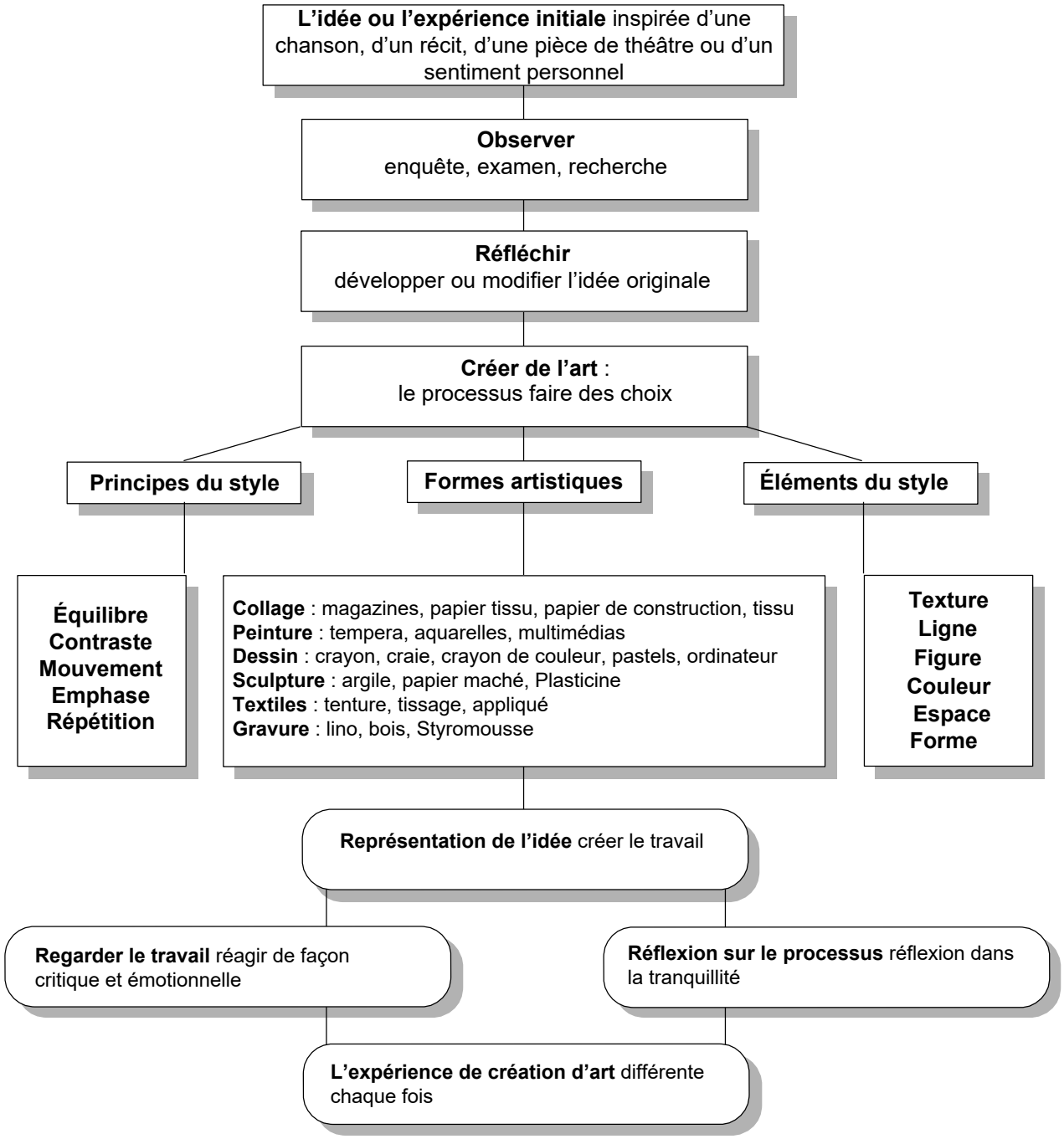Le processus créatif des arts visuels