

THE CREATIVE PROCESS

MOVING FROM CONCEPT TO IMAGE

THE CONCEPT

TAKING THE ASSIGNMENT

WRITE IT DOWN IN YOUR NOTEBOOK
NOTE ANY SPECIAL REQUIREMENTS

WRITE DOWN FIRST THREE IDEAS YOU SEE
IN YOUR HEAD

ASK YOURSELF WHY THESE IDEAS CAME
TO YOU SO QUICKLY.

IF IT IS BECAUSE YOU HAVE SEEN THEM
BEFORE - REASSESS

IF IT IS BECAUSE THEY WOULD BE EASY
FOR YOU TO DO - REASSESS

THE CONCEPT BECOMES REAL

IF YOUR IDEA SEEMS TOO SIMPLE -
REASSESS IT OR JUSTIFY

ASK YOURSELF WHAT ABOUT YOUR IDEA
WILL MAKE IT A CREATIVE SOLUTION?

CAN YOUR VISUAL IDEA BE DONE BY
ANYONE, ANYWHERE, ANY TIME?

IF YES, REASSESS.
IF NO, THEN BEGIN THE NEXT PART
OF THE PROCESS.

GOOGLE IS YOUR FRIEND

IT REALLY IS...

GOOGLE THE SUBJECT IN AS MANY WAYS
AS YOU POSSIBLY CAN

ARE THERE MANY SIMILAR IMAGES TO
YOUR PLANNED SHOT?

HOW DOES YOUR STYLE FIGURE INTO THE
WORK YOU ARE PLANNING?

WHAT IS APPEALING ABOUT THE IMAGES
YOU ARE LOOKING AT? DOES THAT WORK
WITHIN YOUR STYLE?

THE CREATIVE BRIEF

NO SHORTCUTS IN THE BRIEF

WHAT DO YOU WANT TO SHOW
WITH THIS IMAGE?

WHAT ARE THE SHARED CULTURAL
INFLUENCES THAT CAN HELP YOUR IMAGE?

WHAT CAN YOU DO TO MAKE THE IMAGE
STAND OUT FROM THE REST?

CAN YOU SHOW US SOMETHING THAT WE
HAVE NEVER SEEN BEFORE, OR SOMETHING
THAT WE HAVE SEEN BEFORE BUT IN A WAY
THAT WE HAVE NOT SEEN IT?

VISUAL IDEAS

WRITE DOWN TEN - FIFTEEN VISUAL CUES
FROM THE ASSIGNMENT

WRITE DOWN TEN - FIFTEEN SHARED
CULTURAL INFLUENCES

START TO PAIR THEM UP IN A WAY THAT
SOUNDS LIKE A PHOTOGRAPH

MAKE QUICK SKETCHES BUT DO NOT
CRITICIZE OR EDIT - WE WILL DO THAT
AFTER WE GET A FEW PUT TOGETHER

NEW ELECTRONICS

SHINY
APPLE
ANDROID
BATTERY
SCALE
POWERFUL
GLASS
GEARS
APP
STRAP
SMALL
HANDS ON
UBIQUITOUS
CUTTING EDGE
TEENAGERS

EARLY ADOPTER
KIDS ON PHONE
MORE AND MORE APPS
THERE'S AN APP FOR THAT
TIME SAVING
EASY TO USE
OLD FOLKS ADOPTING
HIP AND COOL
PERSONAL POWER
INTRIGUING
MIND BLOWING
DISRUPTING
CHALLENGING
EXPENSIVE
COOL DESIGN

NEW ELECTRONICS

INTRIGUING GEARS COOL DESIGN
HANDS ON EXPENSIVE
KIDS ON PHONES WITH STRAPS
SMALL KIDS WITH EXPENSIVE PHONES
COOL DESIGN WITH TEENAGERS
UBIQUITOUS, EXPENSIVE, MINDBLOWING APP

THEN ADD WHAT COMES TO MIND

OLDER FOLKS HAVING FUN WITH THEIR IPHONES
OR ANDROIDS

A CHILD SOLVING A HUGE MATH EQUATION WITH
THEIR KIDDIE CALCULATOR

A BUSINESSMAN DOING BUSINESS FROM A UNIQUE
ENVIRONMENT OR LOCATION WITH DEVICE

ASSESS YOUR
POSSIBILITIES

LOCATION / STUDIO

WILL A LOCATION BE THE BEST WAY TO
PRESENT THE SUBJECT?

WHY?

WILL A STUDIO BE THE BEST WAY TO PRESENT
THE SUBJECT?

WHY?

LIGHTING ASSESSMENT

SHOULD THIS SHOT BE DONE IN THE STUDIO
WITH CONTROLLED STUDIO LIGHTING?

WHY?

WOULD THIS SHOT BENEFIT FROM BEING
SHOT ON LOCATION WITH NATURAL OR
AUGMENTED NATURAL LIGHT?

WHY?

GEAR ASSESSMENT

CAN YOU DO THIS SHOT WITH THE GEAR YOU
PRESENTLY OWN OR HAVE ACCESS TO?

WILL YOU NEED SPECIAL GEAR TO BE ABLE TO
PRODUCE THIS PHOTOGRAPH IN THE MANNER
YOU WISH TO DO IT?

IS THIS A PROBLEM?

TALENT / PROPS ASSESSMENT

DO YOU HAVE ACCESS TO THE TALENT YOU WILL NEED TO DO THIS JOB? WILL YOU BE ABLE TO FIND THEM AT AN AGENCY OR OTHER?

DO YOU HAVE ACCESS TO THE PROPS YOU WILL NEED? CAN YOU FIND THEM WITH FRIENDS OR WILL YOU NEED TO RENT?

**IS THIS A PROBLEM?
HOW CAN IT BE REMEDIED?**

FINALLY: SKETCH THE IMAGE

WHEN YOU SKETCH THE IMAGE, DO NOT TRY TO MAKE IT LOOK LIKE AN ACCURATE REPRESENTATION.

THE IDEA IS TO THINK THROUGH THE LOCATION, LIGHTING NEEDS, PROPS, ENVIRONMENT, AND PRODUCTION OF THE SHOT.

WHEN YOU ARE SKETCHING YOU MAY REALIZE THAT YOU NEED A SECOND BOOM, OR A LARGER BACKGROUND, OR EVEN HAVE TO REASSESS YOUR PROPS.

THIS IS A VERY IMPORTANT PART OF THE CREATIVE PROCESS... DO NOT SHORT CUT IT.

“CREATIVITY” IS CRAFTED
WITH A WELL STRUCTURED
PLAN AND A WELL
THOUGHT OUT PRODUCTION.

ONCE THE CONCEPT IS
CONFIRMED, IT IS TIME TO
EXECUTE... MAKE IT COME TO
LIFE IN YOUR CAMERA.