

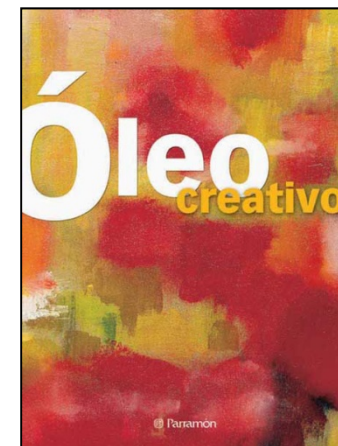
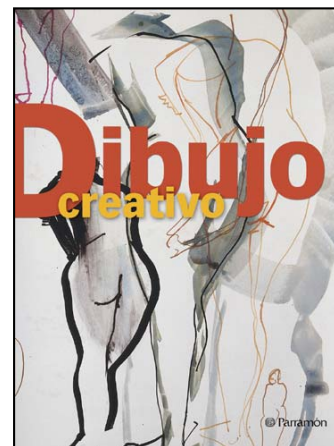
# Creative Techniques

After the success of the collection "Creative Painting", with more than 75,000 copies sold throughout the world, Parramón's publishing team has created a new collection to help the painter discover the possibilities of traditional expressive media through research and experiment.

From the very first page, each book of the collection offers a broad horizon for creative development deriving from the exercises that serve as a starting point. Readers are taught how to examine a subject in order to then proceed to select different forms of pictorial research and thus acquire the fundamentals that will permit them to creatively develop their own personal work. Through technique, experimenting with ranges of color or changes of approach, readers learn to acquire an expressive language of their own. This is without doubt one of the special features of this collection.

After a brief introduction explaining the characteristics of the medium, its tools and support materials and basic techniques, the book offers 14 varied exercises photographed step by step. Besides the initial result – and this is another of the objectives of the collection – alternative results are offered that are obtained with changes of color (in the *Gallery* section). The learning process goes even further in the *Window* section, in which the amateur artist will find other creative options using the same technique but varying the approach or the model.

In short, with each title in this collection amateurs and students of drawing and painting will find a new way in which to develop and foster their creativity, as well as a new method for analyzing pictorial works and discovering the creative resources used by the great geniuses of the 20th century.



## available titles

- *Oils*
- *Artistic Drawing*
- *Watercolor*
- *Acrylics*

## target group

- Students, teachers and professionals in D&P

## specifications

- Format: 210 x 275 mm
- # of Pages: 144
- Original binding: Hardback
- Printing: 4-color



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