

“Be interested in everything.  
Constantly fill your mind with stuff”  
Look at the world around you.”  
descriptive verbiage  
Enjoy what you're looking at. Take note of what moves you.

- We “see” things when they become important to us
- The mind is constantly recording information
- The mind and its abilities are expandable through mental exercises
- The brain is able to process and do innumerable things at once
- The more we practice and the more we trust, the more ideas we have.

## EXPLORATION

exploration: the act or an instance of exploring

explore: 1:to seek for or after 2:to search through or into

esthetics or form: play with, harmony, space, variety, style, volume, subtly, mass, form, balance, unity, form, dominance, proportion, movement, etc.

b: to examine minutely

As you explore your idea and ask yourself why you are shooting the subject that way? What are you feeling while shooting? Are you shooting for yourself or someone else? Why should the viewer want to spend time looking at these photos?

content: refers to the sensory, subjective, psychological, or emotional properties we feel in a work of art, as opposed to our perception of its descriptive aspects alone. think about the meaning of the elements, what works as metaphors or symbols

subject or concept:  
what do you want to photograph. what do you want the viewer to walk away from your photographs thinking or feeling?

2:elements used in constructing an artwork

explore ▶ 1:subject ▶ 2:form ▶ 3:content

1:person, objects, themes, ideas

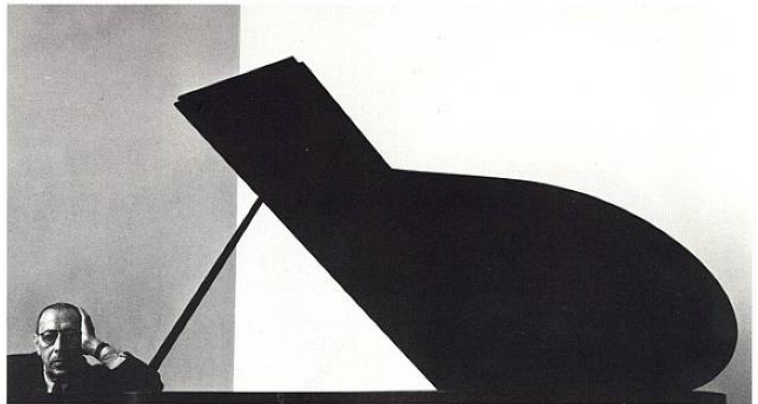
3:the total message as developed by the artist and interpreted by the viewer

# metaphor / symbol

Another way of understanding interpretation is to think of all photographs as metaphors in need of being deciphered. A metaphor is an implied comparison between unlike things. Qualities of one thing are implicitly transferred to another. Verbal metaphors have two levels of meaning: the literal and the implied. Visual metaphors also have two levels of meaning: what is shown and what is implied. A photograph always shows us something as something. In the simple sense a portrait of a man shows us the man as a picture, that is, as a flat piece of paper with clusters of tones from a light sensitive emulsion. In another simple sense, a photograph always shows us a certain aspect of something. A portrait of Igor Stravinsky by Arnold Newman shows us Stravinsky somehow, as something. In Goodman's words "the object before me is a man, a swarm of atoms a complex of cells, a fiddler, a friend, a fool, and much more. " the photograph represents the thing or person as something or as some kind of person. Newman's portrait of Stravinsky shows the man sitting at a piano. In a more complex way, however, the portrait of Stravinsky shows Stravinsky not only as a man sitting at a piano but also as a brilliant man, or a profound man, or a troubled man. The more complex "as" requires interpretation. To miss the metaphoric and to see only the literal is to misunderstand the expressive aspects of photography.

