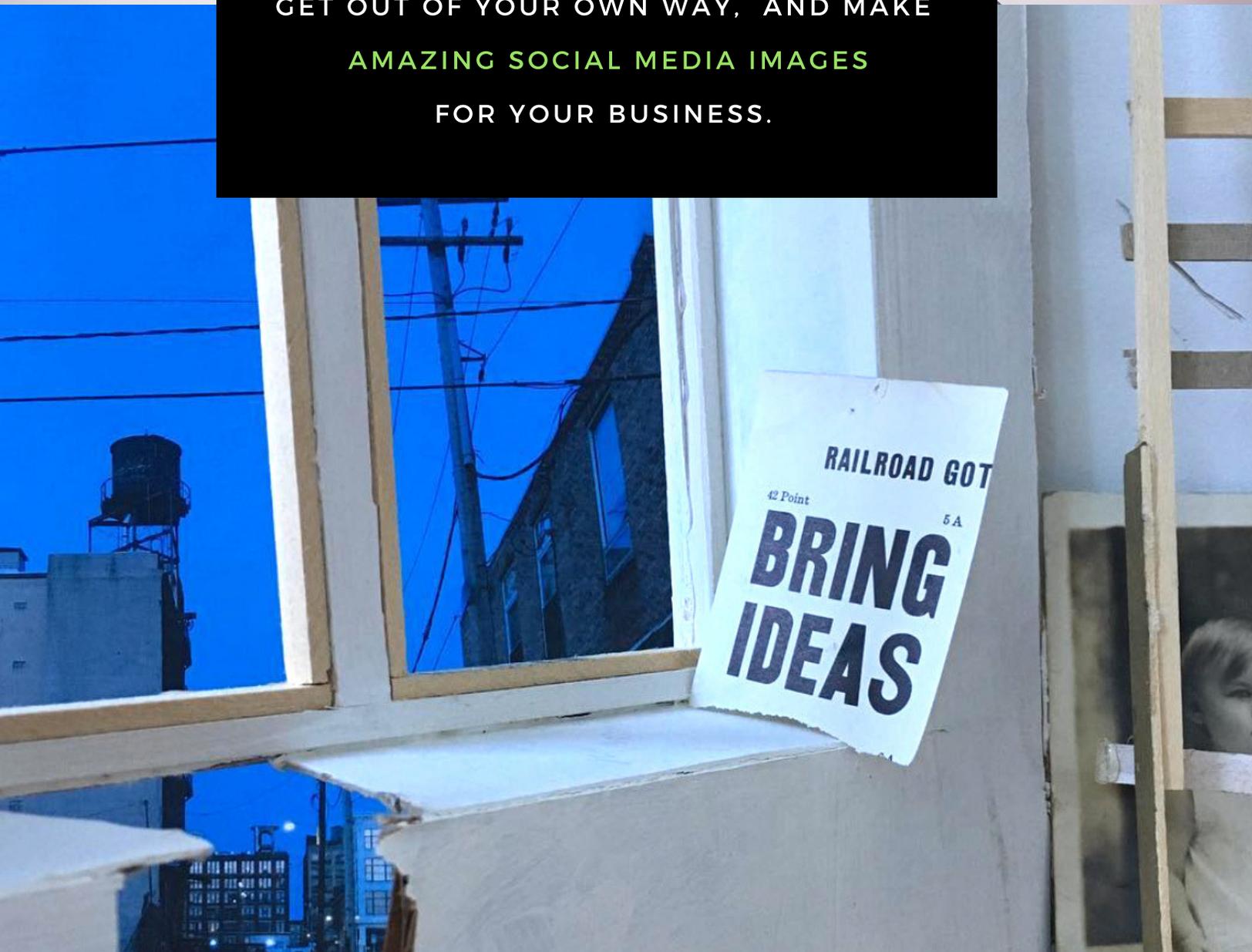
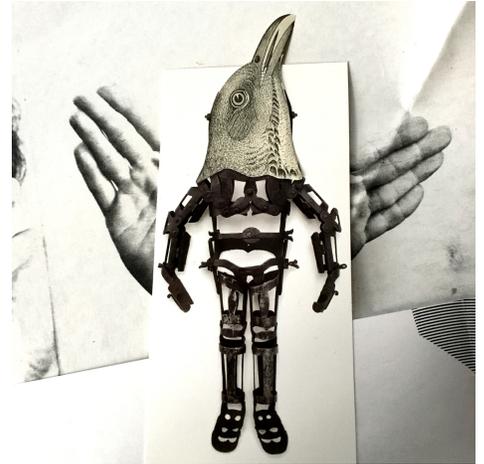


master the art of visual storytelling

IDEA LIBRARY PART 1

24 IDEAS TO HELP YOU LOOSEN UP,
GET OUT OF YOUR OWN WAY, AND MAKE
AMAZING SOCIAL MEDIA IMAGES
FOR YOUR BUSINESS.





GETTING STARTED

The visual story of your business can develop gradually as you make all your images yourself, refine your creative process, test what works along the way, and evolve the story in public. Or it can happen by hiring artists and designers -- and if you find someone with a strongly developed creative practice and deep listening skills, you can speed up the process.

Either way, if your business relies on social media marketing, you'll have many moments when you need to find or create an image fast. These prompts are meant to kick-start your creative process and give you some ideas that will help you make images that deviate from cliches and stand out from the crowd.

Here are a few tips and perspectives to support your process:

Gather Raw Material

Don't start from nothing! Actively build and add to a stash of raw material for your work. This could mean a growing stash of royalty-free digital images to play with, a box of collage papers, a collection of interesting objects, or your own photos you take daily and weekly. The more varied and interesting your stash, the more fruitful your creative process will be.

