Introduction
   Hana Gottesdiener and Jean-Christophe Vilatte ......................................................... 1

Creativity and E-Advertising: A Qualitative Study of Art Directors' Creative Processes
   Marie-Pierre Fourquet-Courbet, Didier Courbet, and Marc Vanhuele ............................. 5

Evaluation in Music Theater: Empirical Results on Content and Structure of the Audience's Quality Judgment
   Sabine Boerner, Hans Neuhoff, Sabine Renz, and Volker Moser .................................. 15

Relationship of Personal Cognitive Schemas to the Labeling of a Profound Emotional Experience as Religious-Mystical or Aesthetic
   Ken Stange and Shelley Taylor ....................................................................................... 37

Gombrich, Galenson, and Beyond: Integrating Case Study and Typological Frameworks in the Study of Creative Individuals
   Aaron Kozbelt .................................................................................................................. 51

On the Visual Cues Contributing to Pictorial Depth Perception
   Norman D. Cook, Asami Yutsudo, Naoki Fujimoto, and Mayu Murata ............................ 69

CONTENTS (Continued on back cover)
CONTENTS (Continued from front cover)

Erotic, Pornographic, or Obscene: Factors Influencing the Perception
of Photographs of the Nude
Joseph J. McDowall ........................................ 93

The Structure of Artistic and Aesthetic Abilities in School Children
Jeffrey K. Smith and Lisa F. Smith ......................... 117