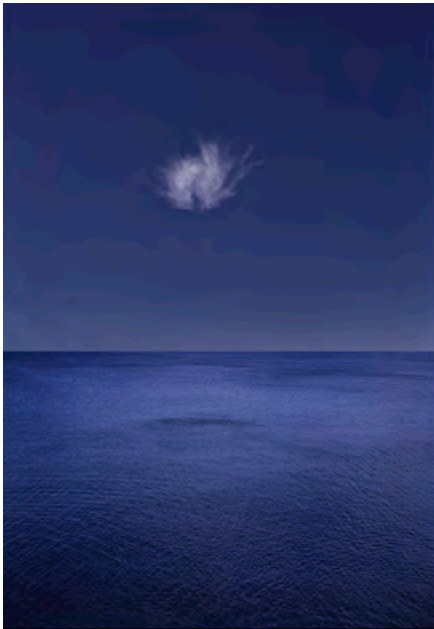


JOHN PAUL CAPONIGRO

CREATIVITY



Sonata in Blue III, 1999

Greatness means: to give a direction.

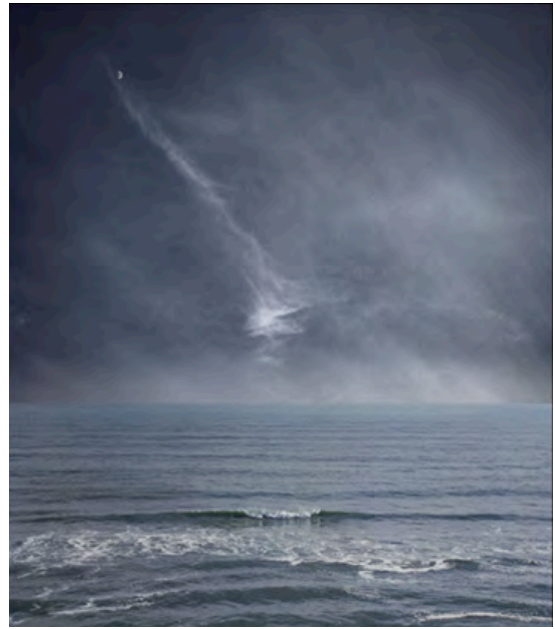
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PORTFOLIO REVIEW

There are a number of basic visual elements and characteristics involved in any set of images. It can be very helpful to identify these things in your work. Doing this can clarify where you have been, where you are, and where you are going.

The surface characteristics of images are not always as obvious as we think they are. Often, because we are so familiar with our work or focussed on things that are of specific interest to us, we overlook the obvious. Identifying the what's on the surface in a systematic fashion can reveal what's not seen at first glance.

In addition to listing what you see in the surface of your images, it's helpful to dig a little deeper. These elements (often best defined by nouns) and characteristics (often best defined by adjectives) create atmospheres within a work, latent qualities (often best defined by adverbs)



Sonata in Blue VII, 2001

whose importance in work may transcend what is overt. Identifying these underlying qualities can help reveal broader themes within work, reveal hidden connections between select images and may open up new avenues for exploration.

Dig even deeper. We invest a great deal of ourselves in our work. Very often what we put into the work has highly personal meaning for us. Often sensed but not easily described by the viewer, this is a dimension we can't be certain is clearly or fully communicated, even though there are times when it is the most important aspect of work. Identifying our personal associations can clarify our objectives and help us evaluate our effectiveness as communicators.

It can be helpful to articulate these factors in your work, you'll have a better understanding of what you have done and are doing and you'll be better able to describe that to others. Doing this work can help draw you, and others, closer to the soul of your work.

PORTFOLIO REVIEW

ICONS things or places, varied

LIST QUALITIES

LIST ASSOCIATIONS

FORM representational, impressionist, abstract, varied
focus: in focus, selective focus, soft focus, out of focus, varied
exposure time: short, medium, long, very long, varied
forms, varied
dynamic, stable, varied
curvilinear, rectilinear, varied
unity, multiplicity, varied
simple, balanced, complex, tangled, varied
dramatic, understated, varied
exaggerated, literal, varied
perspective: high, eye, low, unusual, varied
range: very long, long, medium, short, close up, macro, varied

LIST QUALITIES

LIST ASSOCIATIONS

FORMAT shape: square, vertical, horizontal, panoramic, other, varied
scale: miniature, small, medium, large, very large, varied

LIST QUALITIES

LIST ASSOCIATIONS

LIGHT direction: front, back, side, above, below, multidirectional, diffuse, varied
key: high, medium, low, varied
contrast: high, medium, low, varied
form, design, presence, varied

LIST QUALITIES

LIST ASSOCIATIONS

PALETTE black-and-white, subdued color, full color, saturated, arbitrary, varied
full spectrum, split complements, complements, analogous, single, varied
specific colors, varied
color personality evaluation

LIST QUALITIES

LIST ASSOCIATIONS

THEMES direct, indirect, varied

LIST QUALITIES

LIST ASSOCIATIONS