

*THE FOLLOWING ARE SHORT EXCERPTS
FROM SELECT CHAPTERS. THE TABLE OF CONTENTS WINDOW
LISTS ALL CHAPTERS IN THIS VOLUME. ART CREATED BY ME.*

VOLUME FIVE

THE WORK

DESCRIBES, DISSECTS, AND DEMYSTIFIES THE TECHNIQUES,
DEMANDS, AND THRILLS OF 40 PROFESSIONAL PROJECTS
I'VE DELIVERED IN THE DISCIPLINES OF ILLUSTRATION,
PHOTOGRAPHY, FILMMAKING, DESIGN, AND WRITING



For student or pro, THE WORK volume of *The Imagemaker's Handbook* explores the process of preparing, creating, and delivering a range of projects you may be expected to execute when you enter the world of learning or the world of earning.

The focus of THE WORK is explored through the prism of professional projects, yet many of the concepts and practices described apply to students completing class assignments.

The painting, photographic, and filmmaking endeavors in this volume are paid projects I've completed. Many are assignments I was hired to deliver, while others are personal projects I initiated, completed, and monetized through seeking a platform to share them with the world.

Many assignments can be undertaken in more than one discipline. A photographer can be hired to direct a music video, and a fine artist can be hired to illustrate a children's book. An image for a magazine, book, or record album cover can be assigned to an illustrator, photographer, or designer.

For the Imagemaker with adaptability and audacity, there are few creative borders that can't be conquered. As an example, an illustrator assigned to do a series of paintings on the Amish way of life for a magazine article may benefit from reading the section here on photojournalism. An illustrator may even be inspired to spend time with Amish folks and create a series of paintings, just as a photographer would use a camera.

THE WORK explores the possibilities of challenging and fulfilling opportunities through my own evolution as an illustrator, photographer, filmmaker, and writer. I also share the process of switching from one pursuit to another—and how I continue to balance these diverse creative disciplines simultaneously.

While you may not have a certain reason now to read about projects outside of your discipline, being open to discover unfamiliar pursuits may inspire you to take a fresh look at a current project you're working on—or even undertake a new direction when the time comes for a change.

I added documentary and celebrity photography to my skills after several years as an illustrator. A couple years later, I begin directing music videos and films. I still loved making images, but by 2000 I'd reached a point where another painting, photograph, or film wasn't enough to give me the inspiration to grow as a creative professional. I decided to explore beyond the world of visual expression to the world of the written word to challenge and fulfill me. This continuing commitment to evolve led to the quarter-century journey of writing *The Imagemaker's Handbook*.

THE EDITORIAL ILLUSTRATION PROJECT



I've created illustrations on thousands of fascinating, controversial, and inspiring topics that required me to evoke intense emotions, present diverse opinions, and define complex issues. This constant challenge to visually portray such a vast breadth of humanity's fortunes and foibles through creating art that has been seen by millions over decades is one of my most fulfilling endeavors as a professional artist.

- *Discussing the Assignment, Deadline, and Fee with Your Client*
- *Reviewing the Assignment's Text for Information and Inspiration*
- *Researching Technical or Reference Material for the Assignment*
- *Conjuring the Most Dynamic Concept Sketch to Impress Your Client*
- *Submitting Your Concept Sketch for Approval*
- *Creating and Delivering the Illustration*
- *Addressing and Completing Revisions Based on Client Concerns*
- *Negotiating Extra Fees for Revisions*
- *Delivery of the Final Illustration*
- *Experiencing the Fun and Impact of Sharing Your Talent and Effort*

THE CHILDREN'S BOOK PROJECT



The world of kids' literature is not inhabited only by whimsical watercolors of cuddly kittens, talking choo choo trains, and princesses in peril. Children's Books are a hip and edgy storytelling free-for-all exploding with complex characters, profound insights, and modern adventures. Of course there are the traditional tales of fairies, bunnies, and wizards, but there are also bestsellers about poop, boogers, and farts.

