

Download Ebook The Creative Process Illustrated How Advertising S Big Ideas Are Born

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8FF - KRISTOPHER LACI

A rich and varied glimpse into the creative processes of a broad array of contemporary architects. Advertising Theory provides detailed and current explorations of key theories in the advertising discipline. The volume gives a working knowledge of the primary theoretical approaches of advertising, offering a comprehensive synthesis of the vast literature in the area. Editors Shelly Rodgers and Esther Thorson have developed this volume as a forum in which to compare, contrast, and evaluate advertising theories in a comprehensive and structured presentation. With new chapters on forms of advertising, theories, and concepts, and an emphasis on the role of new technology, this new edition is uniquely positioned to provide detailed overviews of advertising theory. Utilizing McGuire's persuasion matrix as the structural model for each chapter, the text offers a wider lens through which to view the phenomenon of advertising as it operates within various environments. Within each area of advertising theory—and across advertising contexts—both traditional and non-traditional approaches are addressed, including electronic word-of-mouth advertising, user-generated advertising, and social media advertising contexts. This new edition includes a balance of theory and practice that will help provide a working knowledge of the primary theoretical approaches and will help readers synthesize the vast literature on advertising with the in-depth understanding of practical case studies and examples within every chapter. It also looks at mobile advertising in a broader context beyond the classroom and explores new areas such as native advertising, political advertising, mobile advertising, and digital video gaming.

A book that equally illuminates and inspires, Art Work reveals the artistic notetaking habits of an astonishing range of artists, filmmakers, writers, designers, and other creators by granting rare access to the journal pages and other visual materials they use to capture and foster their work. Twenty-five creators including Wes Anderson, Ingmar Bergman, Louise Bourgeois, Will Self, Richard Serra, Blek le Rat, Tony Kushner, Ryuichi Sakamoto, Merce Cunningham, and others are profiled through a generous selection of images and essays that give context to their work in general as well as to the project being illustrated. Materials featured encompass literal notebooks, a blizzard of Post-it notes, chalkboards, the marks recorded on the walls of a sculptor's studio, and beyond, demonstrating and exploring for students and artists the boundless range of the creative process.

Find Insight and Inspiration for Your Creative Life An artist's journal is packed with sketches and captions; some rough, some polished. The margins sometimes spill over with hurriedly scrawled shopping lists and phone numbers. The cover may be travel-worn and the pages warped from watercolors. Open the book, and raw creativity seeps from each color and line. The intimacy and freedom on its pages are almost like being inside the artist's mind: You get a direct window into risks, lessons, mistakes, and dreams. The private worlds of these visual journals are exactly what you'll find inside An Illustrated Life. This book offers a sneak peek into the wildly creative imaginations of 50 top illustrators, designers and artists. Included are sketchbook pages from R. Crumb, Chris Ware, James Jean, James Kochalka, and many others. In addition, author Danny Gregory has interviewed each artist and shares their thoughts on living the artistic life through journaling. Watch artists—through words and images—record the world they see and craft the world as they want it to be. The pages of An Illustrated Life are sometimes startling, sometimes endearing, but always inspiring. Whether you're an illustrator, designer, or simply someone searching for inspiration, these pages will open a whole new world to you.

From author of Wreck This Journal, Keri Smith's Finish this Book is a creative adventure where the reader is the main character - and the author. Dear Reader, One dark and stormy night, I found some strange scattered pages abandoned in a park... I collected and assembled them, trying to solve the mystery of this unexpected discovery, and I am now passing the task on to you. Your mission is to become the new author of this work. You will continue the research and provide the content. In order to complete the task, you will have to undergo some secret intelligence training, which I have included in this volume. Since no one knows what lies ahead, please proceed with caution, but know... This book does not exist without you. Yours truly, Keri Smith Bestselling author Keri Smith is a freelance illustrator by trade, and has illustrated for the Washington Post, The New York Times, Ford Motor Company, People, The Body Shop and Hallmark. She is the author of Wreck This Journal, How To Be An Explorer of the World and Mess. She lives in Canada.

The new understanding of the relationships between gene expression and human experience emerging from the Human Genome Project is setting the stage for a profound expansion of our understanding of life.

