

# Ignite Your Creativity



## Agenda



What is Creativity



Why



How to Check



Adding Creativity



Where to Find Ideas

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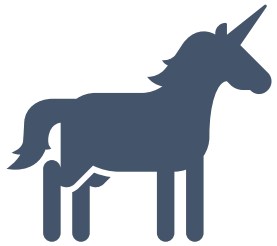




# Creativity

*"Creativity is a wild mind  
and a disciplined eye."*

The fresh expression of a scene  
conveying an idea or message



The ability to perceive more than just the physical reality before the camera, allowing you to create something unique and captivating.



Creativity emerges in your mind as a sense that something is distinctly different or unexpected. Often combining known things into a new reality.



It may involve using unconventional perspectives, experimenting with light and shadows, or creatively manipulating composition.



Chane Cullens - *Time for a Break*











# Using Creativity to Increase Impact

Inspired by Professional  
Photographer Association's 12  
Elements of a Merit Photo.

Think of **Impact** as a stool supported by these four legs.



## How strong is the stool?

With 4 legs: Hard to knock over.  
With 3 legs: Still very strong.  
With 2 legs: Hard to stand up.  
With 1 leg: Falls over.  
With 0 legs: For your eyes only.

## Storytelling

The photo's ability to evoke imagination.

## Creativity

The fresh expression of a scene conveying an idea or message.

