Creativity workshop

What is creativity anyway?

17. 10. 07
EunKyong Baek
CREEM Creativity Workshop
De Montfort University
Programme

10.00  Introduction/ food for thought

10.20  Workshop

11.50  Discussion and summary

12.00  End
Fwd: Airplanes you’ve never seen before!

New concepts, some may even work!
Definition: Creativity

'Creativity' is the **generation of new ideas** either new ways of looking at existing problems, or of seeing new opportunities, perhaps by exploiting emerging technologies or changes in markets.

Cox Review of Creativity in Business: building on the UK's strengths  Dec, 2005, Sir George Cox
'Innovation' is the **successful exploitation of new ideas**. It is the process that carries them through to new products, new services, new ways of running the business or even new ways of doing business.

**Anglepoise Lamp, 1932**  
**Designer:** George Carwardine

*Cox Review of Creativity in Business: building on the UK's strengths*  
Dec, 2005, Sir George Cox
Amabile et al. (1996) defined innovation and its relation to creativity:

"All innovation begins with creative ideas...creativity by individuals and teams is a starting point for innovation; the first is necessary but not sufficient condition for the second". (p. 1154-1155).
Definition: Design

'Design' is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.

Cox Review of Creativity in Business: building on the UK's strengths  Dec, 2005, Sir George Cox
Innovation 1

- *the process of making changes to something established by introducing something new.*
- The term ‘Innovation’ refers to both radical or incremental changes to *products, processes or services.*
- Innovation is often confused with the term ‘Invent’ which is defined in the dictionary as creating something new, something *that has never existed before.*
Innovation can be positive or negative.

Positive innovation can be defined as - the process of making changes to something established by introducing something new ... that adds value to customers. Customers who experience added value are likely to return and provide sustained growth for the organisation.

The term growth is important since innovation may not only lead to increased turnover or profits but can also lead to growth in efficiency, productivity, quality, etc. All organisations can innovate including hospitals, universities, local governments, and so on.
Innovative design: product design
Apple G4
Innovative design : BI design
Orange
Innovative design : Information design

London Underground map, 1931
Designer: Harry Beck

http://www.bbc.co.uk/arts/cultureshow/designquest
Innovative design: Book design
Penguin paperback book
Designer: Jan Tschichold

http://www.bbc.co.uk/arts/cultureshow/designquest
Innovative design : Fashion design

Issey Miyake
'a-poc' (a piece of cloth).
Innovative design: Fashion design

Issey Miyake
'a-poc' (a piece of cloth).
Innovative design : WWW

http://www.bbc.co.uk/arts/cultureshow/designquest
Innovative design: “Design quest”

Dyson Vacuum cleaner

http://www.bbc.co.uk/arts/cultureshow/designquest
Innovative design: “Design quest”

Model T, Ford

http://www.bbc.co.uk/arts/cultureshow/designquest
Innovative design : ‘Product Red’

• Q : How do we engage big business in a way that is more than just charity?
• Corporate social opportunity
• Dedicate some of its revenues to fight Aids in Africa
• (RED), a brand that would create a sustainable flow of money to the Global Fund to help fight AIDS in Africa by tapping in to the world of commerce.
Definition of creativity

The ability to produce work that is both novel (i.e., original, unexpected) and appropriate (i.e., useful, adaptive concerning task constraints).

- Handbook of creativity, p.3
Definition of creativity: mystical approach

Creativity = spiritual process
Definition of creativity: pragmatic approach

Six Thinking Hats • Edward De Bono • edwdebono.com/
Drawn by graphic facilitator Brandy Agerbeck • Loosetooth.com
Definition of creativity: confluence approach

“Many recent works on creativity hypothesise that multiple components must converge for creativity to occur.”

- Handbook of creativity, p.10

The theme of today’s workshop!
## Definition of creativity: confluence approach

The major variables affecting creativity

<table>
<thead>
<tr>
<th>Cognitive Variables</th>
<th>Environmental Variables</th>
<th>Personality variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligence</td>
<td>Politico-religious factors</td>
<td>Educational factors</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Cultural factors</td>
<td>Internal motivation</td>
</tr>
<tr>
<td>Technical skills</td>
<td>Socioeconomic factors</td>
<td>Confidence</td>
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<tr>
<td>Special talents</td>
<td></td>
<td>Non-conformity</td>
</tr>
</tbody>
</table>

Definition of creativity: confluence approach
First Baking Activity Book

With FREE Cake Stencils

Fascinating step-by-step ideas

3 for 2
Elliot D Hutchinson, a researcher in the Department of Psychology at the University of Cambridge in the 1930s, who later became professor of psychology at the University of Rochester in New York, and author of a book *How to Think Creatively* (New York 1949), sent ‘A Questionnaire on Creative Effort’ to WBY. It was also sent to about 250 other ‘of the most famous contemporary thinkers of both England and America.’ A copy of WBY’s questionnaire is included in the Yeats Collection. It was not among those reproduced in Hutchinson’s book.
Check your answers to the following questions.