The Nature of Creative Development presents a new understanding of the basis of creativity. Describing patterns of development seen in creative individuals, the author shows how creativity grows out of distinctive interests that often form years before one makes his/her main contributions. The book is filled with case studies that analyze creative developments across a wide range of fields. The individuals examined range from Virginia Woolf and Albert Einstein to Thomas Edison and Ray Kroc. The text also considers contemporary creatives interviewed by the author. Feinstein provides a useful framework for those engaged in creative work or in managing such individuals. This text will help the reader understand the nature of creativity, including the difficulties that one may encounter in working creatively and ways to overcome them.

Dynamic, rapid, and radical changes are transforming the communication professions, provoking major implications for ethics. Traditional boundaries blur as media converge; relentless competitive pressures cause some forms of communication to atrophy and permit others to explode; and technological advances occur daily. In this volume, a new generation of scholars take a fresh look at the manner in which ethical issues manifest themselves in their areas of research and suggest new agendas for future research. This book addresses a wide range of questions from a variety of communication professions. Contributors tackle such issues as how to define a journalist in an era when anyone can disseminate information to a global audience; how to use "advergaming," crowdsourcing, and facial recognition technology in advertising responsibly; and how to respond ethically in situations of public crisis communication, among many others. This volume will be critical reading for scholars and professionals in media, communication, and digital arts, as well as philosophy, government, public policy, business, and law.

What does an idea look like? And where do they come from? Grant Snider's illustrations will motivate you to explore these questions, inspire you to come up with your own answers and, like all Gordian

knots, prompt even more questions. Whether you are a professional artist or designer, a student pursuing a creative career, a person of faith, someone who likes walks on the beach, or a dreamer who sits on the front porch contemplating life, this collection of one- and two-page comics will provide insight into the joys and frustrations of creativity, inspiration, and process—no matter your age or creative background.

Ready to play? Whether you think of yourself as an artist, a doodler, a dreamer, or none of the above, this book will jump-start your creativity. Popular art instructor Carla Sonheim offers fun, engaging ideas on every page, from drawing upside down to imagining new worlds (down to their silly hats and strange animal species). All you need is a pencil or pen and your imagination.

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16—are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the "Free Materials" tab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Harness your creative potential! Make no mistake; creative thinking is a skill. As with any skill, it can be strengthened, honed and mastered. And just like any endeavor, mastery of creativity requires thoughtful study and practice. This book gives you the tools you need to make creative thinking a part of your approach to every aspect of your life. Breakthrough Thinking is a holistic approach to creativity complete with industry examples from successful creative professionals and some of the top creative organizations in business today. Within the pages of this timely and comprehensive guide to idea generation and problem solving you'll find techniques and exercises to help you: Develop critical understanding of concepts, theories and trends in creativity Learn how to develop and apply creative concepts and strategies within today's competitive business environment Brainstorm, analyze and evaluate innovative ideas and solutions Empower your team's creative process And much more Let Breakthrough Thinking be your guide and tap into your creative potential today! "This book represents an important contribution to our growing understanding of creativity in professional practice. Vogel's take on it from a variety of perspectives and contexts is rich and rewarding." --W. Glenn Griffin, Ph. D., Associate Professor of Advertising, The University of Alabama and co-author of The Creative Process Illustrated "A resource not only for industry innovators, but also for academic mentors who aim to provide rich learning environments for creative leaders of the future." -- Joann M. Montepare, Professor of Psychology, Lasell College

Advertising Creative, Fifth Edition continues to weave discussions about digital messaging through every chapter. Yet, the underlying theme is still about one thing that never changes—the need for fresh concepts and big ideas in pursuit of the One Thing. This edition introduces a new co-author, Marcel Jennings, who brings a fresh perspective from his background as a copywriter and creative director, as well as teaching at Virginia Commonwealth University. As always, the authors draw upon their experiences as working advertising professionals and teachers to get right to the point, stressing key principles and practical information that students and working professionals can use to communicate more effectively to build memorable brands. They also address some of the key issues impacting our industry today, such as gender equality, diversity in the workplace, and business ethics. A science-backed method to maximize creative potential in any sphere of life With the prevalence of computer technology and outsourcing, new jobs and fulfilling lives will rely heavily on creativity and innovation. Keith Sawyer draws from his expansive research of the creative journey, exceptional creators, creative abilities, and world-changing innovations to create an accessible, eight-step program to increasing anyone's creative potential. Sawyer reveals the surprising secrets of highly creative people (such as learning to ask better questions when faced with a problem), demonstrates how to come up with better ideas, and explains how to carry those ideas to fruition most effectively. This science-backed, step-by-step method can maximize our creative potential in any sphere of life. Offers a proven method for developing new ideas and creative problem-solving no matter what your profession Includes an eight-step method, 30 practices, and more than 100 techniques that can be launched at any point in a creative journey Psychologist, jazz pianist, and author Keith Sawyer studied with world-famous creativity expert Mihaly Csikszentmihalyi Sawyer's book offers a wealth of easy to apply strategies and ideas for anyone who wants to tap into their creative power.

