

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

VOLUME TWO

THE UNIVERSAL

THE INVALUABLE QUESTIONS, IDEAS, TOOLS, AND EVENTS
FOR THE STUDENT AND THE PROFESSIONAL
THE POWER OF THE IMAGEMAKER



Be it a painting or poem, sculpture or song, every piece of art is a discovery—*an invention of the imagination* compelling the artist to become an intrepid voyager on a worthy journey through life and self—not taken for the glory of any final destination of victory, but chosen for the privilege to pursue a passion with purpose.

In science and engineering, the discovery of a lifesaving drug or the invention of a timesaving device is an accomplishment that travels far beyond its creator—a gift born of effort and excellence to enhance and evolve the lives of others. As an Imagemaker, you should strive to bestow no less—to evoke emotion or provoke thought, to strengthen or shatter an existing idea, to cast light on what is unknown or to bring truth to what is misunderstood. Sometimes to answer a question—sometimes to ask one.

Your creative voice is a universal form of expression, capable of not only crossing boundaries of language, culture, and the ages, but of transcending the human failings of hate, fear, and ignorance. To be in possession of such a precious gift is to not only be blessed with great potential, but charged with great responsibility.

I often find myself in museums searching for the painter's fingerprints embedded within the brushstrokes of history's masterpieces. By discovering this physical evidence of the creative process, I am brought closer to that instant in time when these timeless treasures became real—that mortal moment when another human being, from another time, was immersed in the same pursuit to which I have devoted my life—to create art that not only fulfills one's potential, but transcends one's existence.

Although it may be tempting to cringe at such possible hyperbole, simply search the great cities of the world where grand museums have been built to stand the test of time with the single mission to gather, display, and protect glorified pieces of canvas, paper, stone, metal, and celluloid. These paintings, photographs, sculptures, and films are the legacy of creative souls determined to tell the story of their time—and their lives.

This may all sound grandiose, yet this is how I feel about what I do—and *feel* it is. To be emotionally involved in the what, where, why, who, and how of all I create. And it is this emotion that motivates, calculates, illuminates, and ultimately *perpetuates* my determination to overcome the moments of doubt and fear that shadow me along the only journey I've ever had a chance of finding light.

YOUR AUDIENCE



No matter your imagemaking career of choice, there are additional responsibilities beyond creating work, bartering fees, and meeting deadlines. Whether student or professional, as you enter into collaboration with your classmates or clients, it's imperative to keep in mind another demanding and invaluable relationship you must honor.

This essential connection is the bond between you and those who will be the recipients of your creative product. *Your Audience*.

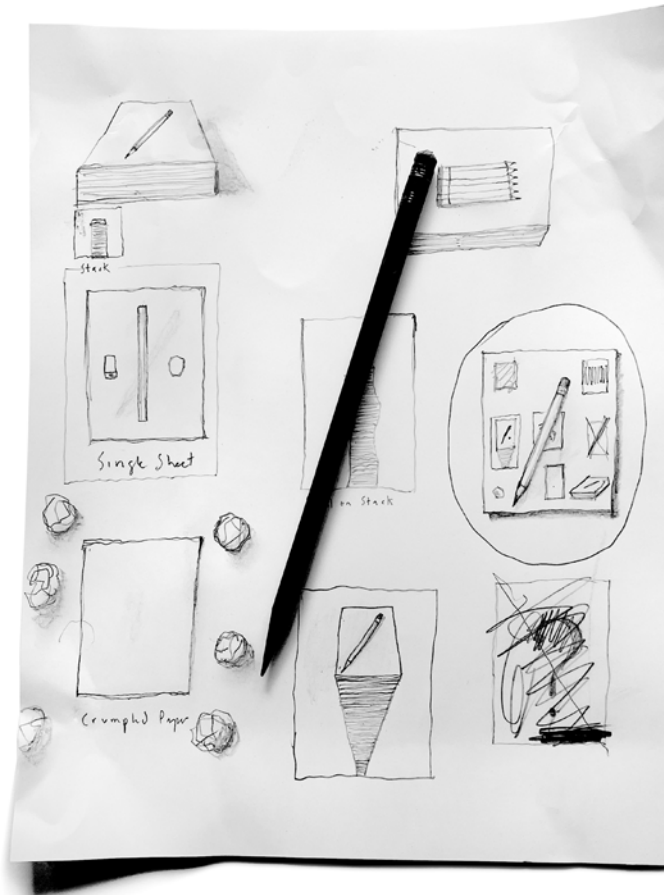
As a pro, whether it's a painting on a gallery wall or a package design on a grocery shelf, to put yourself in the position of the consummate collector or conscientious consumer is to connect to that intended viewer who will compel you to search deeper and work harder to deliver a product that is superior in its quality, specific in its purpose, and successful in its goal.

