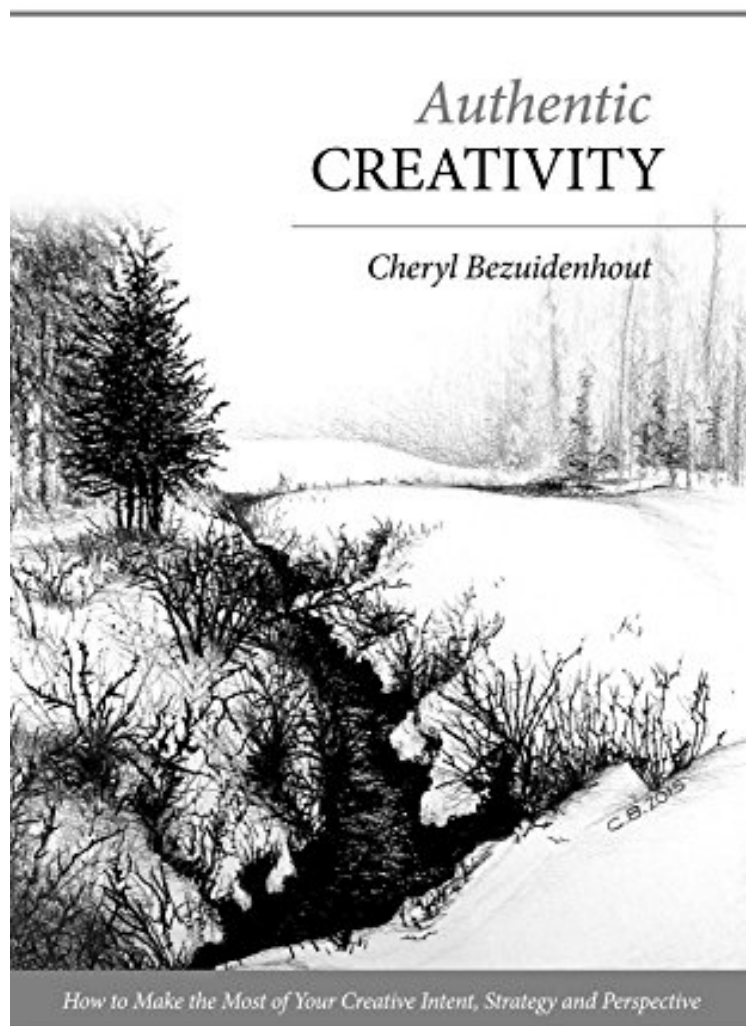


## Authentic Creativity: How to Make the Most of Your Creative Intent, Strategy and Perspective

*Cheryl Bezuidenhout*

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**Cheryl Bezuidenhout : Authentic Creativity: How to Make the Most of Your Creative Intent, Strategy and Perspective** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Authentic Creativity: How to Make the Most of Your Creative Intent, Strategy and Perspective:

0 of 0 people found the following review helpful. Understand your creative processBy Angela OAuthentic Creativity is an analytical and in-depth look into the creative process from conception to post production. The stepwise approach - determining intent, developing strategy and perspective - can help when one feels creatively blocked and uninspired. The author recommends examining, acknowledging, and understanding your own emotions as an integral part of the creative process. As an artist myself, I found the advice helpful in reviving my own creative spirit. By understanding my own emotional and environmental influences on my work, whether good or bad, I can better understand my work and its success or failure. Although not all of the information applied to my own endeavors, there were a great many helpful tips and insights that I hadn't previously considered. The division of the book into three parts based on the three basic principles being examined made sense and were well explained and expanded upon. The chapter summaries helped to solidify the concepts of each chapter and I found it worthwhile to bookmark these for future reference. This book is definitely worth a read and an asset on my own creative journey.0 of 0 people found the following review helpful. A well-written rigorous work on the author's creative processBy Rian NejarA candid review of a free copy provided by the author.The author provides a detailed and rigorous work that documents a successful process for her expressions of creativity. She focuses upon three aspects of her work flow: Intent, Strategy, and Perspective. These aspects assist in the author's refinement of her creative effort.I must admit to being rather surprised by the content: I'd expected an exploration of creativity, of a process that combines insight, imagination, intuition, and influence to bring about a marvelous creation of the mind, not a documentation of an approach or work flow. I'd hoped to glean some understanding of what the author meant by "Authentic Creativity." In such expectation, the work disappointed me.A well-written book that provides a detailed look into the author's creative process.

Authentic Creativity - How to Make the Most of Your Creative Intent, Strategy and Perspective (Cheryl Bezuidenhout), is about unlocking your true potential as a visual artist. It is for creative individuals who seek to balance the challenges of intentions, actions and perceptions every day in their creative world. The book is a guide to discovering untapped creative potential by learning to overcome artistic challenges, solve creative and professional dilemmas and grow into your own Authentic Creativity. Filled with suggestions, exercises, advice and observations, Authentic Creativity will get you started on a path to understanding your creative Intent, Strategy and Perspective today.The creative process relies on three fundamentals that underpin our decision-making: intent, strategy, and perspective. Keeping these three fundamentals in sync with each other is a requirement for living a fulfilled life as an authentic, creative individual. The harmony of the three is a constant exercise in balancing and rebalancing our intentions, our actions, and our perceptions. With conscious effort and self-awareness, we can break free of the stifling effects of an ordinary life filled with mundane challenges that leave us creatively stumped and drained.This book can show you how to better equip yourself for an authentic, creative lifestyle, both personally and professionally. It is full of questions to ask yourself, perspectives on what drives our creativity as well as what prevents us from tapping into it. It also reveals how we can benefit from our creativity's great potential. Read about the challenges creativity itself can present, coping with difficult decision processes, and see insights on action/follow through on projects and assignments.Authentic Creativity is written from the point of view of the author, a seasoned visual artist with over 25 years as a graphic designer, artist and photographer. The insights and experiences in the book are Cheryl's own and are offered as a way for us all to see what we can discover about our own creativity through self-awareness and the practice of Authentic Creativity.

About the AuthorCheryl Bezuidenhout is a South African born author, artist and photographer. Authentic Creativity is Cheryl's first book and represents her vision of a creative philosophy that has taken shape over the course of her career. She writes part time and works as an artist from her home studio in Vancouver, Canada, doing artworks in a variety of media as well as being a semi-professional photographer. Cheryl is a member of the Surrey Arts Council. Cheryl has extensive knowledge and experience as a creative professional, starting with fine arts training at high school, followed by 4 years of formal education as a graphic designer. She has over 25 years of experience in the art, design, advertising/marketing and media industries.