

## **ABSTRACT**

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*Imaginative Visualization a Cumulus Clouds on Fine Art Photography*

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*Cumulus clouds are a form of cloud that is at an altitude of 2 to 7 kilometers and has physical characteristics of clumping. However, the Cumulus clouds has its own shape. This happens because clouds are celestial bodies that can be blown by the wind. In one condition, the shape of the clouds is like forming a face of a person, animal, flower, or other object that familiar with us. It happens because our minds are really imaginative and creative. Photography is used as a forum to prove sensitivity and imaginative thinking from looking at the shape of Cumulus clouds. Photographic works created in the Fine Art Photography genre as an image form the result of the conception of feeling conditions that is projected through photographic media with landscape techniques. Imagination is the process of creating objects or event that include the creation of new objects that seems strange and imaginary. The creation method begins with the contemplating ideas method and designing concepts that obtained empirically from the experience of seeing clouds. In the process of creating the work, the photo subject would change in every second. The following is the time for taking photos, namely when the sky is clear, cloudy, and during the day or evening. This photo work consists of four photos telling us about how we imagine somethings from looking at Cumulus clouds. Imaginative embodiment in this final project is the result of combination of objects, colours, and compositions.*

**Keyword:** *imaginative, Cumulus clouds, fine art photography*