



Imaginarium: The Process Behind the Pictures

Claire Rosen

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Imaginarium: The Process Behind the Pictures is a compendium of practical advice and information covering the photographic process—from idea cultivation through execution. The guidance in this book is written with an understanding of the nature of artists at their core and explores the science of how ideas are born, the conditions that facilitate the productive creation of art, and the elements necessary to make creative work. This compendium is applicable across genres, for individual artists and for those working in a commercial capacity. It brings together strategies and tools to help readers generate compelling ideas and create unique images. From the simplest idea to the most fantastical, you will learn brainstorming, concept development, pre-visualization, pre-production, problem solving, and execution steps in the creative process, including practical tools and ideas for overcoming obstacles and achieving success along the way.

Contributors:

Beth Taubner *Mercurylab*

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Rebecca Manson *The Post Office*

Interviews with:

Maggie Steber, Roger Ballen, Sara Lando, Gabriela Iancu, Robin Schwartz, and Eleanor Macnair

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