

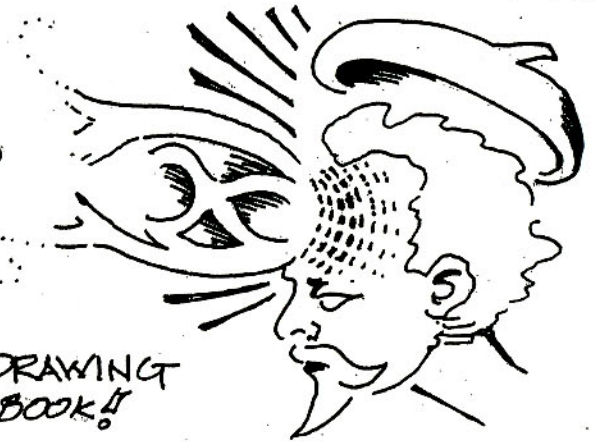
THE CREATIVE PROCESS

DESIGN IS MAGIC / DESIGN IS NOT MAGIC

THE KEY TO THE CREATIVE PROCESS IS THE ACTIVATION OF
• INTUITION • INSPIRATION • IMAGINATION

MEDITATION

1. OPEN THE PORTAL:
LOAD UP THE SUB CONSCIOUS
WITH A VISUAL VOCABULARY
COLLECT TONS OF EXAMPLES
OF STUFF YOU LIKE
ALWAYS BE
READING • LOOKING • LISTENING • DRAWING
- DRAW CONSTANTLY IN YOUR SKETCHBOOK!

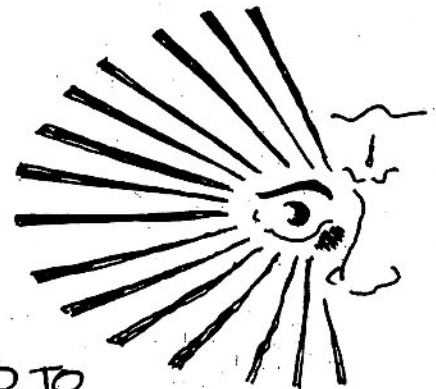


IDEATION

2. DIGEST ALL INPUTS:

⚡
IDEAS

RECORD ALL YOUR IDEAS IN YOUR
SKETCH BOOK = NO MATTER HOW
TRIVIAL YOU THINK THEY ARE!
FERTILIZING THE MIND WILL LEAD TO
A HIGHTENED LEVEL OF PERCEPTION



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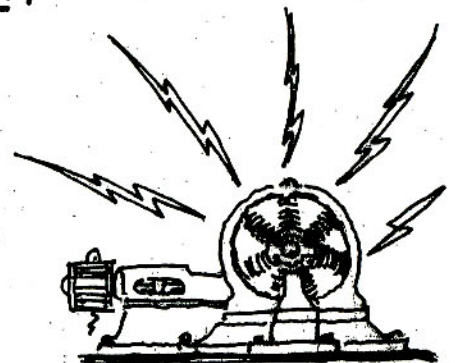
ACTIVATION

3. THE PHYSICAL DIMENSION

WORK • WORK • WORK
DRAW • DRAW • DRAW
CHURN • CHURN • CHURN

THOUSANDS OF
- OVERLAYS -
KEEP THE HAND
MOVING

⚡ THE **DYNAMO** ⚡
of
CREATIVE ENERGY



AH SHIT!

4. BUT WAIT! NO THINGS HAPPENING

FREAK OUT!

- ACTIVATE REVERSE THINKING -

BEGIN NEW PATHWAYS DIAMETRICALLY OPPOSED TO EVERY IDEA DEVELOPED UP TO THIS POINT. THEN

GIVE-UP

PUT THE SPACE SHIP ON AUTO-PILOT
GET AWAY. RELAX. DON'T DO ANYTHING RELATED TO DESIGN

o

5. ZEN ACTIVATION OF THE IMAGINATION

THE 4th DIMENSION =
PREPARE FOR THE
UNINTENDED
ACCIDENT

THE MYSTIC RAY

of

CREATIVITY WILL HAPPEN
WHEN YOU BECOME

ONE WITH THE WORK

=

YOU ACHIEVE THE

VISMO

THE PROJECTO



VISUAL IMPULSE TRANSMITTER

PRE READ CHAPT 3 "THE CREATIVE ENVIRONMENT" DRAWING THE LANDSCAPE.

* IF NONE OF THIS HAPPENS GO BACK TO YOUR FIRST IDEA AND JUST FINISH IT AND TURN IT IN !!

REALIZATION