



CONTENTS

8	CHAPTER 1: INTENT	
0	CHAPIER I: INTENT	

- 10 Layers of subject
- 18 Looking good
- 32 Different beauty
- 40 Dead monsters
- 48 Cliché and irony
- 58 Lifting the mundane
- 66 The reveal

76 CHAPTER 2: STYLE

- 78 The range of expression
- 90 Classical balance
- 100 Harmonics
- 108 Leading the eye
- 114 Opposition
- 124 Low graphic style
- 128 Minimalism
- 132 High graphic style
- 140 Engineered disorder

148 CHAPTER 3: PROCESS

- 150 Image templates
- 156 Interactive composition
- 160 Time and motion
- 164 The look
- 166 Hyper-realistic
- 176 Enriched
- 182 Drained
- 184 Luminous
- 188 Index
- 192 Acknowledgments, Picture Credits & Bibliography