

## Get your creative juices flowing if you want to be an A...

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Those who don't have creativity as an in-built talent, it takes some hard work to learn the art of advertising. There are some really basic tricks involved.

First, try to put things that you have, to use i.e. the five senses along with the brain. Eyes can capture the most beautiful scenes; try remembering those that are creative. Try to observe the Mother Nature like observing the sunset, the patterns of colors like yellow, orange, red and violet. Observe greenery around, the flora and fauna. Next put your ears and mouth to use and try increasing the observation power. This can be done by walking around the neighborhood or nearby park and trying to observe new things everyday at the same location. Just seeing a thing isn't enough, analyze the expressions of the people around you and analyze the emotions they depict. The brain can be fed with many things at once, so carry a camera along and take a lot of pictures of objects from different angles and lighting. Try to understand and capture the mood and things, which will help in creating a perfect scene. Like vanilla ice-cream will become more attractive when cherry and mint leaves are added as topping. Play around with the lighting effects.

Take notes along with the pictures. It is like creating a blue print that will be useful in future works. Things that are important can be underlined or marked with a star. During this procedure if any question arises in your mind, note them down also, so as to find an answer for them at a later stage. This is a great learning technique. Try to listen a lot, compile those things in brain and then output it through your mind. Try to create a rhythm between works, something like poetry, but not exactly it. The fifth sense, touch can be used to learn a different perspective of life. Try closing your eyes and feel objects around you like the feel of a satin sheet is more tempting than a cotton sheet. Develop a habit of carrying a pen and notepad all the time. It's not only useful for taking down notes, but also it can be used as a reminder of meetings and interviews. While waiting for something or someone, scribble on your notepad. Try to draw things and apply those amazing ideas which come to mind. Go back home and then paint those ideas, if not everyday, at least on weekends. Other than painting, try doing something new on weekends like golfing, canoeing, or rock climbing. Watching television and shopping can also provide good ideas. When something is troubling the mind, don't go to sleep until the issue is resolved. This increases the enthusiasm and determination. Again, note down points in the notepad at this time.

If there is ample time available, join courses that increase creativity like photography, painting, martial arts, etc. It need not be necessary that they be directly linked to advertising. Maintain a diary and note down daily happenings, especially good things. Learn the art of humor, read books, watch people and animals and then apply it practically by trying to put a smile on faces around you. Do research about great personalities who are related to arts. Read their biographies, some of the problems you are facing may be answered and the path to be taken can be learned.

After going through all the above steps the creative instincts will start to develop. So the next time any idea clicks, trust your instincts and work on it. Don't hesitate to try new ideas. And try to interact with people who encourage you with this and believe in you and not inhibit your thinking.

After breaking the core you can approach newspapers, ad agencies with your stories, articles and original work. Whatever being learnt during the whole experience, there is no harm in sharing and teaching that with others.