

## **Creativity and Design**

Creativity, to me, means taking a risk, exploring something new, knowing it is something different or unusual from what you normally do, but doing it anyway. It is looking at something ordinary and seeing the extraordinary and enjoying the process, not just the end product.

Look at the things that inspire you. For me it is the sunsets, ocean views, mountains with clear skies, deserts, clouds, family, children, grandchildren. Inspiration can come from one kind word that sparks a vast number of ideas. It can come from a painting, a beautiful calligraphed letter...any number of things. DeWitt Jones, a National Geographic Photographer, says "Creativity is like being in love... in love with the world. Creativity is all around us."

Our attitude is everything. We all have choices. We can see the glass half full or half empty. It's up to us and only us to make the best of what we have before us. A positive attitude makes life so much easier!

Creativity is a balance between technique - patience - emotion - and intellect. We don't have to be a trained artist of many years to be creative. A creative spark can be a memory, a feeling or an experience. You create it in your mind. Don't worry about what shows up on paper - it is about producing something unique and personal.

## **Design**

Design is the "overall" blueprint - the plan of your creation. Layout is how it looks and how it is arranged on the page. Composition is the combination of both. My friend, Mike Gold, a wonderful designer/artist says to ask yourself "what makes things beautiful?" Stay open to more art, even if it's not your style. We all see things differently. And "what is your purpose of your creation?" Try to tell a story. Understand the value of positive and negative shapes and spaces. Know that an image's effectiveness lies in its ability to communicate a message simply. Let your layouts luxuriate in the white pages; do you have enough "breathing room" - use blank spaces to rest the eye.

"Create with your heart - - - then edit with your head"

Barbara Close

**SFV Workshop - Adventures into Creativity with Barbara Close**  
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