

# CREATIVE AMBIGUITY *The Art of Visual Storytelling*



*As a Professional Photographer, your mission is to capture and preserve important events in the lives of your clients. At Creative Ambiguity, we combine your high quality images with our Visual Storytelling artistry. The result is a unique work of art that your clients will cherish forever.*

## YOUR IMAGES + OUR VISUAL STORIES

*Weddings ∞ Babies ∞ Family Portraits ∞ High School Seniors ∞ Special Interest ∞ Business Success*

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## *What is a Visual Story?*

Photograph albums are filled with hundreds of images that beautifully tell the detailed story of people and events. But unless the album is opened, the story is silent.

Framed enlargements are hung as a constant visible reminder of the people and events they portray. They capture a moment in time in a way that is visually compelling. But much of the narrative is lost when it is condensed down to a single image.

Creative Ambiguity's Visual Stories offer your clients an exciting new option which combines the ability of an album to tell a story through multiple images with the ability of a framed work of art to make that story always visible. Visual Stories enhance your client's images by providing a visual context that reflects their interests and tastes while

maintaining focus on the artistry of your original images. The result is a unique work of art that your clients will cherish forever.



*Illuminated Manuscript*

*Illuminated Manuscript* is inspired by the artistry of medieval illuminated manuscripts. This Visual Story enables your client to combine eight or fourteen images with a quote (chosen from the eight available) to tell the story of a special event or relationship. The result is a timeless image to celebrate Weddings, Family Portraits, Babies, and Special Interests.



*The Blue Room* *The Quiet Library* *The Red Room*

Imagine an elegant room with a wall of pictures displaying up to eleven of your client's favorite photographs. The subject of these images is masked out of another photograph and placed into the room to interact with the display. The room's color palette and accessories complement the images beautifully. Now take a look at the Visual Stories entitled *The Blue Room*, *The Quiet Library*, and *The Red Room*. They are similar in design, but varied in feel to meet the needs of different images and different tastes.



*Urban Landscape*

Both *Urban Landscape* and *Wizard's Triangle* offer a touch of surrealism for High School Senior and Special Interest portraits. *Urban Landscape* celebrates six images as posters on walls and on a billboard in an urban setting. Banners proclaim that the posters advertise a successful "Award Winning Inter-Galactic Tour". The Earth and its Moon hang in a twilight sky as a rocket blasts off. Gargoyles, cats, and birds of prey loom adding to the dark feel of crumbling walls and a sinister castle.

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*Wizard's Triangle*

An arcane wizard's study occupies the foreground of **Wizard's Triangle**. A parallel room is visible through the right-hand doorway where the ancient books, candles, and quill pens are replaced with a computer, the preferred tool of modern wizards. The subject of the Visual Story is masked out from an photograph and placed in this room. A mysterious cloaked figure disappears through the left-hand doorway. A triangle floating in the crimson sky provides the perfect frame for eighteen images.



Flourishes, swirling rainbows, and precious gems frame and overlay masked images against a star filled sky. **Midnight Rainbow** is the ideal way to present six beautiful portraits of any woman. Use it for Bridal Boudoir Portraits, Glamour Sessions, High School Seniors, Special Interest Photography, and any other portraits.



*Midnight Rainbow*

**The Rose Garden** provides a image layout that is similar to **Midnight Rainbow**, but with a brighter, softer palette. The blooms and foliage of pink climbing roses are intertwined to hold six images and a quote chosen by the client (from the six available) to echo the emotions evoked by these images. A bride who gives her husband this Visual Story filled with engagement or

bridal portraits might choose the following:

*I love thee, I love but thee  
With a love that shall not die,  
Till the sun grows cold,  
And the stars grow old*

- Shakespeare



*The Rose Garden*

In **Graffiti Wall**, **Satin Matrix**, and **Gilded Matrix** a montage of nineteen images is superimposed on one of six backgrounds.

**Satin Matrix** offers the soft folds of pastel pink or blue satin fabric to support images of babies, children, and weddings. The background of **Gilded Matrix** is inspired by the sophisticated look of embossed and gilded leather bound books. Garnet, Ivory, and Sapphire are the color options. This Visual Story works with a large variety of subjects including Business Success, Weddings, Pets, and Special Interest. **Graffiti Wall** uses a graffiti covered concrete block wall as the backdrop for High School Senior and Special Interest photographs.



*Graffiti Wall*



*Blue Satin Matrix*



*Garnet Gilded Matrix*



*Ivory Gilded Matrix*

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## Same Visual Story - Different Images



Each Visual Story is designed to support a broad range of subjects in a way that focuses the eyes of the viewer on your images.

## Same Images - Different Visual Stories



The same seven images of a classical violinist were used to create the above three Visual Stories - *The Quiet Library*, *Midnight Rainbow*, and *Urban Landscape* - which provide very different looks to meet the varied tastes of your clients.



A set of images from a family portrait session were combined to create *The Rose Garden*, *Illuminated Manuscript*, and *Blue Satin Matrix*.

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## *Visual Story Ideas*

The perfect anniversary gift is one of Creative Ambiguity's Visual Stories filled with your beautiful photographs of the client's wedding.



*The Blue Room*

Create a Visual Story of the bridal party for the bride to give to her bridesmaids as a remembrance of their friendship and support on her special day.

If you take annual portraits of the children in a family, help their parents combine those images to create a unique Visual Story for themselves and as a gift for the grandparents.



*Illuminated Manuscript*

Family Portraits taken over the years, for example those taken for holiday cards, create a Visual Story celebrating the growth of that family.

