Do "informatics" need to be creative?

If we want answering this question we should know two important concepts:

1- **Informatics** The science of processing data for storage and retrieval; information science or it is the study of the behavior and structure of any system that generates, stores, processes and then presents information; it is basically the science of information. The field takes into consideration the interaction between the information systems and the user, as well as the construction of the interfaces between the two, such as the user interface.

2- **Creative** Relating to or involving the use of the imagination or original ideas to create something That we are naturally creative and as we grow up we learn to be uncreative. Creativity is a skill that can be developed and a process that can be managed. Creativity begins with a foundation of knowledge, learning a discipline, and mastering a way of thinking. You can learn to be creative by experimenting, exploring, questioning assumptions, using imagination and synthesizing information. Learning to be creative is akin to learning a sport. It requires practice to develop the right muscles and a supportive environment in which to flourish.

So now we know what informatics and creativity mean then we can answer this question:
I think *yes* informatics need to be creative

What can creativity help us with?

Creativity engages the mind, frees the mind in a way that, enables a person to absorb knowledge more easily. It makes processing learning more efficient enables alternative ways of thinking It unblocks old patterns or habits of thinking, it allows for non-linear thinking, it can nurture skills in teamwork and cooperation can connect reflection with action It can help capture ideas, thoughts and visions about the world Being creative helps us become a better problem solver in all areas of our life and work. Instead of coming from a linear, logical approach, our creative side can approach a situation from all angles. Creativity helps us see things differently and better deal with uncertainty. Studies show that creative people are better able to live with uncertainty because they can adapt their thinking to allow for the flow of the unknown.