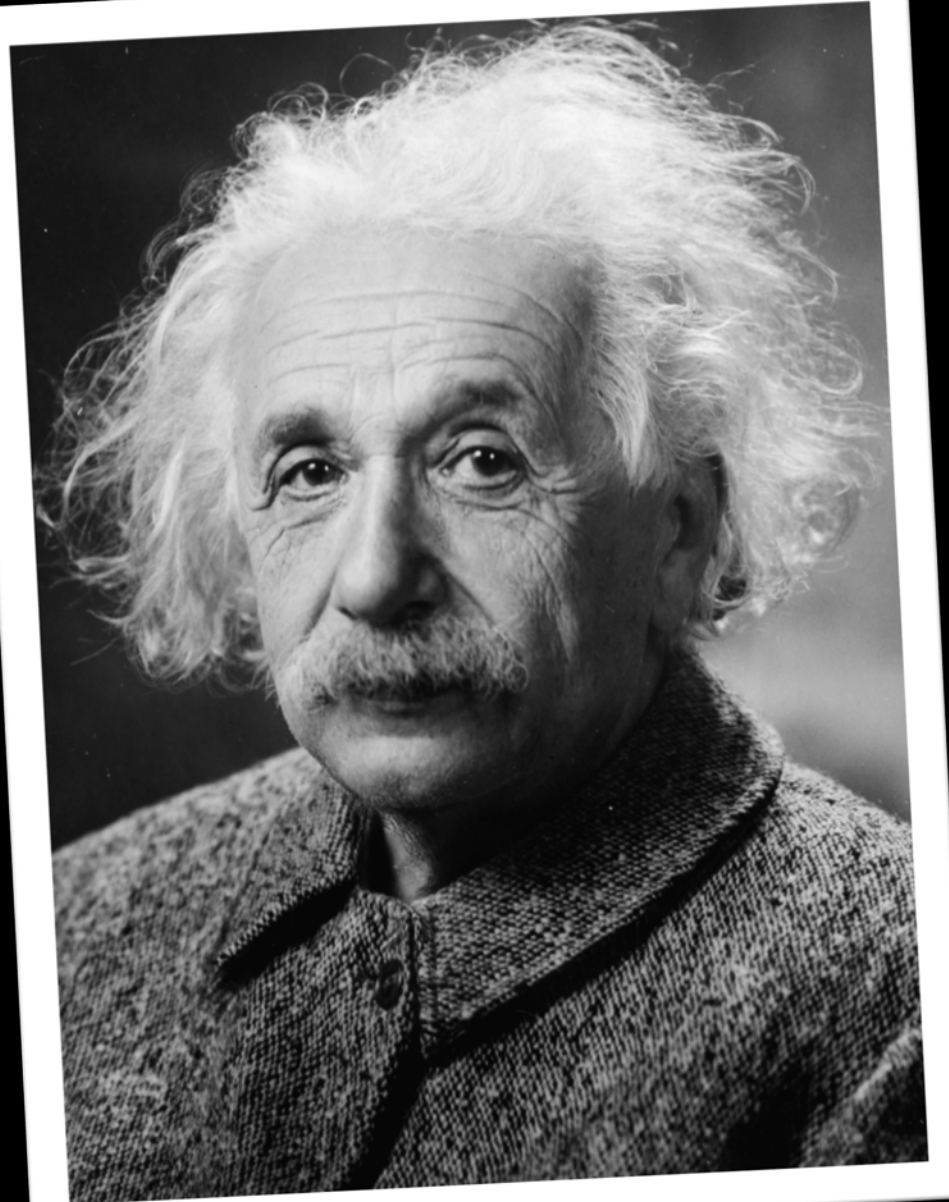


To See
To React
To Create

- Minor White

"Every good scientist is also an artist."

— Albert Einstein





Creativity According To Ed

The act of creativity brings together the subject, our technical expertise, past experiences and current state of mind.

By embracing the process we can take steps to improve our own creativity.

logical steps TO BE MORE CREATIVE

- Embrace The Creative Process
- Build Your Database of Inspiration
- Think Like An Artist
- Master Your Equipment
- Understand Light and Color
- Work Your Subject
- Get Out of Your Comfort Zone
- Really Critique Your Work
- Collaborate With Contemporaries
- Strive For Constant Improvement



embrace the CREATIVE PROCESS

- Creativity IS What You Make It
- Discover Your Passion
- Mistakes Are Practice
- Make Creative Time A Priority
- Embrace Your Vision
- Put Yourself Out There

build your database of INSPIRATION

- Fill Your Brain With Imagery
- Determine Why A Piece Works
- Every Art Form And Genre Has Value
- Study Art History
- Relationships Have Value
- The More You Have Seen The More Creative You Will Be So Allocate Time Each Day





think like an ARTIST

- The “Why” Is Important
- See Your World Differently
- Follow The “Artist Way”¹
- Take Risks
- “Steal Like an Artist”²
- Embrace Contemporary Styles

¹ “The Artist Way” by Julia Cameron

² “Steal Like An Artist” by Austin Kleon

master your EQUIPMENT

- Are You Stuck On Auto?
- Understand ISO, Shutter and Aperture
- Can You Read A Histogram?
- Learn How Each Lens Performs
- What About Diffraction?
- It's Not Just The Camera



understand LIGHT & COLOR

- Creativity IS What You Make It
- Discover Your Passion
- Mistakes Are Practice
- Make Creative Time A Priority
- Embrace Your Vision
- Put Yourself Out There

work your SUBJECT

- Research Before You Go
- Scout The Best Spots
- Shoot The Portfolio Images First
- Follow A Compositional Checklist
- Shoot Until You're Emotionally Engaged
- Visit Early And Often



Ed's Photography Checklist

Setup:

- Shoot W/B Reference
- ISO check
- DOF

Compositional Ideas:

- Symmetry
- Isolation
- Frames
- Abstract
- Shapes
- Horizontal
- Vertical

- Horizontal Panoramic
- Vertical Panoramic
- Macro
- ICM and Slow Shutter
- Zoom During Exposure
- Long Exposure
- Long Lens Compression/Isolation
- Stitched Panoramic
- Camera Position (hi lo left right)
- Watch Edges
- Juxtaposition and Framing
- Leading Lines, Converging Lines and Curves To Add Dimension

- Patterns
- 3D Depth and Space
- Figure Forms
- Texture Squash
- Wide Angle Foreground Feature
- Blurred Version
- Foreground Focus Background Blurred
- Flower and Macro subjects
 1. Portrait
 2. Sandwich
 3. Shoot Through
 4. Repetition
 5. Macro Isolation



get out of your COMFORT ZONE

- Start A Departure Project
- Take A Hike
- Stick To One Lens
- Have Your Work Critiqued
- Enter Competitions
- Speak At A Club or Conference



really critique YOUR OWN WORK

- Be Brutally Honest
- Why Does It Work
- You Fixed It?
- Hang It On Your Wall
- Is It The Sharpest Possible?
- Repeat Until It Is Perfect



collaborate with CONTEMPORARIES

- Attend Photo Expo!
- Join A Photo Club
- Do A Joint Exhibition
- Make And Take A Friend
- Mentor or Be Mentored
- Take A Workshop Or Tour

Strive for constant IMPROVEMENT

- Always Build Your Inspiration Database
- Is Your Current Work Your Best?
- Broaden Your Expertise
- Personal Style Evolving?
- Expanding Sphere Of Influence
- What About Last Years Work?