- *Discovering a Story Worth Telling*
- *Seeking the Best Publisher for Your Story*
- *Negotiating Your Book Contract*
- *The Role of Your Book's Editor, Art Director, and Designer*
- *Being Prepared to Navigate the Process from Sketches to Publication*
- *Don't be Afraid to Push the Limits of Creativity in Your Sketches*
- *Securing Approval of Your Sketches from the Publishing Team*
- *Set the Pace of How Your Art Will Guide the Reader through the Story*
- *Making Sure Your Finished Art is Consistent Throughout the Book*
- *Completing Revisions and Delivery of the Final Artwork*
- *The Fulfilling Journey of Sharing Your Story After Publication*

THE GRAPHIC NOVEL PROJECT



From cave paintings to e-books, stories have been embellished by artists to impart knowledge, preserve history, and deepen myth. For readers seeking an immersive adventure, to encounter the one-two punch of the textual and the visual can inspire the storytelling journey to adventure, understanding, and purpose. Graphic novels continue in this timeless tradition of combining words and images to lure readers into the power of story. From stark black-and-white drawings to full-color paintings, the graphic novel offers a daring range of storytelling styles for all ages.

- *Is it a Graphic Novel or a Comic Book?*
- *The Role of the Graphic Novel Illustrator*
- *Choosing the Best Visual Style to Create the Artwork*
- *A Graphic Novel Doesn't Always Need Words to Tell the Story*
- *Immersing Yourself in the World of the Story*
- *Keeping the Story on Pace and on Point to Keep the Reader Engaged*
- *Creating a Graphic Novel Often Demands Much Time and Patience*
- *A Successful Graphic Novel can Inspire Readers to Want More Stories*

THE CONCEPT DESIGN PROJECT



Regardless of the kingdom, dimension, or planet your character comes from, you must imagine yourself becoming that character in order to understand the virtues, faults, needs, quirks, fears, guts, and hopes that make them unique and invaluable to the story and sphere they inhabit. This immersion into the character's mind, heart, and soul will offer you a depth of intellectual clarity and emotional connection to develop the confidence to design a character's realm with accuracy and authenticity. Your goal as a concept designer in conceiving, designing, and rendering the story's characters, clothing, landscapes, dwellings, vehicles, and objects is not only to entice, but *convince* the viewer they're free to become a part of the story's world.

- *The Role of Concept Design in Telling a Story in Film and Gaming*
- *The Concept Design Style to Define the Story's Mood and Message*
- *Often a Concept Designer is Part of a Vast Team of Visual*
- *The Pros and Cons of AI in the Concept Design Profession*
- *Creating a Visual World that Keeps the Viewer Engaged in the Story*
- *The Thrill of Seeing Your Concept Designs in the Finished Product*

THE VISUAL JOURNALISM PROJECT



I've embarked on mind-blowing, gut-wrenching, and life-affirming adventures with my camera as my sole travel companion on our journey to maximum-security prisons and third-world slums, sophisticated cities and humble farmlands, mental hospitals and military bases, AIDS hospices and abortion clinics, musical performances and political protests. Galloping through the farmlands with prison guards, soaring the skies in U2's private plane, or walking past victims of machete attacks in Haiti, I was so removed from my reality I felt as if I was playing the starring role in an epic tale. This photographic quest has allowed me the joy and honor to be standing on the front lines of history.

- *The Responsibility of Photojournalism to be Honest Through Courage*
- *Using Your Talent to Reveal Rare Moments for Others to Experience*
- *Visual Journalism can be a Photograph, Painting, or Film*
- *The Fear, Sadness, and Anger of Witnessing the World's Brutality*
- *The Joy, Pride, and Hope of Witnessing the World's Humanity*
- *Deepening Your Understanding of Life Through Visual Journalism*

THE WORKING-WITH-THE-FAMOUS PROJECT



I've been chauffeured by Bono, played tennis with Peter Gabriel, went swimming with Iggy Pop, had a cigar with Lou Reed, Watched TV with Sting, and held Ice-T's gun.

I got drunk with David Lee Roth, got stoned with David Lee Roth, and got stopped by armed border guards with David Lee Roth.

I've been kissed on the cheek by Bette Midler (for a job well done), hugged by Tracy Chapman (for a job well done), been in Cher's bedroom (for a meeting), and in Joni Mitchell's hot tub (to shoot her performance).

I've had breakfast with Alice in Chains, lunch with New Kids On the Block, and dinner with Metallica.... and Tom Waits made me pizza.

- *The Role of The Imagemaker and The Famous*
- *Getting Past being Starstruck and Getting Down to Business*
- *Seeing Beneath the Mask of Fame to Capture Your Subject's Truth*
- *Working with a Subject Who's Going to be Famous*
- *Working with a Famous Subject During a Big Change in Their Career*
- *Working with a Rude, Lazy, Depressed, or Drunk Famous Subject*
- *Letting in All the Inspiration and Pride from Working with the Famous*
- *Becoming Famous for Working with the Famous*

THE ART BOOK PROJECT



The timeless urge to turn a page to be inspired or informed is constantly being fulfilled in countless homes, libraries, and classrooms around the planet and around the clock. If you've had a book published, it means that at any minute of any day, someone could be intrigued or impressed by the art you've created. If you possess a body of work you believe is worth sharing, yet haven't been published, you may be imagining someone, somewhere, turning the pages of *your* book. For the Imagemaker seeking to make their mark in the world, there are few accomplishments as gratifying as publishing a collection of their work.