Any additional information is welcome.

(a) Do you at first experience a period of general productive inclination, an ill-defined, uneasy desire to produce something?


(b) As you continue the effort to produce, do ideas flow progressively more freely?


(c) Can you speed up the process by general reading, smoking, pacing up and down, or any specific bodily attitude?


(d) In what way do you think these methods are helpful?


(e) Do you experience a definite "moment of inspiration" when previous ideas seem to become organised into a coherent solution of your problem?


(f) Is the arrival of this "inspiration" unforeseen and sudden?


(g) Does the plan or structure of the creation come to you as a whole?


(h) Or does this depend upon the length and size of your creative undertaking?


(i) Would you describe the "inspiration" as independent of work that preceded it, a matter of intuitive insight?


(j) Is the first conception followed by alternate or supplementary ones?


(k) Is the period of "inspiration" emotional, or followed by emotion?


(l) Does the plan as given in the moment of inspiration change or grow as you work upon it?


(m) Is your critical as well as creative ability active at the time of execution of a creative work?


(n) Is this critical effort more carefully "let the subject cool" for awhile?

(a) Do you revise your work?
   Always... Usually... Seldom... Never...

(b) Do you work systematically regardless of inclination?
   Always... Usually... Seldom... Never...

(c) Do you regard work under (b) as belonging to the highest order of creative value? Yes...

   During a prolonged creative activity do you day-dream or night-dream about the work you are creating?
   Always... Usually... Seldom... Never...

   Do you feel dissatisfaction, sometimes amounting to disgust, with your work after you have finished it?... the dissatisfaction being proportional to the amount of emotion involved in the production of the work?...
   Always... Usually... Seldom... Never...

   Do you feel that some power not yourself is trying to find expression through you, i.e. do you have a feeling of impersonality about your work?
   Always... Usually... Seldom... Never...

   (a) When is this feeling most likely to appear? At the start... During the production... After it is completed...
   (b) Is it dependent upon the emotional quality of the period of work?
   Always... Usually... Seldom... Never...

Comments:

[Handwritten notes: "impossible to answer this. The question invites an essay."

"More..."
Definition : Creativity

• The state or quality of being creative.
• The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination
• The process by which one utilizes creative ability:
Creativity in Education

- Ken Robinson: Do schools kill creativity?
- Intelligence, diverse, dynamic,
- The process of having original idea that has value

- Ted. Nov. 2006
Creativity in Art & literature

• Originality

• Psychological creativity vs. historical creativity (P-creativity) vs. (H-creativity)
Definition: Creativity

Production of a creative work (for example, a new work of art or a scientific hypothesis) that is both novel and useful.

Original? Meaningful? Need to evaluate the end outcome?

Unlike many phenomena in science, there is no single, authoritative perspective or definition of creativity. Unlike many phenomena in psychology, there is no standardized measurement technique.

http://en.wikipedia.org/wiki/Creativity
Creativity in Politics

We define the creative industries as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.

This includes advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer games, television and radio.

http://www.culture.gov.uk/creative_industries/
What we want to achieve today

• An exploration of definitions, language, and associated terms

“MY TALENT SCARES ME.”
Then, how do we do it?

• By developing a ‘creative’ tree through the ‘Pyramids (or snowball)’ play
How to draw a ‘creative tree’

1. Develop a list of related (affecting) elements to the concept of ‘creativity’
   (e.g. innovation, ideas, design, etc)

2. Identify relation
   (e.g. part of, produces, influences, effects, etc)
Rule

You must *agree* as a group.
Food for thought

Creativity adjectives

breakthroughs
serious
discovery
purposeful
playful
professional
humourous
reshaping
uncomfortable
connective
original
systematic
inventive
expressive
imaginative
acceptability
delusion
doubt
delirium
mistakes
recognisable
novel

(derived from the first creativity workshop, 02/10/06)
Programme

10.20 Developing a ‘creative tree’ working individually
10.30 in pairs
10.50 in fours
11.10 in eights
11.30 as a whole
11.50 Discussion and summary
12.00 End