A groundbreaking, scientific approach to creative thinking From entrepreneurs to teachers, engineers to artists, almost everyone stands to benefit from becoming more creative. New ways of thinking, making, and imagining have the potential to bring about revolutionary changes to both our personal lives and society as a whole. And yet, the science behind creativity has largely remained a mystery, with few people aware of the ways we can optimize our own creative and innovative ideas. Innovating Minds: Rethinking Creativity To Inspire Change offers a perspective, grounded in science, that allows us to achieve both individual and collective creative goals. Wilma Koutstaal and Jonathan Binks draw upon extensive research from brain, behavioral, and organizational sciences to present a unique five-part "thinking framework" in which ideas are continually refined and developed. Beyond scientific research, Innovating Minds also describes the everyday creative challenges of people from all walks of life, offering insights from dancers, scientists, designers, and architects. The book shows that creativity is far from a static process; it is steeped with emotion and motivation, involving the dynamic interactions of our minds, brains, and environments. Accordingly, it challenges readers to put its material into use through thinking prompts, creativity cross-checks, and other activities. Vibrant and engaging, Innovating Minds reveals a unique approach to harnessing creative ideas and putting them into action. It offers a fascinating exploration of the science of creativity along with new and valuable resources for becoming more innovative thinkers and doers.

Inspired by artist Tamara Laporte's popular online art classes (willowing.org), Create Your Life Book presents 18 step-by-step mixed-media drawing and painting projects that encourage self-fulfillment

through the creative process. Tamara's kind, non-judgmental voice guides your way. What is holding you back? Where do you want to go? Let go of the past! Use these expressive exercises to help you recognize your personal challenges and other obstacles, then work through them. Let go of limiting beliefs, find courage, feel gratitude, heal pain, and develop self-love as you playfully create. Each themed chapter presents four to five two-part projects. First, you will explore a common issue that hampers creativity and/or positive self-worth. The second portion is a step-by-step mixed-media art project designed to help you work through that issue. Just a few of the explorations: Let go of what no longer serves you by taking stock of what's holding you back, then create a zentangle butterfly to symbolize you flying away from those limiting things. Embrace and love your inner quirky bird by taking an inventory of your quirky traits, then create a bird that celebrates them. Heal old wounds by writing a letter to yourself as a child, then create a house to keep your inner child safe. Adding rich variety to the messages and art inspiration, some of the project outlines have been contributed by Tamara's guest teachers: Roxanne Coble, Andrea Gomoll, Alena Hennessy, Mystele Kirkeeng, Ivy Newport, and Effy Wild, each of whom are noted mixed-media artists in their own right. The final chapter presents a simple binding method for creating a keepsake book of your Life Book projects. Steeped in inspirational images and uplifting affirmations, Create Your Life Book can help you achieve both personal and creative growth.

Illustrated classic edition with additional content and detailed biographies. A guide for any person wishing to unlock their full potential and unleash the creative spirit we all have. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive

Want to learn something well? Make media to advance knowledge and gain new ideas. You don't have to be a communication professional to create to learn. Today, with free and low-cost digital tools, everyone can compose videos, blogs and websites, remixes, podcasts, screencasts, infographics, animation, remixes and more. By creating to learn, people internalize ideas and express information creatively in ways that may inspire others. Create to Learn is a ground-breaking book that helps learners create multimedia texts as they develop both critical thinking and communication skills. Written by Renee Hobbs, one of the foremost experts in media literacy, this book introduces a wide range of conceptual principles at the heart of multimedia composition and digital pedagogy. Its approach is useful for anyone who sees the profound educational value of creating multimedia projects in an increasingly digital and connected world. Students will become skilled multimedia communicators by learning how to gather information, generate ideas, and develop media projects using contemporary digital tools and platforms. Illustrative examples from a variety of student-produced multimedia projects along with helpful online materials offer support and boost confidence. Create to Learn will help anyone make informed and strategic communication decisions as they create media for any academic, personal or professional project.