YOUR AUDIENCE EXPLORES:

- *Respecting Your Audience*
- *Learning from Your Audience*
- *The More Authentic Your Art, the More Loyal Your Audience*
- *Your Audience as a Student and Your Audience as a Pro*
- *Seeking Power, Purpose, and Prosperity from Your Audience*

THE ART OF THE SKETCH

A Blueprint For Your Creative Product



Whether it's Michelangelo, Edward Hopper, or Walt Disney, as you study the great masters, you will discover that behind *The Sistine Chapel*, *Nighthawks*, and *Mickey Mouse* is a *sketch*—those wispy and smudged doodles that are the genesis of a future masterpiece.

As a kid, when you felt the urge to create, you simply grabbed your crayons and fingerpaints and started scribbling and smearing. The idea of *planning* what you were going to create didn't enter your mind. This wonderfully reckless abandon of diving into the creative process—although a crucial part of every artistic endeavor—is not enough when you're expected to combine your creative passion with your client's purpose.

As a developing Imagemaker, you may spend countless hours deepening your command of technique and refining your sense of style—yet despite the undeniable value of these creative tools, *something is still missing*...

The Sketch

This essential ingredient to your success is the ability to *think creatively*—a visual fusion of *the intellectual and the emotional* that is often overlooked, undervalued, *and even abandoned*—due to the daunting challenge of taking advantage of all the mind has to offer in the pursuit of making great art.

To possess this courage and clarity in utilizing your brain to tap into your past experiences, your present challenges, and your future hopes to discover the dynamic concepts, gripping emotions, and worthy opinions will become the nucleus of your creative power.

Reaping the professional, personal, and financial rewards from this reservoir of riches requires a proven process that not only prepares you to conceptualize, organize, and strategize these essential resources, but empowers you to pluck and pry these precious conceptual gems from the most daring, darkest, and dreamiest places inside your head and then bring them out into the light where they can do some real good.

To rely on this practical process that holds the power to unleash your boundless creativity is to trust the very same tools as Michelangelo, Hopper, and Disney... A pencil, a piece of paper—*and your mind*.

THE ART OF THE SKETCH EXPLORES:

- *To Sketch Is to Think*
- *Your Sketch Will Set You Free*
- *The Sketchbook*
- *Sketching Is for Everyone*
- *Your Sketch and Your Client*
- *Choosing the Best Sketch Style*
- *A Sketch Is an Insurance Policy*
- *The Ten-Step Sketching Process*

THE PORTFOLIO

Your Partner in Purpose and Prosperity

It won't be your winning smile or firm handshake that scores that first paying gig. Your portfolio is your visual resume—and your ticket to success.

It's simple. If your creative product's got the right look—you got the job.

Before I explore the process of gathering, sequencing, and presenting the best possible collection of your talent and ambition in the pursuit of your goals, I will indulge in a bit of nostalgia on the evolution of the portfolio.

When I began my career forty years ago, I got jobs by showing my portfolio, and by *portfolio*, I mean the physical collection of thirty original paintings that was driven, carried, mailed, or dropped off at a prospective client's brick-and-mortar place of business.

Although it certainly takes time, thought, and effort to deliver a portfolio via the internet, today's creative professional can send their work anywhere in the world with the push of a button.

