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Tips for Finding Inspiration
SandraD Imagery

CREATIVITY IS HARD WORK

Photography, AI imagery, and creativity are deeply interconnected. There are times when everything flows seamlessly—you're inspired, productive, and excited—but then suddenly, you hit a wall.

The enthusiasm to create fizzles, the motivation to explore with your camera or experiment with AI tools wanes, and the joy of processing images fades. Your creative "mojo" seems to have disappeared.

It's important to remember that creativity is a dynamic process, and like anything that requires effort, it can be draining. Taking a break is often necessary to recharge your creative energy, but the key is to make it a short, intentional pause to avoid losing momentum entirely.

Even when you're not actively creating—whether it's taking photos, crafting AI-generated imagery, or editing—you can still nurture your creative drive. Immerse yourself in visual inspiration by exploring art, photography, or AI-generated works.

Analyse the techniques and ideas that resonate with you, and keep building your "visual library." This ongoing process of "seeing" and "visualising" helps keep your creativity alive, ensuring that when the spark returns, you're ready to ignite it into action.

Creativity thrives on a balance of rest, exploration, and inspiration.

TIPS
for Inspiration

Click on links for further information

1. Keep a notebook of ideas

2. Collect images that inspire you

3. Top up your visual "brain cells"

4. Make time to play and create

5. Keep looking for inspiration even if the "mojo" is missing

6. Are you showing up?

PLAY & CREATE

When processing your images, it's important to step back and think about the "big picture." Ask yourself: What story do I want this image to tell? How do I want viewers to feel when they see it? What is the mood, tone, or atmosphere I want to create? Having a clear idea of the final result will make your editing process more intentional and satisfying.

The first and most critical step is to define your "visual direction." This is your guiding light, shaping every decision you make during editing. Without a direction, your workflow can feel random and chaotic, and it becomes harder to develop a consistent style that reflects your creative voice. A strong visual direction helps you focus, making it easier to make choices about colour, contrast, textures, and details.

Don't be afraid to explore and play with your processing techniques. Experiment with different styles, tools, and approaches—whether it's trying out dramatic edits, subtle adjustments, or completely new methods. This experimentation is how you discover what resonates with you and helps you grow as an artist.

Remember, there's no "wrong" way to create. Each image is a chance to try something new, learn more about your preferences, and refine your skills. Over time, as you experiment and explore, your personal style will emerge, shaped by the creative decisions you make and the vision you bring to each image.

PLAY & CREATE

3 Tips for Developing a Clear Visual Direction When Processing Images

Start with the End in Mind

Before diving into editing, take a moment to imagine the final image. Think about the mood, story, or feeling you want to convey. Are you aiming for something dramatic, light and airy, or surreal?

Use this as your compass to guide every decision you make, from colour grading to sharpening. Having a clear vision will prevent aimless adjustments and keep your editing focused.

Experiment with Purpose

Play around with different techniques, but do so with your visual direction in mind. For instance, if you're aiming for a moody aesthetic, experiment with deep shadows and muted colours.

If you're unsure of your style, try editing the same image in multiple ways to see what feels most authentic to you. Each experiment is a learning opportunity that brings you closer to finding your unique style.

Stay Flexible and Open to Discovery

While having a plan is essential, allow room for creativity to flow as you edit. Sometimes, unexpected adjustments or happy accidents can lead to exciting new directions you hadn't considered.

Use this balance of structure and spontaneity to keep your processing both intentional and creative.

Each edit is a chance to refine your approach and strengthen your artistic voice. Keep experimenting, and over time, your vision will become second nature!

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