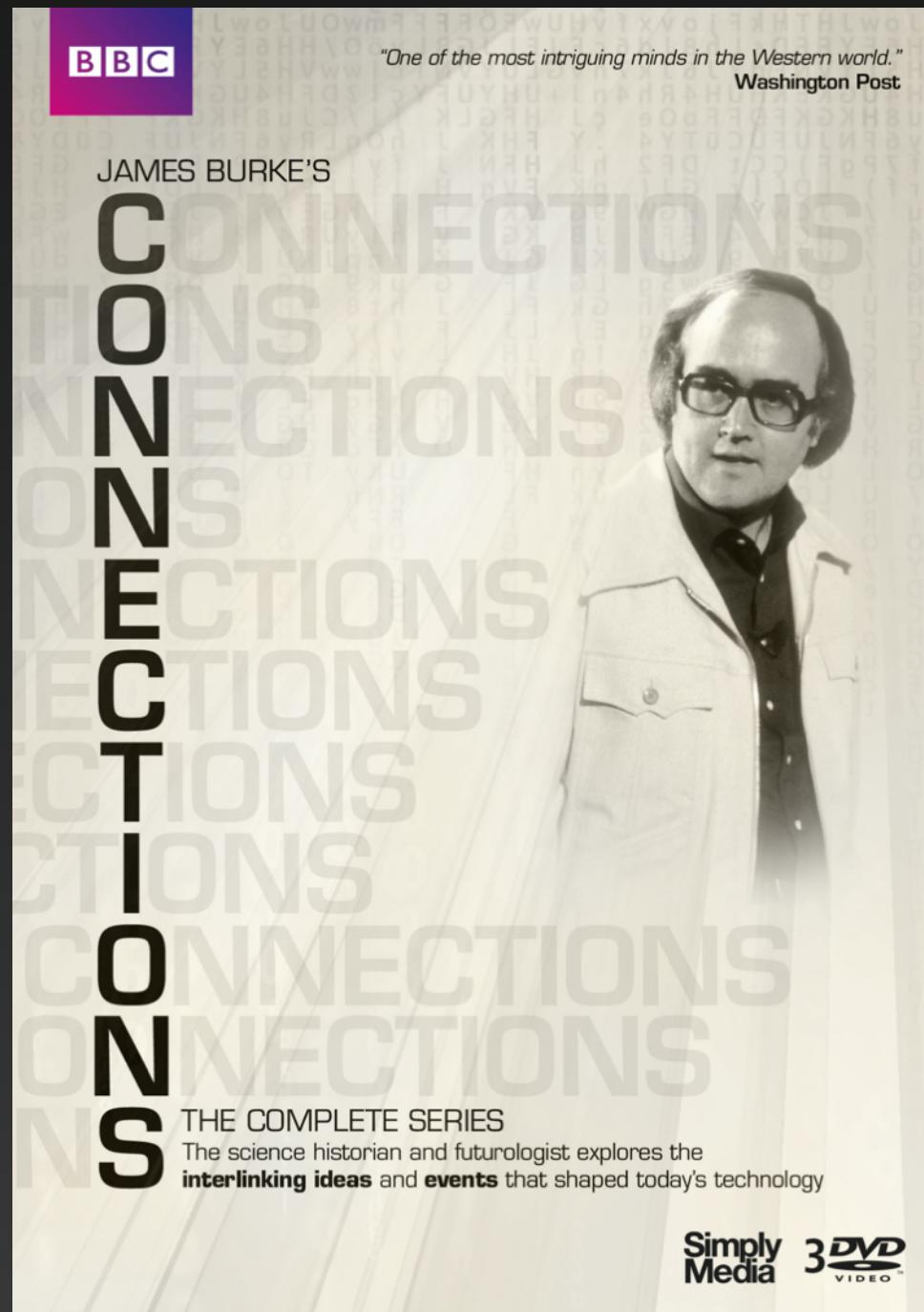




360|iDev
2020



Creativity: Not for the 'gifted' Only

a personal view of the creativity myth

