

BRAIN POWER

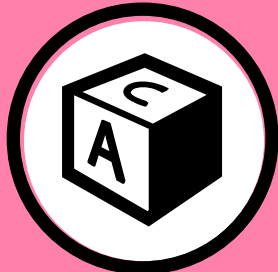
RIGHT BRAIN? LEFT BRAIN?
That's old school thinking.

Storyboard Quick™

Today's way of creating

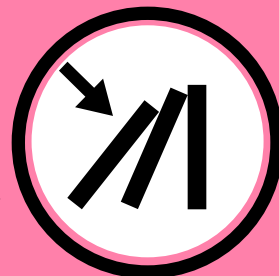
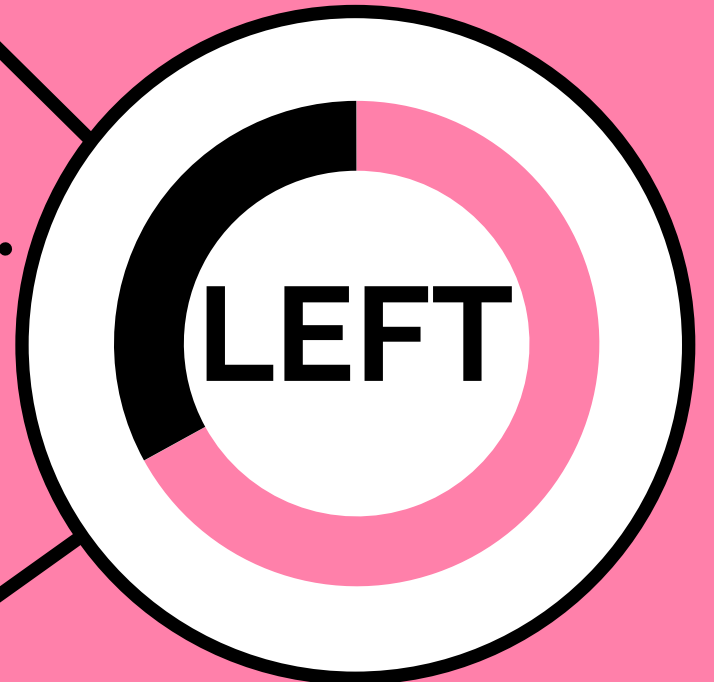
Currently, neuroscientists findings are overturning conventional notions surrounding the science of creativity.

"Creativity does not involve a single brain region or single side of the brain."



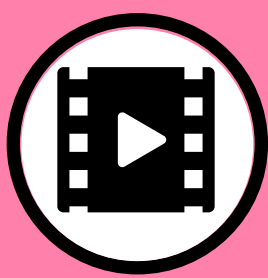
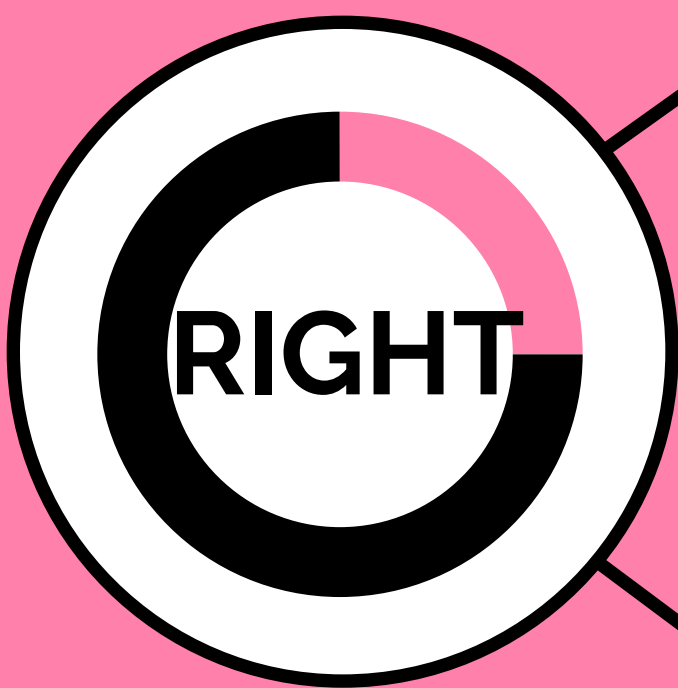
Logical Thinking

Believing that you are 'creative but not analytical', or 'logical and unintuitive' and that this is hard-wired into your brain, is a limiting belief and can become self-fulfilling after a while.



Imagination

Depending on the stage of the creative process, and what you're actually attempting to create, different brain regions are recruited to handle the task.

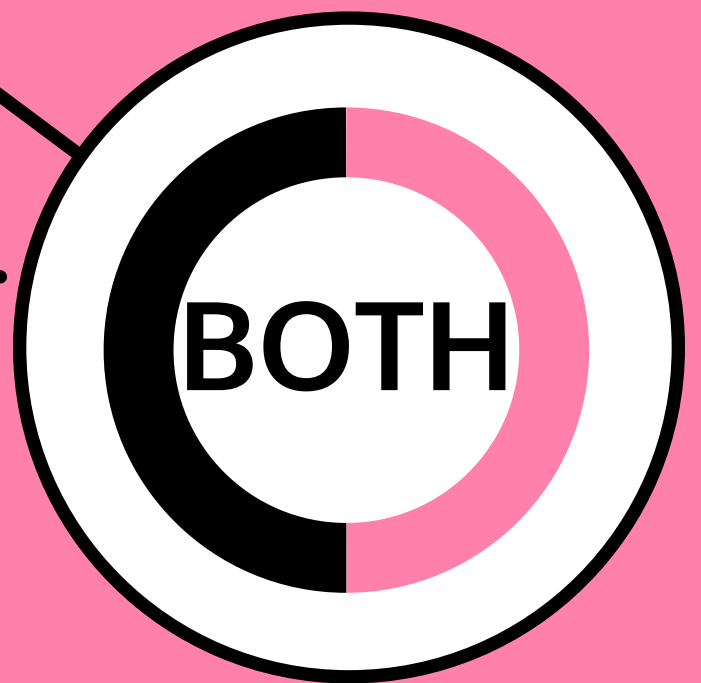


USE the BEST of BOTH

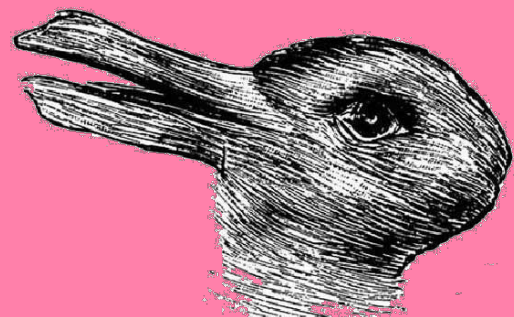
...Creative Minds find answers

Filmmakers pre-vis projects to plan, collaborate and share ideas. So we believe drawing shouldn't be the stumbling block to telling and pitching a great story.

PowerProduction's [Storyboard Software](#) helps all creatives to jump the visualization hurdle ...and quickly!



The human brain is perhaps the most complex living structure known in the universe. Although it has the same general structure as the brains of other mammals, is over three times as large as the brain of a typical mammal with an equivalent body size, and much more complex.



Duck or Rabbit?

There's no ONE right answer
for a Creative Mind