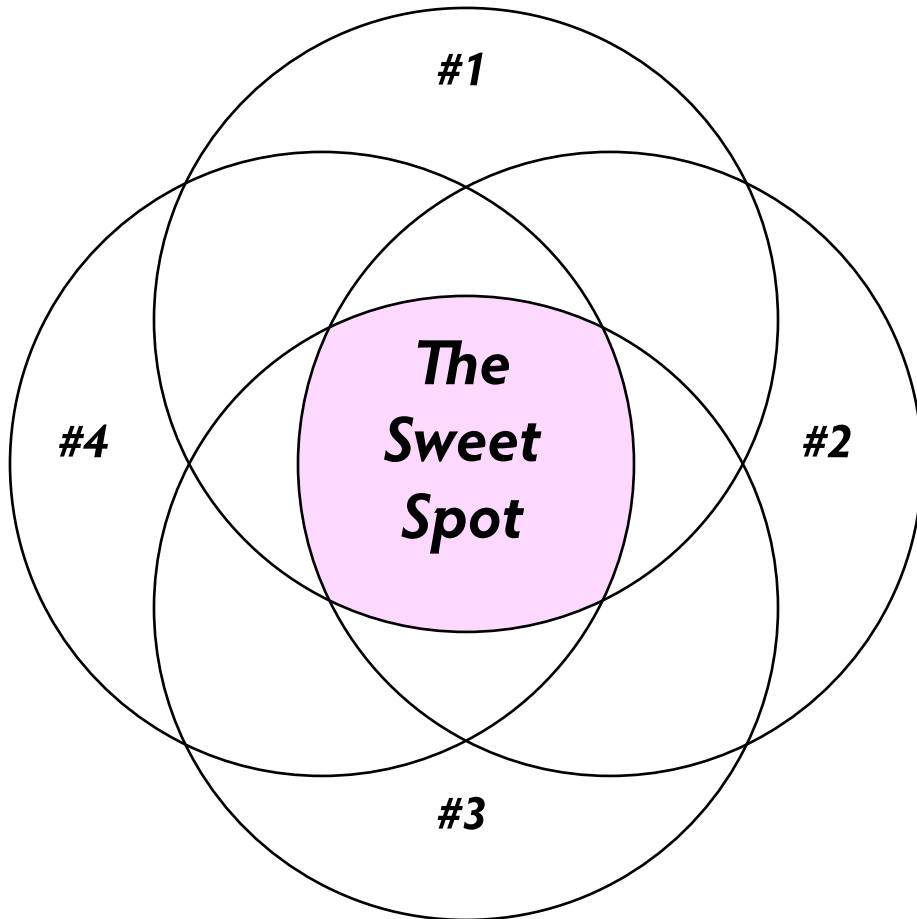


Finding and Fostering Your Original Voice



The Sweet Spot is the place where the creative use of our technical, compositional and other artistic skills converge to express our most important and compelling ideas in ways that we find moving and powerful. The Sweet Spot is that special place from which our best works emerge (often as if by magic). It is a space unique to each of us and represents the culmination of our individual temperments, hours of practice, play, thinking, experimentation and love for our art.

#1 Technical Skills

This refers to your mastery of the technical skills involved with your medium - in this case encaustic painting. This section also relates to your ability to take creative risks, play and experiment with your media in order to innovate novel processes and solutions.

#2 Elements and Principles of Design and Image Development Strategies

Essentially, the elements of design are the foundational components of all visual communication (line, shape, space, colour, value and texture). The Principles of Design along with Image Development Strategies are a variety of ways that you can work with the Elements of Design to create images that are interesting, engaging, thought provoking and much more. They are strategies to create visual interest.

#3 Composition

Your compositional skills refer to your ability to organize your elements in a compelling way, creating areas of interest (focal point) and movement. How you organize space can have a powerful impact on the emotional qualities of your work and deserves a great deal of thought and intention.

#4 Concept / Idea

The ideas that you explore through your art making are one of the most unique aspects of your work. They are an opportunity for you to share the ideas that you find engaging, the thoughts you find intriguing (or disturbing), the experiences that you have had and much more.