Steven Lipton

We have been lied to

**Creativity is a Human trait
not a Gift of a few**

Exercise

Get some blank paper and
Crayons or pencil

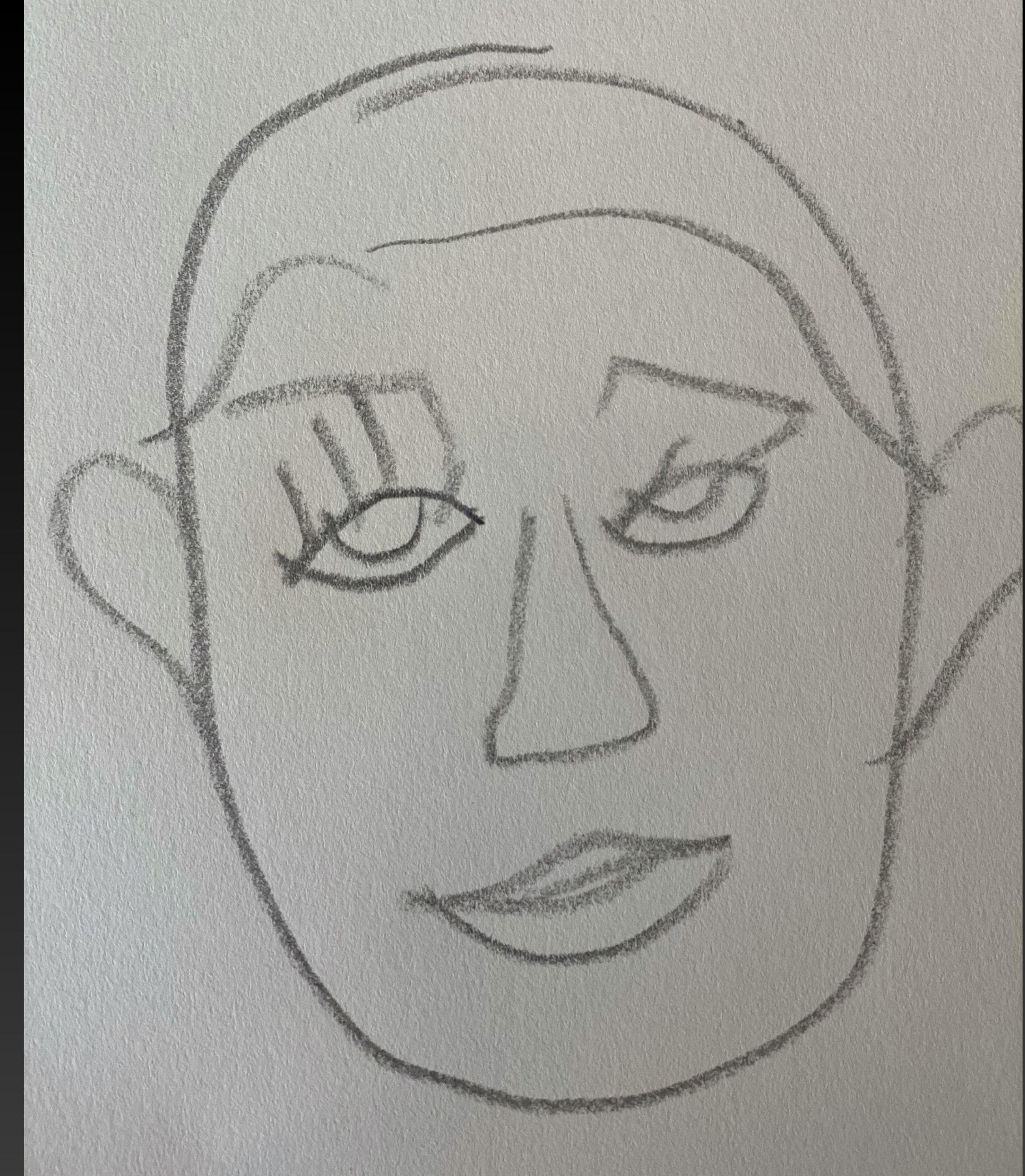
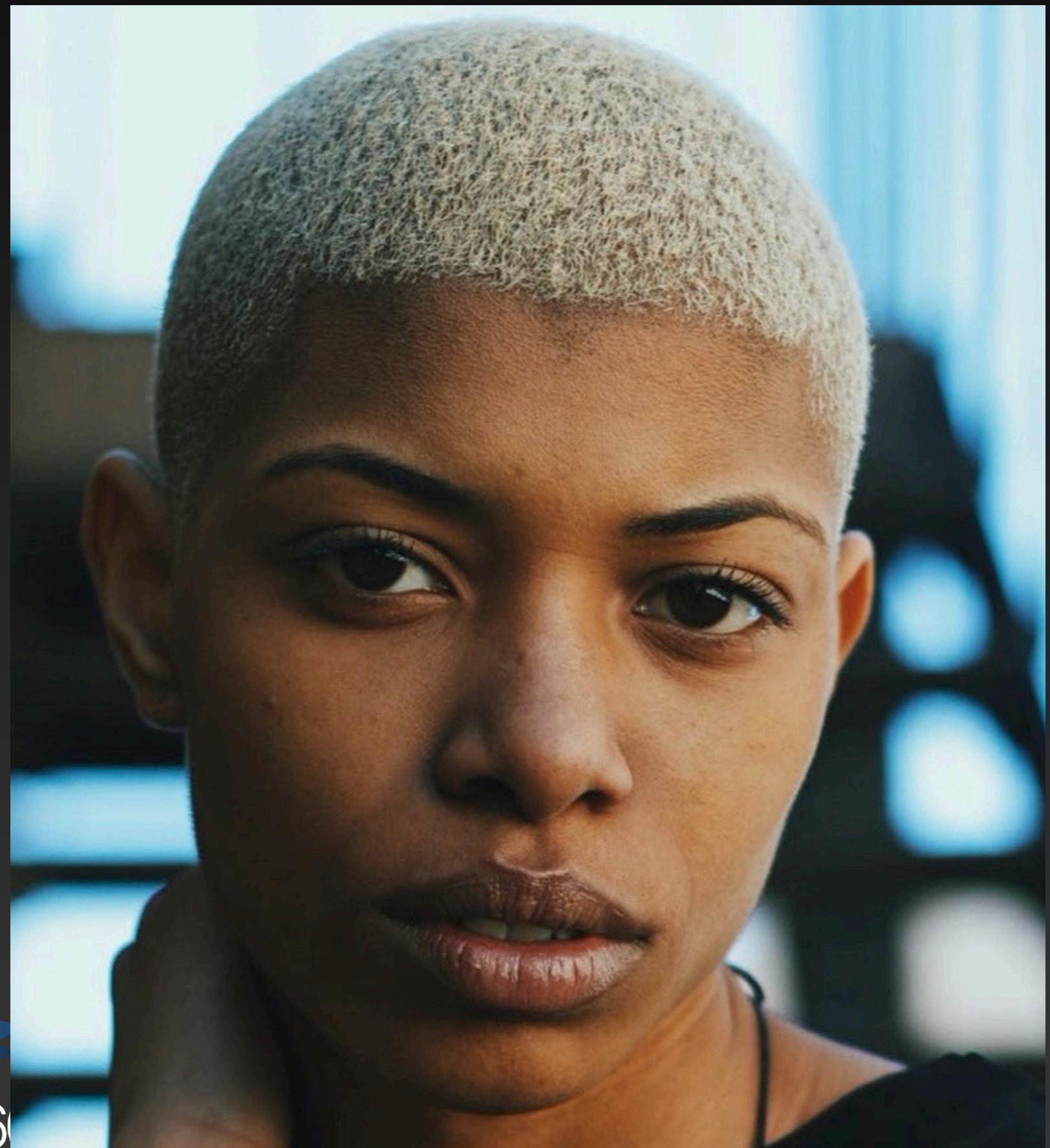


Draw This Face



Exercise 1

Did yours look like this?



