Exercise:
It's your turn!

Create one image that reveals another. Choose two related things—an animal and its habitat, an object and its function, food and its source, a person and an activity, or another pairing of your choice.

Using traditional or digital media, reduce each to a simple, recognizable shape or silhouette. Combine them so that one reads as the positive shape while the other reads as negative shape (or space).

Try several quick ideas before choosing one to develop. The more ideas you make adds fuel to your creative drive. Experiment with scale, position, cropping and rotation.

The goal: Create a single, memorable image in which positive and negative space work together to reveal two ideas.

One last look: Compare your first sketch with your final version. Did refinement make the idea stronger—or did you refine some of the life out of it? Suggested time: 45–90 minutes.

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Take note: Compare your first sketch with the final. Did refinement make the idea stronger—or did you refine some of the life out of it?