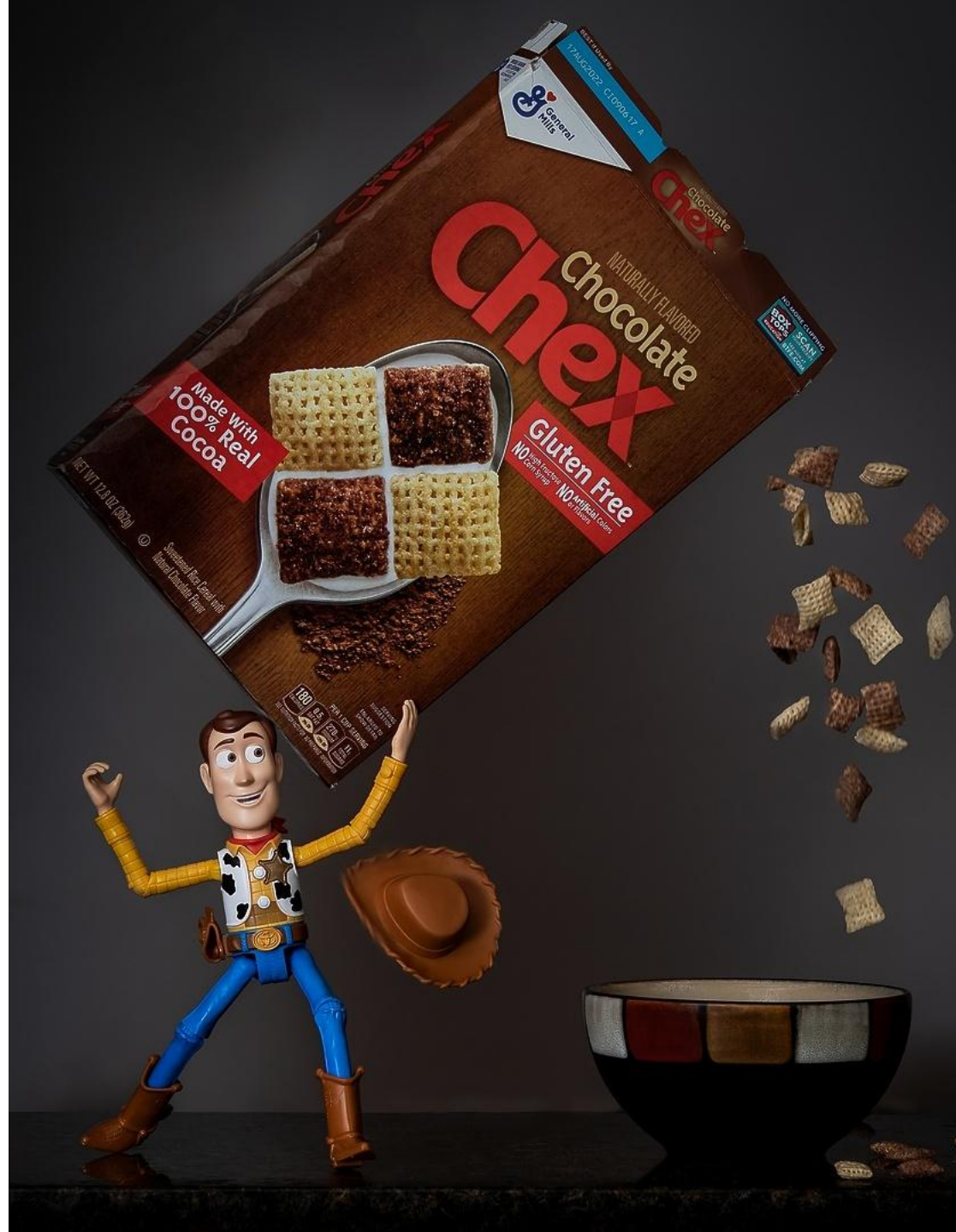
## Composition

Bringing all the visual elements together to express the purpose.

## Technical

The quality of the photo itself as it is presented for viewing.











# How to Find the Creativity

## 1 Ask yourself

**Why it is unique or interesting?**

If you find it familiar or boring, creativity can use improvement

Mostly, the exploding objects are rare.



2

**What specifically is unique?**

The perspective, the alignment of elements, the lighting style ...

The high shutter speed to freeze the motion dust.



3

**Where is there creativity in secondary elements?**

How do they show additional creativity?

The axe tells you how it happened. The pieces flying show impact strength. The dust makes it look real.



Breaking an Old Brick

# Creativity – You Decide #1

1

**Why it is unique or interesting?**

If you find it familiar or boring,  
creativity can use improvement

Yes, new to me.

2

**What specifically is unique?**

The perspective, the alignment of  
elements, the lighting style ...

Yes, showing the path of the  
bouncing dice.

3

**Where is there creativity in  
secondary elements?**

How do they show additional  
creativity?

On the left, we see the dice  
falling. On the right the dice are  
stationary. Which helps us  
understand more.



The Journey of Three Dice

# Creativity – You Decide #2

1

**Why it is unique or interesting?**

If you find it familiar or boring,  
creativity can use improvement

Not unique, however interesting.

2

**What specifically is unique?**

The perspective, the alignment of  
elements, the lighting style ...

Yes, the “bite out of the cookie”  
shadow.

3

**Where is there creativity in  
secondary elements?**

How do they show additional  
creativity?

Maybe, the extra chocolate chips  
laying around?



A Taste of Love









# Working to Stand up the Stool



Bake cookies. First photo.



80 photos later - new background, new lighting, added milk and I ate part of a cookie

Storytelling

Creativity

Composition

Technical  
Excellence

# Creativity Is Possible Even with Cookies



# Thoughts on Adding Creativity

## The Scene

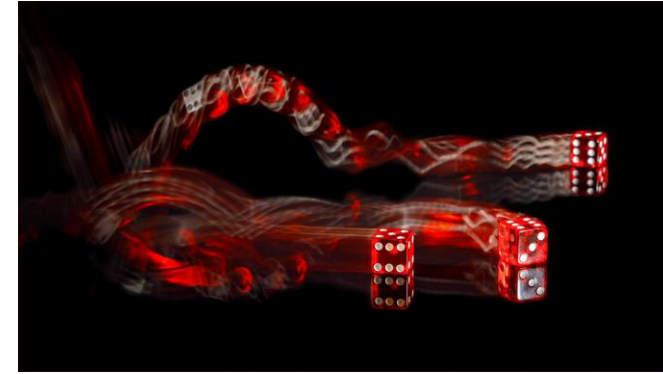
- Recognize a scene's potential and employ creative techniques to capture it.
- Challenge yourself: How can I capture this scene differently?
- Explore using common things in a new way or make something new.
- After capturing, assess: Would others find it dull?

## Add Interesting Details

- Explore intriguing details like color and light.
- Explore new perspectives – near or far, up or down, left or right, behind ...
- Create or observe patterns.
- Capture dynamic action.

## Have Fun!

- Embrace imagination.
- Invite a friend to join.
- Adapt to change to turn failure into success.
- Keep learning new things.