Survey

What was your first thought When asked to do this?

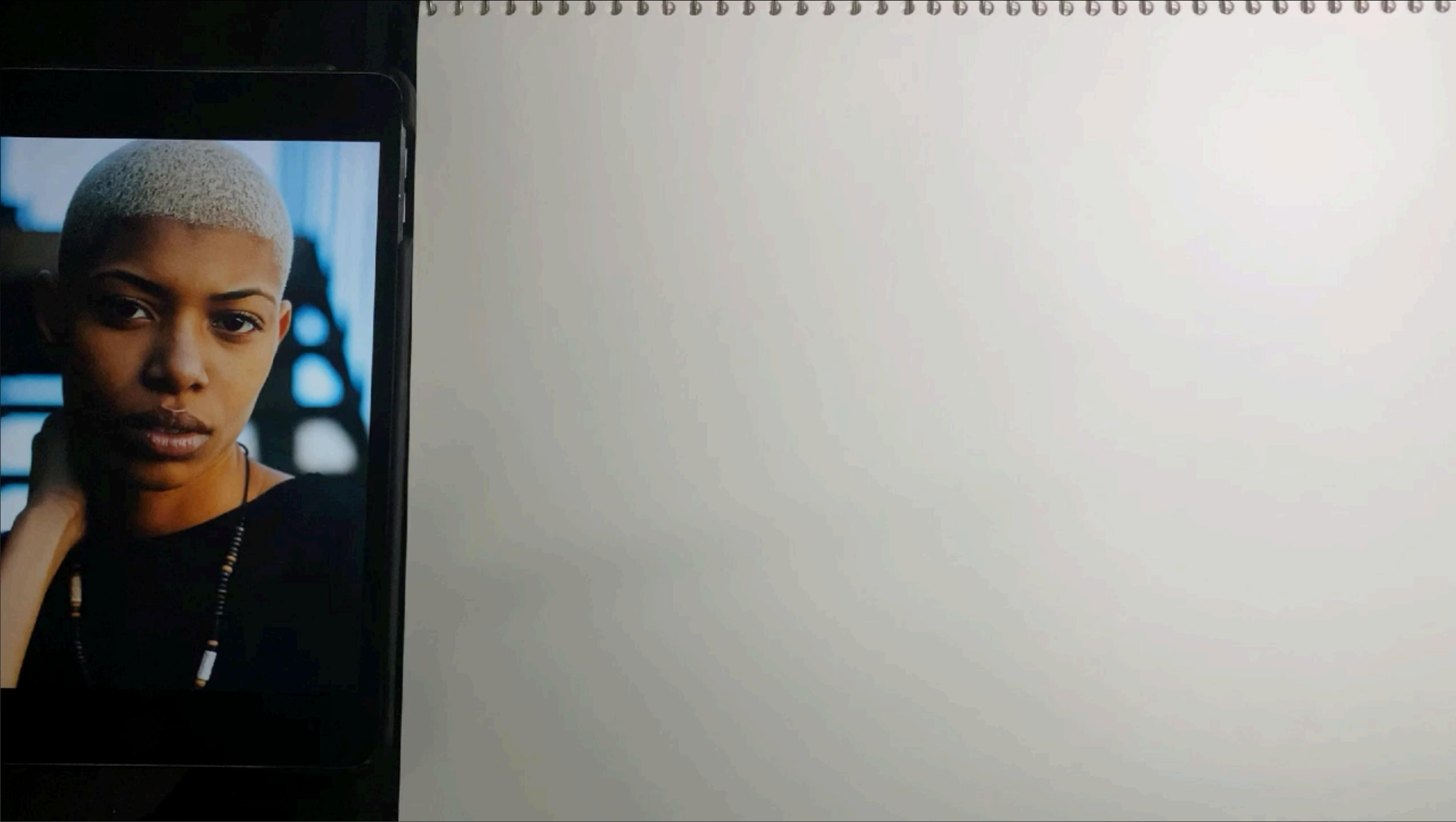
Take the survey in Slack

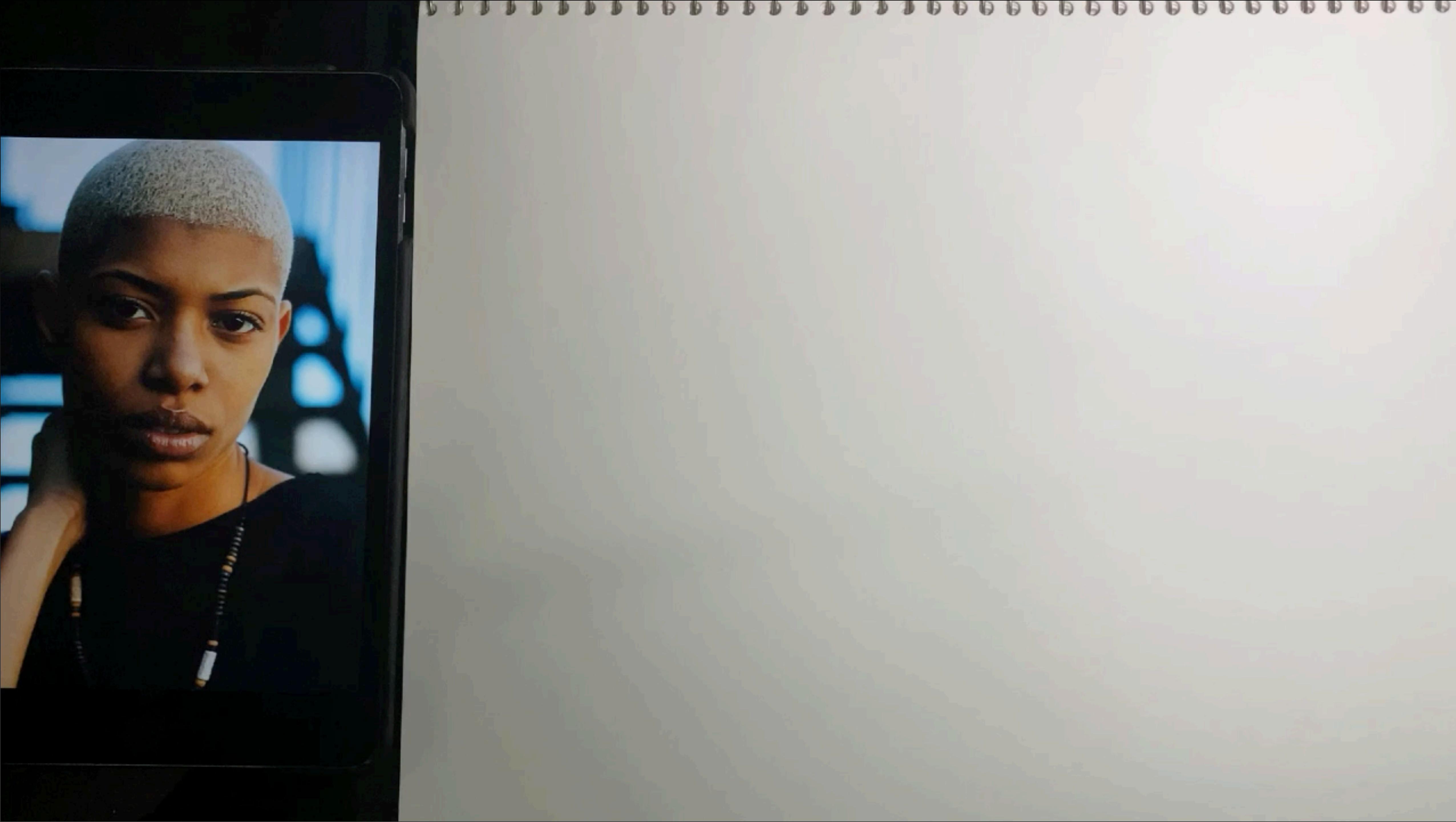
- Overwhelming desire to buy new art materials or app.
- Started Drawing, I like to draw
- I'm so bad at drawing
- I don't know how to draw
- Too scared to do anything
- Anxiety about the time froze me