Terry Barrett, *Criticizing Photographs*  
*An Introduction to Understanding Photographs*

*Barbie - anti-feminist - unattainable perfection*  
*spiral - eternity*  
*egg - fertility - dinner - new life*  
*figure eight - perpetual motion*  
*humvee - manly strength and control*  
*velvety skin - sensuality*  
*water - motion - sensual - cold - harsh - pure*  
*children - innocence - vitality - energy*  
*elderly - winter - the end - solitary*  
*men - brute - hard - cold - strength - support*  
*roadrunner - speed*  
*cougar - speed*  
*mask - hidden identity - mystery - falsehood*  
*snow - cold - lonely - desolate*  
*freedom - bird - boat - water*  
*apple - teacher - health*



*lighting in the image can convey mood, which also acts as a metaphor.*

Brainstorming can be an effective way to generate lots of ideas and then determine which idea(s) best solves the problem. Brainstorming should be performed in a relaxed environment. If participants feel free to be silly, they'll stretch their minds more and therefore produce more creative ideas.

In order to brainstorm, you will need either a chalkboard (if there are any still left in the world), white-board, notepad, camera, anything to record your ideas.

Individual brainstorming can more effectively discover creative solutions than group brainstorming

### Step by Step

1 Define your problem (please note that the word "problem" is not necessarily negative - your problem could be "We need a new product for the Christmas season" or "How can we effectively use our departmental budget surplus for this year?"). Write out your problem concisely (group) make sure that everyone understands the problem and is in agreement with the way it is worded.

2. Give yourselves a time limit - around 25 minutes, (group) **Keep the session focused on the problem;**

3. Take note of every idea that pops into your head. (Group) Everyone must shout out solutions to the problem while one person writes them out. There must be **ABSOLUTELY NO CRITICIZING OF IDEAS**. Laughing is to be encouraged. Criticism is not. Why? Because you want to encourage the free flow of ideas and as soon as participants of the brainstorming session begin to fear criticism of their ideas, they'll stop generating ideas. Moreover, Ideas that first seem silly may prove to be very good or may lead to ideas that are very good. **Encourage people to develop other people's ideas, or to use other ideas to create new ones.** Do not discuss or evaluate the ideas, keep generating ideas.

4. Once your time is up, select the five ideas which you like best. (group) Make sure everyone involved in the brainstorming session is in agreement.

6. Give each idea a score of 0 to 5 points depending on how well it meets each criterion. Once all of the ideas have been scored for each criterion, add up the scores.

7. The idea with the highest score will best solve your problem. But you should keep a record of all of your best ideas and their scores in case your best idea turns out not to be workable.

8. Read as much as you can about everything possible. Books exercise your brain, provide inspiration and fill you with information that allows you to make creative connections easily.

9. **Exercise your brain. transform your energy into words, drawings, sketches, colors, photographs**

# **Combine and improve ideas once you finish**

## Steps for Boosting Creativity

1. Always carry a CAMERA, small notebook and a pen or pencil around with you. That way, if you are struck by an idea, you can quickly shoot or jot it down. From these ideas you will find that 10% that are brilliant.

2. If you're stuck for an idea, open a dictionary, randomly select a word and then try to formulate ideas incorporating this word. You'd be surprised how well this works.

The concept is based on a simple but little known truth: freedom inhibits creativity. There are nothing like restrictions to get you thinking.

3. Define your problem. Grab a sheet of paper, electronic notebook, computer or whatever you use to make notes, and define your problem in detail. You'll probably find ideas positively spewing out once you've done this.

4. If you can't think, go for a walk. A change of atmosphere is good for you and gentle exercise helps shake up the brain cells.

5. Don't do drugs. People on drugs think they are creative. To everyone else, they seem like people on drugs.

**Freewriting: just start writing everything that comes into your head. The words, thoughts do not need to make sense, do not worry about spelling, punctuation, organization of ideas, etc. Set a time limit 15 minutes. When done re-read your writing pull out the strongest ideas, the possibilities. Explore those thoughts in greater depth. You will have the start to something great. Remember over time you can reformulate your concept to better get your content across.**

**Freewriting can be accomplished as a list as well. Word Association: write a list of words and force those words to relate to the topic -What about opposites. You set the parameters of your exploration in the search for the idea.**

<http://www.jpob.com/creative/brainstorming.php>

<http://www.unc.edu/depts/wcweb/handouts/brainstorming.html>

<http://www.answers.com/topic/individual-brainstorming>