# Having Fun by Learning & Playing!



Checking drop zone



Flour



Brown Sugar



Chocolate Chips



Egg



Broken Egg



The Baker's Magic Hands

# Find Ideas from People and the Internet



## Embrace Curiosity

- Ask questions
- Be observant
- Borrow ideas



## Experiment and Play

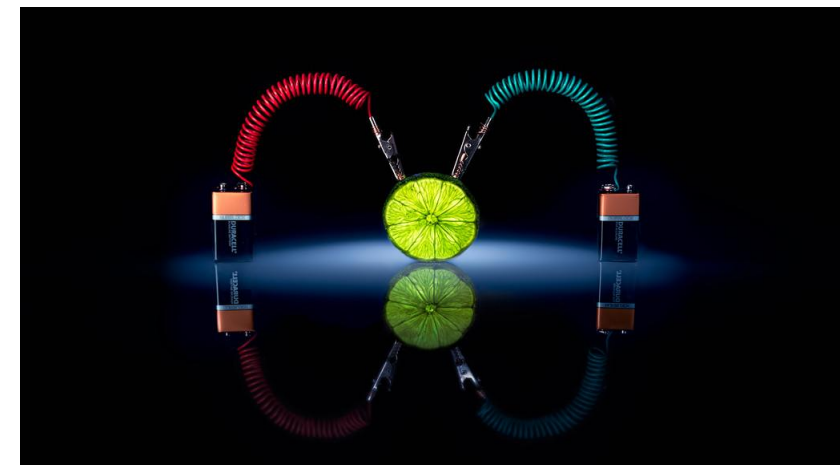
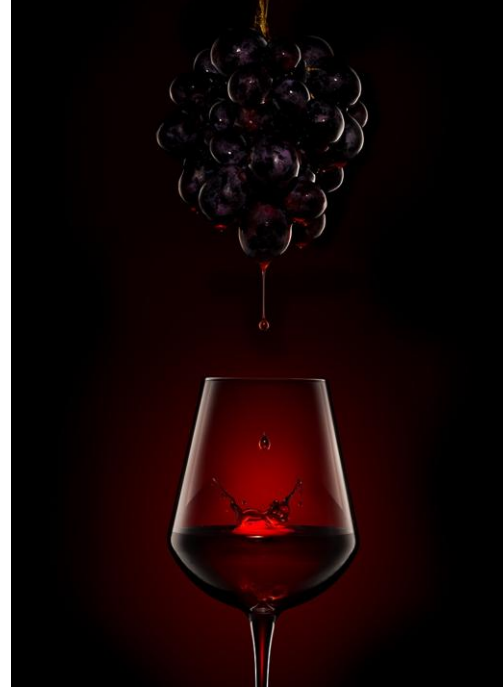
- Try new things
- Embrace mistakes
- Play and have fun