- *Have You Created A Body of Work that's Worthy of Being in a Book?*
- *Determining the Audience for Your Book*
- *Finding the Best Publisher for Your Book*
- *Finding the Best Lawyer to Negotiate the Contract for Your Book*
- *Editing, Sequencing, and Designing Your Book*
- *Promoting the Publication of Your Book*
- *The Pride & Thrill of Creating a Lasting Collection of Your Best Work*

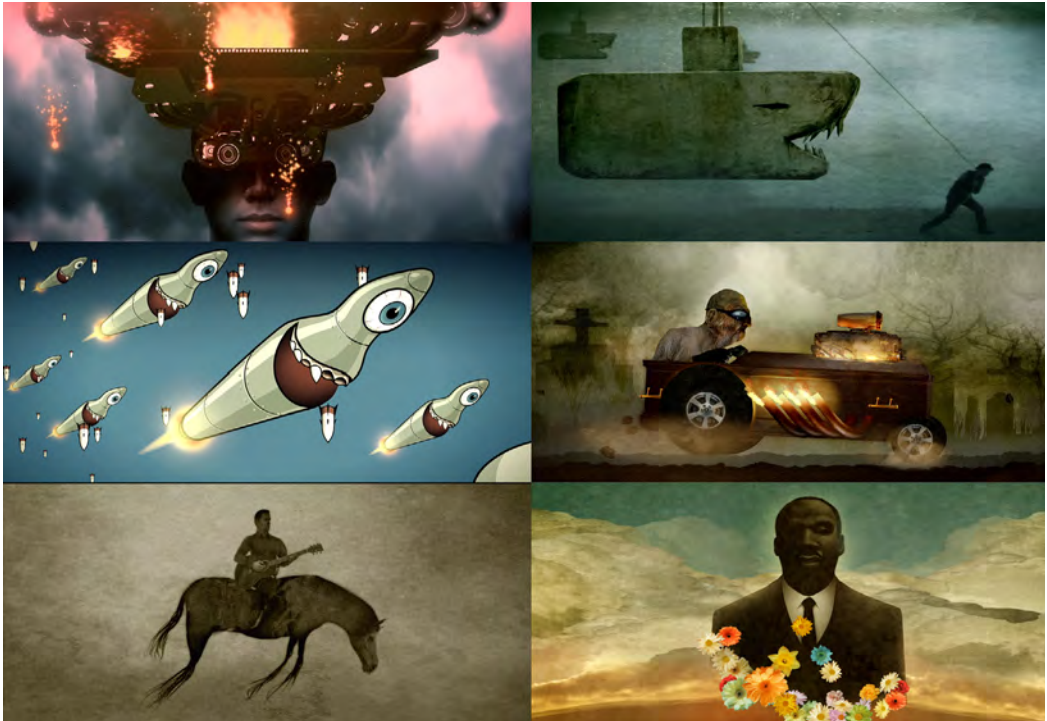
THE FILMMAKING PROJECT



As a filmmaker, I've had the honor and joy to work with my cinematic family of visionary performers and kickass crews that has taken me on a storytelling mission from the nirvana of a tropical paradise to the dystopia of a drug den. To raise awareness and donations, my camera has been granted humble passage to a children's hospital, an AIDS hospice, and a kitchen feeding the homeless. I've shot documentary projects when every moment is drawn from real life, and shot music videos where each frame is rendered from the musings of my dreams. I've written scripts that have purged my demons and healed my sorrows—and I've captured images of suffering and hope that have filled my eyes with tears.

