

CREATIVITY IS **ELUSIVE** -----
IT CAN **VANISH** AS QUICKLY AS IT APPEARS!
WHEN IDEAS ARE **FLOWING**, DESIGN CAN SEEM
LIKE THE EASIEST THING TO DO IN THE WORLD.
HOWEVER, INSPIRATION CAN'T BE **FORCED**
BUT IT MAY APPEAR WHEN ONE LEAST **EXPECTS** IT.
HOW DOES ONE **TAP** INTO

The
CREATIVE
PROCESS?

THE HARDER WE SEEK **INSPIRATION**
FROM THE CREATIVE MUSE..... THE
MORE **EVASIVE** IT BECOMES!

WHEN THE **CREATIVE IMPULSE**
ABANDONS US, THE ARTISTIC
STRUGGLE BECOMES PURE
TORMENT

HOWEVER, WHEN ONE HAS SLIPPED
INTO THE CREATIVE ZONE IT
IS **EXHILARATING!**

DESIGN IS MAGIC / DESIGN IS NOT MAGIC

THE KEY TO THE CREATIVE PROCESS IS THE ACTIVATION OF

• INTUITION • INSPIRATION • IMAGINATION •

MEDITATION

OPEN THE PORTAL:
LOAD UP THE SUBCONSCIOUS
WITH A VISUAL VOCABULARY

ALWAYS BE
READING • LOOKING • LISTENING • DRAWING

DIGEST ALL INPUTS

IDEAS

RECORD ALL YOUR IDEAS
NO MATTER HOW TRIVIAL YOU
THINK THEY ARE!

FFERTILIZING THE **MIND** WILL LEAD TO
A HEIGHTENED LEVEL OF PERCEPTION

IDEATION

ACTIVATION

THE PHYSICAL DIMENSION

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

THE **DYNAMO**
of
CREATIVE ENERGY

THOUSANDS
of
- OVERLAYS -
KEEP THE HAND
Moving!

BUT WAIT! NOTHING'S HAPPENING

FREAK OUT



AW,
©
★
♁
!

ACTIVATE REVERSE THINKING

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

GIVE UP

PUT THE SPACESHIP ON AUTOPILOT
GET AWAY • RELAX • DON'T DO ANYTHING RELATED TO DESIGN

ZEN ACTIVATION OF THE **IMAGINATION**

~ THE 4TH DIMENSION ~
PREPARE FOR THE
UNINTENDED
ACCIDENT

THE **MYSTIC RAY**

of
CREATIVITY WILL APPEAR
WHEN YOU BECOME

ONE WITH THE WORK
YOU ACHIEVE THE

VISMO

THE PROJECTO



VISUAL IMPULSE TRANSMITTER

* IF NONE OF THIS HAPPENS GO BACK TO YOUR FIRST
IDEA!

REALIZATION