

# THE MC ART FRAMEWORK™

## VISUAL CREATIVITY

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### WHAT

#### Design:

- Shapes & Forms
- Lines/Edges
- Values/Tones
- Colours
- Textures & Patterns
- Repetition
- Negative space
- Contrast: light & dark areas
- Gestalt Principle: Proximity
- Golden Section
- Alignment: Axes, Oblique, Diagonal

#### An Artistic Mindset:

##### See Light

It is important to understand light (in terms of shapes, lines/edges, values/tones, colour), what it is revealing and to reconcile this with what you wish to convey and emphasize. It is not about what is in front of you; it's about how to "see" what to paint, draw or photograph.

##### See Shapes

Learn to see shapes in a scene to inform compositional choices. Shapes are defined by the light present. Light and shapes define the mood of the finished work. The first step is to recognize shapes, and the second is to arrange them in your frame.

##### Vision and Craft

1. Articulate your vision in one or two sentences.
2. Choose your medium.
3. Analyze and document (drawings, photos, notes).
4. Plan your approach:
  - Mood and composition.
  - Create a sense of space & depth.
  - Define the viewing experience.

### HOW

#### CONCEIVE

#### DEFINE

#### CONSTRUCT

#### EVOLVE

- 1 - FIND
- What caught my attention about my subject?
  - What is interesting or appealing?
- 2 - SEE
- Is my subject matter clearly evident to me?
  - What part of the scene is actually my subject?
- 3 - FEEL
- Is it what I am looking at in front of me that attracts me or is it simply how the scene makes me feel?
  - What is the mood of my scene?
  - Am I excited about the creative possibilities here?

- 4 - CLARIFY
- What is my centre of interest and mood?
  - Articulate what I see and feel and want to express in one or two sentences.
  - What do I want my viewer to see and feel?
  - What choices will I have to make?
- 5 - KNOW
- Do I want to do something with this subject?
  - Do I have the right tools and enough skill and knowledge to work with this subject matter and express my vision for it?

- 6 - CONNECT
- How can I best convey what I see and feel?
  - What are the basic shapes in my scene? Are there any distracting elements in my scene?
  - How can I best arrange and isolate core elements of my scene to simplify my composition, support my desired mood and guide the viewing experience?
  - Have I filled the frame with my subject matter?
- 7 - PLAN
- Plan your approach; define technical considerations, review reference material/notes and prepare tools and equipment.
- 8 - EXECUTE
- Stick to your plan, "do" and finish...it's just that simple.

- 9 - EVALUATE
- Have I achieved a viewing experience that aligns with my articulated vision for the work and did I give it my best?
  - Was my approach appropriate for my subject and my desired mood, and was it the best option?
- 10 - LEARN
- How do I feel about this attempt? Was what I initially felt and what inspired me reflected successfully in my end result?
  - Did I make the most appropriate compositional and technical choices?
- 11 - ASPIRE
- What have I learned? Make notes.
  - Was this experience inspirational?
  - Am I on an exploratory path of improvement?

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## ARTISTIC VISUALIZATION WORKFLOW

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