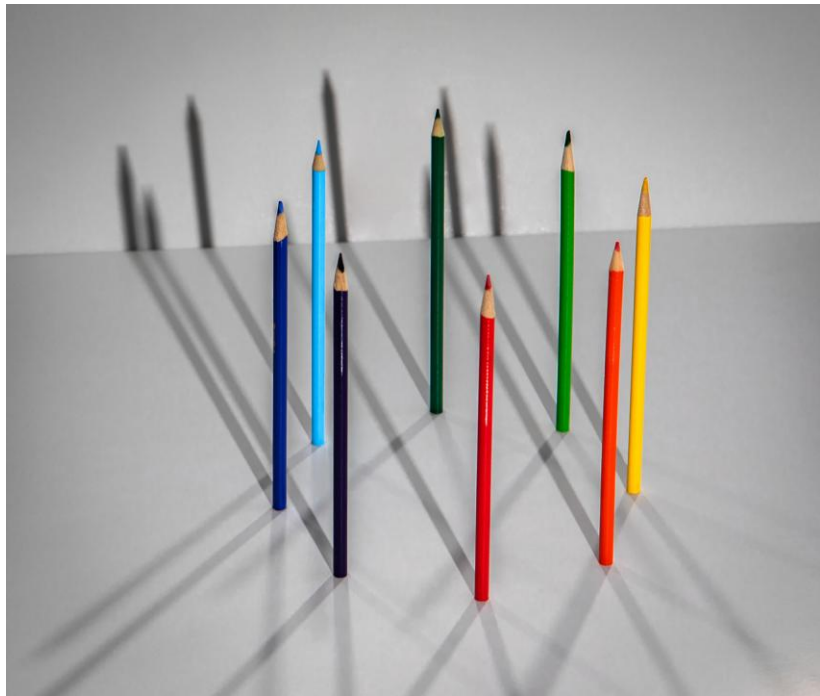
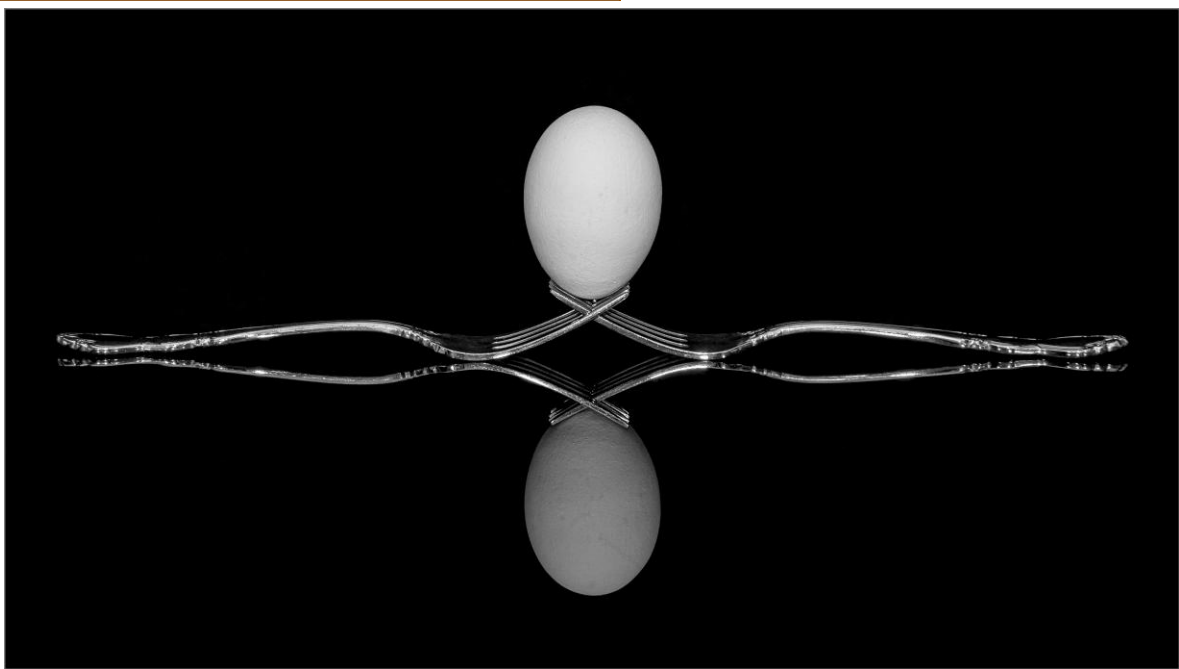
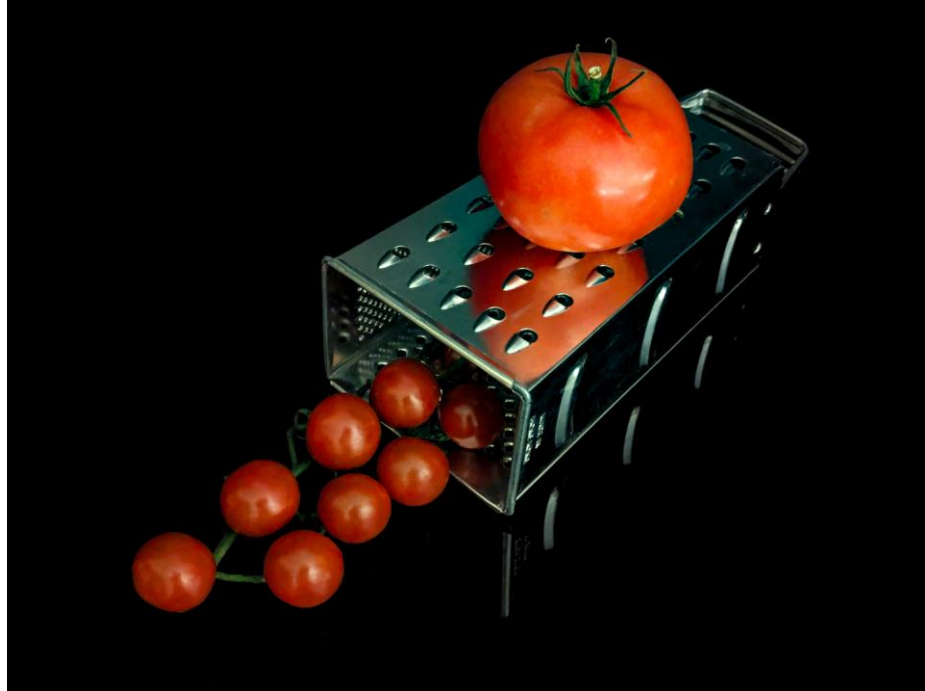
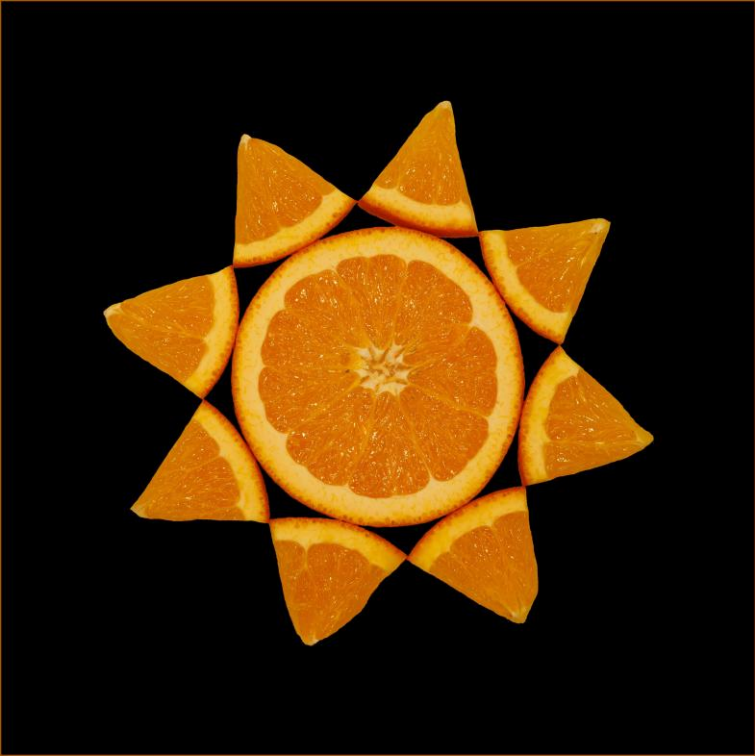


