

GREAT CREATIVE
MINDS THINK
LIKE ARTISTS
BUT WORK LIKE
ACCOUNTANTS!

COLLECTIVE DESIGN

1: PROFESSIONAL
PHOTOGRAPHY

2: ENGLISH
LITERATURE

5,000
CONCEPTS

3: 1960'S STYLE

THE DESIGN!

"THERE ARE ABOUT 5,000 OF
THESE CONCEPTS AND EVERY DAY
YOU DISCOVER SOMETHING NEW
THAT'S A NEW PROBLEM OR A
NEW OPPORTUNITY TO FIT
THESE THINGS TOGETHER
DIFFERENTLY
AND, IT'S THAT PROCESS THAT
IS THE MAGIC!

1: PHOTOGRAPHY CONCEPTS

INDOOR	STORY TELLER
OUTDOOR	WILDLIFE
PORTRAITS	BEAUTY
SPORTS	MAKE UP
ACTION	FLORISTRY
ARTISTIC	WEDDINGS
MENS	TRAVEL
FASHION	SNAPSHOTS
CONFLICT	FILM

2: ENGLISH LITERATURE CONCEPTS

SHAKESPEARE

WRITTEN WORD

DIALECT

STORY

LANGUAGES

HISTORY

MIDDLE AGES

OLD ENGLISH

STYLES

TEACHING

POETRY

DRAMA

NOBEL PRIZE

LATIN

PASSION

PLAYS

SCREENWRITING

THEATRE

3: 1960'S STYLE CONCEPTS

MUSIC

SUBURBIA

WEDDINGS

THE FEMININE

BEHAVIOUR

SIMPLICITY

SMOKING

AUTOMOTIVE

COURTING

LONDON

FRIDAY NIGHTS

CINEMA

SUITS

DANCE

LANGAUGE

KENNEDY

OPTIMISM

GANGSTERS

THE BEATLES

MOON LANDING

WHERE HAVE YOU SEEN THESE DONE BEFORE?

PHOTOGRAPHY

- INDOOR

THAT

BOOK

I READ

LITERATURE

- SHAKESPEARE

THAT

HISTORIAN

I LISTEN TO

1960'S

- MUSIC

THAT YOUTUBE DOCUMENTARY

GO DEEPER!

THAT BOOK:

HOW THE LIGHTING OR A FACIAL
EXPRESSION CHANGES THE MOOD

THAT HISTORIAN:

THE WAY HE EXPRESSED

SHAKESPEARE'S CONSISTENCY BETWEEN
STORIES

THAT YOUTUBE DOCUMENTARY:

THE REALISM, THE PASSION, THE FUN
AND HOW NEW IT WAS AT THE TIME!

HOW CAN I FIT THESE
CONCEPTS TOGETHER?

CHANGING THE LIGHTING ON THE
INDOOR PHOTOS

TELLS IT'S OWN CONSISTENT STORY

THAT CREATES SOMETHING NEW
EVERY TIME I LOOK AT IT, IT'S FUN!

SEE HOW IT WORKS!?

EVERY DAY YOU DISCOVER SOMETHING
NEW THAT'S A NEW PROBLEM OR A
NEW OPPORTUNITY TO FIT THESE
THINGS TOGETHER DIFFERENTLY, AND
IT'S THAT PROCESS THAT IS THE
MAGIC!

EACH ONE OF THESE BECOMES A
PLATFORM FOR CREATIVITY, CURIOSITY
AND INGENUITY EVERYDAY!

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