Witness the brilliance (from the beginning thumbnail to the final work of art) behind the best fantastic art from today's top creators working in the illustration and sculpture genres. Hugo Bravo is proud to present VISION ILLUSTRATED volume 2. This full-color collection reveals the artists' creative process through the use of thumbnails, final drawings, color roughs and photo reference, including a wealth of never before published art. VISION ILLUSTRATED is the definitive reference for any and all interested in fantastic art and how it was created. Contact information for each artist is included. This international showcase features amazing works by such great artists as Donato Giancola, Patrick Jones, Rob Rey, Sanjulian, Jeff Miracola, Don Maitz, Vanessa Lemen, Lindsey Look, Annie Stegg Gerard, Arantza Sestayo, Tren Nguyen and many more. VISION ILLUSTRATED volume 2 is a book not to be missed.

Finally, answers to the question: How are big ideas born? Creative directors, art directors and advertising copywriters are some of the great artists and thinkers of our time. Considering the scope and power of their influence in our culture, that's not such a crazy idea. Take an intimate look into the creative processes of some of the top minds in the advertising industry. Get inspired as you learn about the people behind smart ad campaigns and see how they visualize their own search for a great idea. You'll find outstanding work from an eclectic mix of agencies, including TBWA\CHIAT\DAY, The Jupiter Drawing Room, Wieden+Kennedy, McGarryBowen, McCann Erickson, Ogilvy & Mather, Carmichael Lynch and 72andSunny. The Creative Process Illustrated represents a rare and remarkable look at the minds that fuel the ad industry. You'll be inspired to fresh thinking and better work immediately. Inside you'll find: Process canvases—sketches that visually represent the thought process leading to an idea, from some of the best minds in advertising. Profiles—insightful commentary from contributors, samples of their favorite work, perspectives from their colleagues and details of their professional accomplishments. Practical analysis—a breakdown of models of creativity, creativity as a problem-solving device, and putting the creative process to work for you.

In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by "stealing" from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known. *Show Your Work!* is about why generosity trumps genius. It's about getting findable, about using the network instead of wasting time "networking." It's not self-promotion, it's self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive. In chapters such as *You Don't Have to Be a Genius*; *Share Something Small Every Day*; and *Stick Around*, Kleon creates a user's manual for embracing the communal nature of creativity— what he calls the "ecology of talent." From broader life lessons about work (you can't find your voice if you don't use it) to the etiquette of sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it's an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

Creativity is essential to the human experience. From a child discovering how to walk to astonishing scientific discoveries, creativity enriches our lives and our world. In *Actively Creative: A Guided Process*, Victoria Else provides a five-step process that will help you to be creative in your business and in every aspect of your life. Victoria Else describes and explains the creative process in a practical way that will help you find inspiration and achieve real goals. With examples from her thirty-year career in business as well as from her life as a poet, wife and mother, she illustrates each step and provides practical exercises to help you get started today.

ESSENTIAL GRAPHIC DESIGN SOLUTIONS features PART 1: FUNDAMENTALS OF GRAPHIC DESIGN, of the bestseller, *GRAPHIC DESIGN SOLUTIONS*, to provide a focused study of design basics. Covering print and screen media, this book examines conceiving, visualizing and composing solutions to design problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a Portfolio and the job search; and more. Providing excellent illustrations of historical, modern and contemporary design, this book is a great resource. Now available to accompany this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

* WALL STREET JOURNAL BESTSELLER * An insider's account of Apple's creative process during the golden years of Steve Jobs. Hundreds of millions of people use Apple products every day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the scenes, a highly-respected software engineer who worked in the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for products including the iPhone, the iPad, and the Safari web browser. His stories explain the symbiotic relationship between software and product development for those who have never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies. Kocienda shares moments of struggle and success, crisis and collaboration, illuminating each with lessons learned over his Apple career. He introduces the essential elements of innovation—inspiration, collaboration, craft, diligence, decisiveness, taste, and empathy—and uses these as a lens through which to understand productive work culture. An insider's tale of creativity and innovation at Apple, Creative Selection shows readers how a small group of people developed an evolutionary design model, and how they used this methodology to make groundbreaking and intuitive software which countless millions use every day.