In my day, showing my work *was work*. I had to trim, label, and mat each piece—and then pack it into a reinforced carrying case. Next, believe it or not, I'd actually have to get dressed, get in a car or a train, and make my way by freeway or subway through the toil of the city. Then I'd haul my life's work through sweltering, drenched, or snowbound streets crammed with pushy pedestrians and dangerous denizens.

Upon finding the address, without the help of voice-controlled-turn-by-turn-navigation, I'd lug my future hopes and dreams up flights of stairs and down mazes of hallways to arrive at my prospective client's office *at an exact, predetermined time and date*.

Once I caught my breath and introduced myself to my potential client with as much poise as possible, I'd be responsible for assisting in the process of shuffling and chatting through thirty individual pieces of art while being prepared to graciously accept compliments, stoically accept criticisms, and most dispiriting of all, endure an indifference filling me with fear that I was wasting a far more important person's valuable time.

All with absolutely no guarantee I'd get the gig.

After this emotional roller coaster of the appointment was over, I would either reverse my journey to get back home, or continue on to the next appointment with no certainty of employment.

If I couldn't actually meet my client due to a portfolio drop-off policy, I would have to go through the same process of getting my portfolio to their office, leave my portfolio, go wait somewhere for a few hours, and then go back to fetch my stuff. Sometimes the drop-off was on one day, and the pick-up was the next day. This meant two trips—not only not getting the chance to meet the potential client, but often not getting a response as to how my best efforts and grand plans were received.

I loved *almost* every minute.

I share these tales of peddling my creative wares not to gripe about the bad old days, but to savor the grit it took to pursue my purpose to ultimately accomplish a thrilling, challenging, and lucrative career.

THE PORTFOLIO EXPLORES:

- *What is a Portfolio?*
- *What will Your Portfolio say about You?*
- *Digital, Internet, and Physical Portfolio Options*
- *How to decide on the Artwork that will be in Your Portfolio?*
- *How to Sequence the Order of Your Portfolio*
- *Building a Portfolio that will Empower Your Confidence and Goals*
- *Insuring Your Portfolio will Evolve with Your Artist Adventure*

THE BIG BREAK

When Your Full Potential Meets Great Opportunity

For potential to fulfill opportunity requires an understanding of how these two essential elements of life must work together to achieve success.

POTENTIAL

- Your potential is not defined by others' hopes, expectations, and opinions of you.
- It's both practical and motivational to care about how your plans for success are supported by the people you rely on to offer insight, information, and inspiration to help you to seize opportunity to realize potential.

Regardless of the guidance of others, *it is your responsibility to define your potential.*

Once defined, your potential *is the promise you make to yourself to seek the most challenging and fulfilling opportunities.*

It takes time and effort to explore your conceptual vision and establish your technical abilities. As your skills improve and your imagination evolves, your potential also grows—allowing you to seek greater opportunity.

My definition of my potential as I entered the working world.

I possess the intelligence, passion, skill, stamina, and ambition to become one of the top editorial illustrators in the business by creating work that reflects my opinions, concerns, and hopes.

I achieved my potential—but it wasn't possible without understanding the necessity to seek opportunity.

OPPORTUNITY

Before you know what opportunity is, you need to know what it is not...

- Opportunity is not accomplished by a shot in the dark, flip of a coin, or roll of the dice.
- Opportunity is not missed because of the way a ball bounces or a cookie crumbles.
- Opportunity is not the writing on the wall or written in the stars.
- Opportunity is never a piece of cake or walk in the park.
- Opportunity is never found on easy street or in a bed of roses.
- Opportunity is no picnic or free ride.
- Opportunity is never enough just to get your foot in the door or have an ace up your sleeve.
- Opportunity is not how long the odds or how short the stick you pick.
- Opportunity does not care how fat the chance or thin the ice.
- Opportunity is not found by following the straight and narrow or a yellow brick road.
- Opportunity isn't God's will or the Devil's work.
- Opportunity isn't a state of mind, ray of hope, or gut feeling.
- Opportunity is real.

Opportunity is an actual person, situation, event, or endeavor that requires you and your potential to do whatever it takes to take advantage of all that is before you.

THE DREAM JOB

Where Do You Want to See Your Creative Product?