## Create the Right Conditions

- Make time
- Collaborate
- Connect





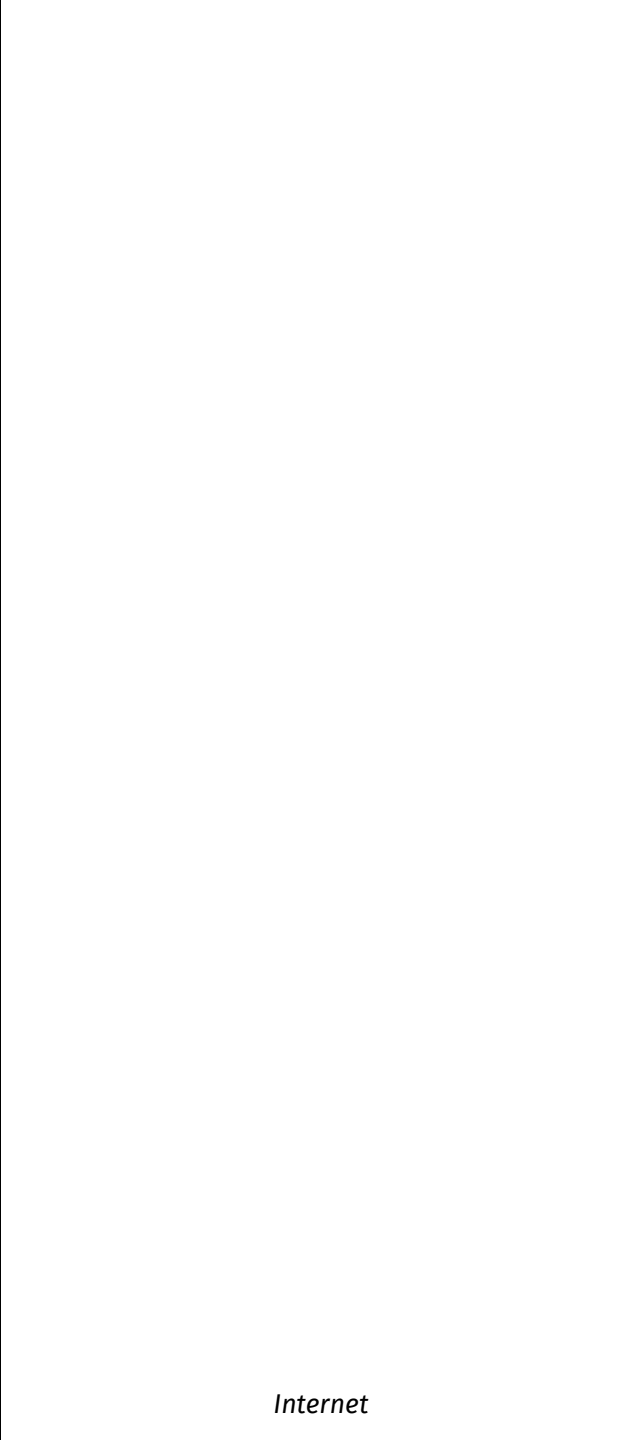






*Pinned by LyLo*





*Internet*



# Tonight's Photo Ops