Compost, not Waste

When you are experimenting with developing innovative images, you will create a lot of work that you will never use. You may only find 5 usable images within every 50 you make. So don't be too precious about it: just make! Every one of those images you don't use helped you get to the ones you do use. Remember: there is NO WASTE in the creative process, and no failure. What doesn't get used helps nourish what's next.

Diverge, Converge

Spend a good amount of time "diverging" -- exploring without refining. Keep asking "what if" and trying all the options, no matter how strange. Eventually, you can begin to "converge" - refining, editing, and closing in on a final product - but don't let your urgency force that too soon. You'll benefit from a good long process of experimentation first.

PHOTOGRAPHY

01 Finding Lines

Photograph lines in your environment - "found" line drawings. An iron gate, the lines in the street, electrical wires, the trail of an airplane.

04 World in Motion

Photograph things in motion, or photograph with your camera in motion. MOTION is your subject- all else is tangential.

07 PhotoGraffiti

Print your photos and draw on them, paint on them, write on them or collage with them - then re-photograph or scan the results.

10 3D Collage

Cut out elements from your photos, place them in your environment and re-photograph them within different settings, making a kind of 3-d photo collage.

13 Selfie Creature

Cut up different photos of yourself and cobble yourself back together as a collage. Introduce other elements as well.

02 Color Play

Photograph only things that are a certain color of your choice. Create a collection of monochromatic images.

05 Surprise Shots

Take accidental images - point your camera in directions you aren't looking and take lots of images.

08 Layer Play

Layer your reality: print your photos and place them in your environment and photograph them again.

11 Puppet Regime

Make puppets from your photos simply by cutting out elements, and taping a little tube of paper to the back for your finger, Make short videos of the puppets interacting, or have them appear on a live broadcast.

14 Extra Extra!

Collage yourself into newspaper and magazine layouts.

03 Go Tiny

Photograph only very tiny things. Explore the tiny, the inconsequential, the forgotten. There are amazing worlds in there!

06 Time Warp

Take 50 time lapses throughout the course of your normal day and see what you discover.

09 Sharpie Crimes

Draw doodles, patterns and lines on and across objects and surfaces in your environment and photograph them.

12 Cinemagraphs

If you know Photoshop, Find instructions for Cinemagraphs - still photos with one moving element. Pure magic.

15 Table Tableaux

Turn your table into a miniature stage. Make vignettes out of objects, colors and images. Compose and shoot. Repeat.

FUN WITH TEXT

16 Old School

Find or purchase stencils of letters, or the rub-on letters that designers used pre-computers, and use them to apply text to your environment. Photograph.

19 Use Your Noodle

"Draw" letters and words using string, shoelaces, cooked noodles, twine, wire, hair, power cords, rope, a squirt of maple syrup, your sleeping cat's tail, etc. How many things can you make words from in your environment?

22 Poser Party

Select a quotable or other bit of text from your marketing and try writing it out 30 different times as 30 different people, and see how much innovating you can do with handwriting. Photograph your favorites.

17 Ant Stories

Build letters and words with arrangements of tiny things: pebbles, beans, beads, flower petals, whatever is fun and relevant to your work. Photograph!

20 Alphabet Soup

Look out for any kind of "found" text in your environment. Beads in the shape of letters? Alphabet soup (cooked or not)? fridge magnets? Kid's blocks with letters? Create your business messaging with them in an interesting environment. Photograph.

23 Text Evolutions

Select a bit of text from your marketing and write it by hand 50 times, letting your handwriting evolve, and changing pens, pencils, markers and brushes every 5 versions. Try writing on different surfaces too. See how the implement changes the writing. Photograph your favorites.

18 Ransom Letter

Cut your letters and words from magazines and newspapers; find fonts that feel like your brand. Compose quotes and sayings, place on interesting backgrounds (fabric? your face?) and photograph.

21 Lipstick Lovenote

Lipstick on a mirror, ketchup on a hot dog, honey on a plate, water on hot pavement, soap on skin, food coloring, spray paint, paint rollers, wood burning tools, hot glue, eyeliner... how many things can you find to write with, and how many surfaces to write on? Experiment and photograph.

24 Talking Windows

Write on glass or clear plastic (transparencies work well, from the office supply store) with permanent markers and hold it up in front of a scene. Photograph.

YAY! WHAT'S NEXT?

Join the party: come share your experiments, discoveries and questions at the Tactical Imagination Club on Facebook.

Then, get happy: because Part 2 is coming! Part 2 focuses on selfies and flat lays (those images of arrangements on flat surfaces photographed from above.)

WANT MORE HELP? YOU GOT IT:

UNCOVER THE VISUAL STORY OF YOUR BUSINESS

In this one-on-one program, we find whats at the very heart of your genius and your work, and translate that into a visual language that gets you noticed, visible, and communicates the soul of your brand with clarity and inspiration.

If you want to make the images yourself, I'm a seasoned art professor by your elbow, giving you assignments, confidence and feedback as you develop creative practices in your business that you can use to make images (and innovate in general) for years to come.

If you want to understand your visual story but have someone else make the images, we can do that too. I can harness my long years of experience as a visual artist and designer to translate your emerging visual story into totally original, groundbreaking images that are truly expressive of the genius of your brand, and make big waves in the industries you work in.



FOR A COMPLIMENTARY 30-MIN.
ASSESSMENT OF YOUR BRAND'S
VISUAL STORY, SIGN UP AT
WWW.AMYWALSH.NET

More about me: I'm a visual artist, branding specialist, creative coach and total visual culture nerd. I LOVE helping people bring their businesses and brands to glorious clarity, visibility, beauty and success -- with innovation, originality and creativity -- while positively changing the culture around them.