Every successful career offers obstacles and opportunities to be productive and prosperous. Along this journey dwells the one job, project, or assignment that rises above all other professional pursuits.

The Dream Job.

Many Imagemakers work hard to create an impressive body of work, yet never take the time, care, and thought to focus on what they want most.

Your Dream Job comes from answering one question.

*If you could see the product of your talent anywhere in the world,
where would that be?*

THE DREAM JOB EXPLORES:

- *The Path to Honestly and Courageously Declare Your Dream Job*
- *Defining the Practical Process to Make Your Dream Job a Reality*
- *The Patience and Perseverance to Stay Focused on Your Dream Job*
- *The Freedom to have Pride and Joy when Achieving Your Dream Job*
- *Using the Success of Your Dream Job to Build More Success*

THE BURNOUT

Facing the Loss of Passion and Purpose



By the time I was twenty-five, I'd won the highest illustration student honor in the country, scored a Gold Medal at the Society of Illustrators, published my first TIME cover, and had several articles profiling my work in creative magazines. I was swamped with dynamic illustration assignments while making a couple hundred thousand dollars a year in a hip loft in New York City. I was living my dream—and I was *miserable*.

It wasn't bad enough just to be miserable. To have my misery twisted by the irony that my success offered no relief or solution made me the punchline of a cruel joke. It was as if my success had betrayed me.

The remedy to my affliction would be found by returning to the past challenge to prove myself in a new creative pursuit.

THE BURNOUT EXPLORES:

- *The Sadness, Fear, Anger, and Shock of Facing Burnout*
- *Accepting Burnout as a Natural part of the Creative Journey*
- *Discovering the Source of Burnout*
- *The Journey from the Dread of Burnout to the Thrill of Rebirth*

THE REBIRTH

Healing Through Change



When I finally was able to be honest with myself that *I wasn't discovering anything new, being challenged, or having fun*, facing such a brutal truth empowered me to take the first steps toward rebirth.

I had no fucking idea how I was going to fix my broken career, but I did know that *discovering something new, being challenged, and having fun* were the essential ingredients for my future professional prosperity and personal fulfillment. My new mission was to stop focusing on the anger, fear, and sadness—and start connecting to what *I still loved*.

As I considered my options, I reflected on the joy of taking photographs during my travels. Since my most pressing challenge was to base my next move on what I still loved to do, photography was at the top of the list. That was it. *I would become a photographer.*

Although I had to work through fear, anger, confusion, and sadness in coming to the decision to pursue photography, plotting the path to my new challenge quickly became a thrilling opportunity to once again have fun and prove myself.

Motivated and focused, the process of preparing to enter the working world as a photographer was clear. I went through every roll of negatives, chose a couple dozen of my favorites, and made prints in my darkroom/bathroom. Before I knew it, I had a finished photography portfolio that filled me with a new purpose, pride, and potential.

As an illustrator, I'd been through the challenge and fun of hustling for work, so I simply repeated my process and began calling the photo editors at the same magazines and publishers I'd supplied illustrations to. Although there was understandably some confusion as I informed my illustration clients that I now was offering my photographic skills, I soon scored my first assignment that I would have to pull off with a camera instead of a paintbrush.

The job was a quarter-page black-and-white portrait of the heavy metal band, Twisted Sister, for *Rolling Stone* magazine.

With an actual paying gig as a photographer, I was once again consumed by the enthusiasm and determination I possessed during my early illustration career. In addition to my reborn passion to make art, there was also great relief that I was still capable of feeling the thrill to challenge myself in pursuit of a new success.

My paintings had been showcased on the covers of countless publications around the world—yet being hired to deliver one three-inch-square photograph relegated to the last page, gave me all the inspiration I needed to prove myself all over again.

THE REBIRTH EXPLORES:

- *Believing Rebirth is Possible Even though It may Seem Impossible*
- *Determining the Project or Purpose that will Inspire Rebirth*
- *The Practical and Philosophical Plan to Discover New Opportunity*
- *Navigating the Emotional and Logistical Challenges to Rebirth*
- *Rebirth as an Empowering Path to Future Fulfillment and Prosperity*