Visual Stories are a beautiful way to combine photographs of an extended family. Suggest to your clients that the next gathering of their extended family (Thanksgiving, Christmas,

4<sup>th</sup> of July, a family reunion, etc.) is the ideal opportunity for a joint portrait session. The resulting Visual Story is the perfect gift for the entire family, especially those members who are impossible to buy for because they "have everything".



*The Rose Garden*

Combine pregnancy, baby's first year, and family portraits together to tell the story of a new addition to the family.



*Urban Landscape*

Suggest an individual portrait session in the studio or on location centered around a sport or performing art in which your client has a special interest such as skateboarding, horseback riding, gymnastic, music, or dance. Many people who might not hang a large portrait of themselves in their home would be proud to display one that showed them involved in different aspects of an activity they truly love.

A potential client who is involved in the creation of visual arts - *drawing, painting, sculpture, digital art* - may be more interested in a portrait session if the resulting photographs can be combined with images of their work into a Visual Story to create a showcase for their talent.

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If you photograph Senior Portraits for high school students, suggest a group session with their closest friends to create a Visual Story of that friendship.



Combine special interest photography with group sessions by photographing both group portraits and photo journalistic images of sporting events, dance recitals, concerts, stage plays, competitions, etc. Help your clients use the resulting images to create a Visual Story that has broad appeal to the entire group and to their families.



Pets are important members of many families. Visual Stories are a great way of highlighting the different aspects of a pet's personality. They enable clients to celebrate several different pets in the same work of art and can be a wonderful way to remember a pet that has passed away.



*Illuminated Manuscript*

Help a client showcase a cherished collection by creating a Visual Story combining images of the collector and his/her collection of automobiles, motorcycles, antiques, orchids, or other collectibles.



A Visual Story is a great way to provide art



*Graffiti Wall*

work for a client's business office that is decorative and celebrates the goods or services offered by that business. An architect or builder could be placed in the foreground of *The Red Room*, *The Blue Room*, or *The Quiet Library* with images of buildings they have designed or built in the picture frames. An interior designer could do the same with images of the rooms they have decorated. Florists, pastry chefs, and wedding planners could combine portraits of themselves and their staff with images of their best work. Breeders and trainers could celebrate the beauty and skill of their animals while also demonstrating their own capabilities. The possibilities are endless.



*The Red Room*



The Visual Stories *Midnight Rainbow*, *The Rose Garden*, and *Illuminated Manuscript* provide a beautiful way to preserve the most important milestones in a young woman's life such as Confirmation, Bat Mitzvah, Sweet Sixteen, Quinceañeros, Graduation, Prom, or the Débutante Ball.



Any time you photograph an event such as a charity gala or business function, work with your client to put together a Visual Story to provide both a lasting record of the occasion and a work of art.



*Midnight Rainbow*

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## *Superior Image Quality*

Each of Creative Ambiguity's Visual Stories is created by combining hundreds of original high resolution photographs and/or drawings on a very large canvas in Photoshop. As a result, even the smallest element is exquisitely detailed. When combined with your professional images, our prints deliver superior image quality at all sizes from 11 by 14 inches through 24 by 30 inches and beyond.



The magnified areas show the image detail as it appears in an equivalent 48 inch by 60 inch (4 ft. by 5 ft.) print.



The magnified areas show the image detail as it appears in a 44 inch by 64 inch print.

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## *Archival Quality*

All Visual Stories are pigmented inkjet prints on Epson Premium Luster Photo Paper (260). They are printed using Epson's UltraChrome K3 with Vivid Magenta Inks for high quality and long life on display. The Wilhelm Imaging Research, Inc. **Display Permanence Rating** (number of years before noticeable fading and/or changes in color balance occur) for this ink and paper combination is greater than 200 years when displayed behind UV-filtered glass.

All materials that come in contact with the print are archival. Each print is mounted on acid-free 3/16" thick backing with T-hinges and photo corners. The appearance of the print is enhanced with two four-ply mats custom cut from archival, acid-free conservation board. When purchased unframed, the mounted, matted print is sealed inside an ultra clear 1.6 mil acid-free poly bag to protect it from dirt and handling damage.

## *Print Sizes*

| <i>All Visual Stories</i><br>(except Illuminated Manuscript) |             | <i>Illuminated Manuscript</i> |             |
|--------------------------------------------------------------|-------------|-------------------------------|-------------|
| Nominal Print Size                                           | Matted Size | Nominal Print Size            | Matted Size |
| 11 x 14                                                      | 16 x 20     | 10 x 15                       | 16 x 20     |
| 16 x 20                                                      | 22 x 26     | 15 x 22                       | 21 x 28     |
| 20 x 25                                                      | 28 x 33     | 18.5 x 27                     | 25.5 x 34   |
| 24 x 30                                                      | 32 x 38     | 22 x 32                       | 30 x 40     |

*Larger sizes available by special order*

## *About Us*

Creative Ambiguity LLC is the shared enterprise of a husband and wife team. We combine years of professional experience in visual communication, imaging science, and information technology with a life long passion for drawing, painting, photography, and design. The original idea for Visual Stories grew out of our own desire to find a creative way to display over a century's worth of family photographs. We realized that others have the same need to remember and celebrate the important people and events in their lives in a way that enables them to tell their story in a unique work of art. And Creative Ambiguity was born.

## *Contact Us*

Visit our web sites:

*For professional photographers* – [www.CreativeAmbiguity.com](http://www.CreativeAmbiguity.com)

*For consumers* – [www.MakingMemoriesBeautiful.com](http://www.MakingMemoriesBeautiful.com)

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