- *Making the Choice to Express Your Creative Voice through Filmmaking*
- *The Challenging and Fulfilling Journey from the Script to the Screen*
- *The Gifted & Trusted Collaborators Behind and Before Your Camera*
- *Protect Your Film's Message During the Risk and Rigors of Production*
- *Summoning the Vision, Focus, and Stamina to Make a Film*
- *That Magical Moment When Your Film Connects with the Audience*

THE ANIMATION PROJECT



Sometimes even the most expressive human actors and stunning earthly locations are not enough to realize the fantastical, spiritual, and deeply personal message of your cinematic vision. The art of animation can spark every thought or reveal every emotion of the human condition, whether it's a toddler spellbound by a Saturday morning telethon of cuddly characters and cute tunes—or a college student obsessed with a dysfunctional, mustard-hued family residing in a dystopian suburbia that's claimed the title of longest-running primetime sitcom in television history. The poetic irony of animation is that it's often the longest slogs through the production process that have created the most lyrical and lasting moments in cinema history. Just watch *Fantasia*.

- *The World of Animation can Make any Cinematic Dream Come True*
- *The Best Animation Style to Support Your Talent and Tell Your Story*
- *Almost No Creative Process Demands More Patience than Animation*
- *AI can Expand the Animator's Ability to Realize Their Vision*
- *Line Drawing to Computer Rendering, Animation can Do it All*

THE PERSONAL PROJECT

The Antidote to Professional Frustration and Stagnation

An essential requirement to sustain a successful creative career demands the professional Imagemaker confront and conquer an endless cycle of responsibilities, decisions, and tasks.

My continuous checklist has included client conferences, budget proposals, contract deliberations, fee negotiations, logistical schedules, concept presentations, preproduction meetings, merchandising deals, technical research, financial planning, preliminary sketches, project revisions, and delivery deadlines—not to mention the unwelcome twists and unexpected turns every demanding endeavor will encounter that must be resolved to ensure success.

Don't get me wrong, I love my job. But it can be a pain in the ass.

THE NEED FOR THE PERSONAL PROJECT

It's a wonder that when charged with a seemingly overwhelming number of plans, duties, and glitches, the creative professional has any time, energy, and joy to be creative.

Being a pro will test the limits of your skill, stamina, and sanity. These responsibilities are the price of experiencing the pride, prestige, and prosperity of sharing your talent as a working artist. You're certainly entitled to be exhausted and frustrated in the sometimes grueling pursuit of success, but to resent the struggle or lament the chaos required to prosper professionally will do nothing more than kill your dreams.

I've found the most effective and enjoyable remedy to countering the stress of sustaining success is to nurture and pursue projects that don't have a fucking thing to do with making a client happy, making a deadline, or making money.

THE GLOBAL PROJECT

When aspiring artists share their worries with me that their creative product will never get out into the world to be seen, I offer an example of a project that I believe will give them hope. What started as a music video shot in my backyard, ended up traveling to the four corners of the earth to be viewed over a billion times. I couldn't comprehend what a billion views meant, so I decided to do a little math to reassure these young creative souls that when creating work they believe should be shared with the world to be valued and impactful, anything is possible...

**1,000,000,000 VIEWS
X 4 MINUTES
EQUALS 4,000,000,000 MINUTES
DIVIDED BY 60 MINUTES
EQUALS 66,666,000 HOURS
DIVIDED BY 24 HOURS
EQUALS 2,777,777 DAYS
DIVIDED BY 365 DAYS
EQUALS 7,600 YEARS**

**THAT IS THE NUMBER OF
YEARS ONE PERSON WOULD
HAVE TO WATCH MY VIDEO
AROUND THE CLOCK
A BILLION TIMES**

THE FOLLOWING PROJECTS ARE ALSO EXPLORED IN
THE WORK

- THE ADVERTISING ILLUSTRATION PROJECT
- THE SPOT ILLUSTRATION PROJECT
- THE BIG ADVERTISING PHOTO SHOOT PROJECT
- THE SCREENWRITING PROJECT
- THE FILM TREATMENT PROJECT
- THE STORYBOARD PROJECT
- THE ANIMATIC PROJECT
- THE MUSIC VIDEO PROJECT
- THE PUBLIC SERVICE ANNOUNCEMENT PROJECT
- THE TELEVISION COMMERCIAL PROJECT
- THE FEATURE FILM PROJECT
- THE DOCUMENTARY PROJECT
- THE MAKING A FILM ALL BY YOURSELF PROJECT
- THE FINE ART GALLERY SHOW PROJECT
- THE MUSEUM PROJECT
- THE RECORD ALBUM PROJECT
- THE BOOK COVER AND ILLUSTRATION PROJECT
- THE MOVIE POSTER PROJECT
- THE BROADWAY PLAY POSTER PROJECT
- THE ANNUAL REPORT PROJECT
- THE FASHION PROJECT
- THE WEBSITE PROJECT
- THE DESIGN PROJECT
- THE FISH OUT OF WATER PROJECT