The essential practical reference for both would-be and more experienced Bonsai enthusiasts. This original and authoritative book is presented in a practical yet inspirational way. Dan Barton shares with us his expert knowledge and two decades of research, giving both detailed step-by-step horticultural instructions and a fascinating insight into the creative process of Bonsai, to provide a genuine understanding of the subject. As well as giving the essential descriptions of stock, equipment, basic care, and training techniques, the book includes new methods of achieving quicker results, a Bonsai calendar showing routing tasks on a month-by-month basis, and the use of modern materials, all of great value to today's Bonsai enthusiast. Beautifully illustrated throughout with strikingly original and instructive photographs, line drawings, and working schedules, The Bonsai Book is a must for would-be Bonsai enthusiasts and experts alike, and its fabulous presentation makes it an ideal gift.

Writing exercises and creativity advice from Barry's pioneering, life-changing workshop The award-winning author Lynda Barry is the creative force behind the genre-defying and bestselling work *What It Is*. She believes that anyone can be a writer and has set out to prove it. For the past decade, Barry has run a highly popular writing workshop for nonwriters called *Writing the Unthinkable*, which was featured in *The New York Times Magazine*. *Syllabus: Notes from an Accidental Professor* is the first book to make her innovative lesson plans and writing exercises available to the public for home or classroom use. Barry teaches a method of writing that focuses on the relationship between the hand, the brain, and spontaneous images, both written and visual. It has been embraced by people across North America—prison inmates, postal workers, university students, high-school teachers, and hairdressers—for opening pathways to creativity. *Syllabus* takes the course plan for Barry's workshop and runs wild with it in her densely detailed signature style. Collaged texts, ballpoint-pen doodles, and watercolor washes adorn *Syllabus's* yellow lined pages, which offer advice on finding a creative voice and using memories to inspire the writing process. Throughout it all, Barry's voice (as an author and as a teacher-mentor) rings clear, inspiring, and honest.

A guide for any person wishing to unlock their full potential and unleash the creative spirit we all have. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive

This book is for young startups and entrepreneurs in the advertising, marketing, and digital services space. It's an A-to-Z guide for young advertising firms, full of advice that ranges from getting funding to how to value the company and sell it to how to hire your first employee.

While literally hundreds of books exist on the subject of "cartographic" maps, *The Art of Illustrated Maps* is the first book EVER to fully explore the world of conceptual, "imaginative" mapping. Author John Roman refers to illustrated maps as "the creative nonfiction of cartography," and his book reveals how and why the human mind instinctively recognizes and accepts the artistic license evoked by this unique art form. Drawing from numerous references, *The Art of Illustrated Maps* traces the 2000-year history of a specialized branch of illustration that historians claim to be "the oldest variety of primitive art." This book features the dynamic works of many professional map artists from around the world and documents the creative process as well as the inspirations behind contemporary, 21st-century illustrated maps.

Graphic designer Rilla Alexander presents a new project that explores the creative process - and that age old problem of procrastination.

A pro isn't just a person who can do it well. It's a person who can do it well every time, on demand and on deadline; which is why the key to being a professional creative is having a great creative process. Whether it's writing a book, animating a shot, designing a game level or composing a soundtrack—ultimately, we're all facing similar challenges. Since we share challenges, we can also share solutions. This book is a practical guide, featuring a universal creative process that can streamline any serious creative work, on any scale.

The new edition of the book readers call the bible for advertising *The Sixth Edition of Hey Whipple, Squeeze This* offers a new take on the rapidly evolving industry of creative advertising. Creativity—while critical—is no longer enough to succeed. Updating all the classic creativity training from the first five editions, this updated version now provides the necessary tools to navigate the field's changing technical and social media landscapes. From learning how to tell brand stories to creating content for Instagram, YouTube, and TikTok, Whipple will help sharpen your writing chops, enhance your creativity, and raise the level of your work whether you're new to the business or a practicing professional. In this fully updated edition, you'll explore: How to employ the traditional conceiving techniques today's creatives use, as well as new developments in applied creativity and inquiry-based innovation. How to use emerging technologies and the different technical structures of social media platforms to bring brand stories to life. How to go 180° against common sense for ideas that have the potential of becoming viral. How to create the kind of portfolio that will get you a job in the industry.

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling *The Art of Innovation*, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

An artist's unique voice is their calling card. It's what makes each of their works vital and particular. But developing such singular artistry requires effort and persistence. Bestselling author, artist, and il-

Illustrator Lisa Congdon brings her expertise to this guide to the process of artistic self-discovery. Featuring advice from Congdon herself and interviews with a roster of established artists, illustrators, and creatives, this one-of-a-kind book will show readers how to identify and nurture their own visual identity, navigate the influence of artists they admire, push through fear and insecurity, and appreciate the value of their personal journey.