Draw This Face

Attempt 2





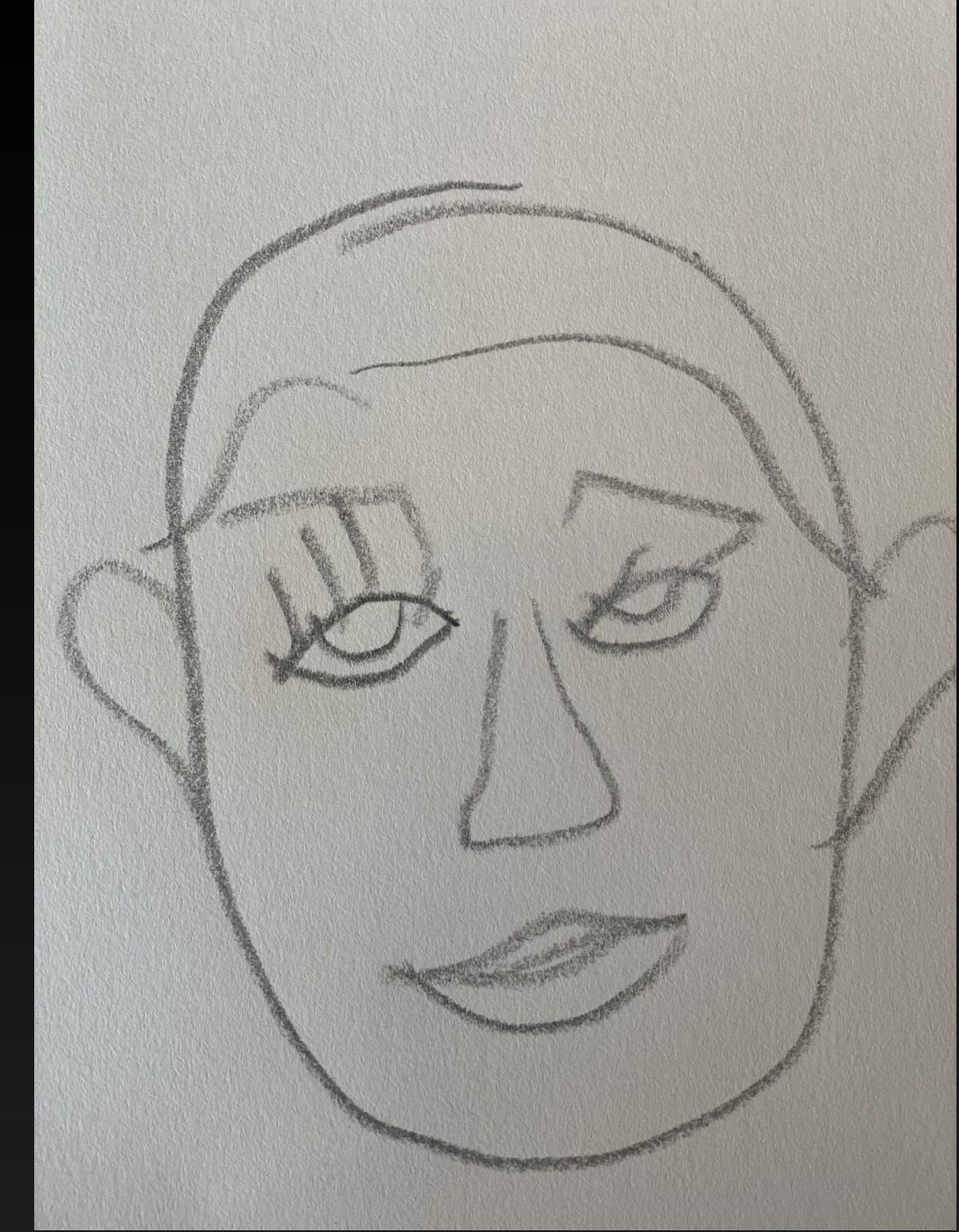


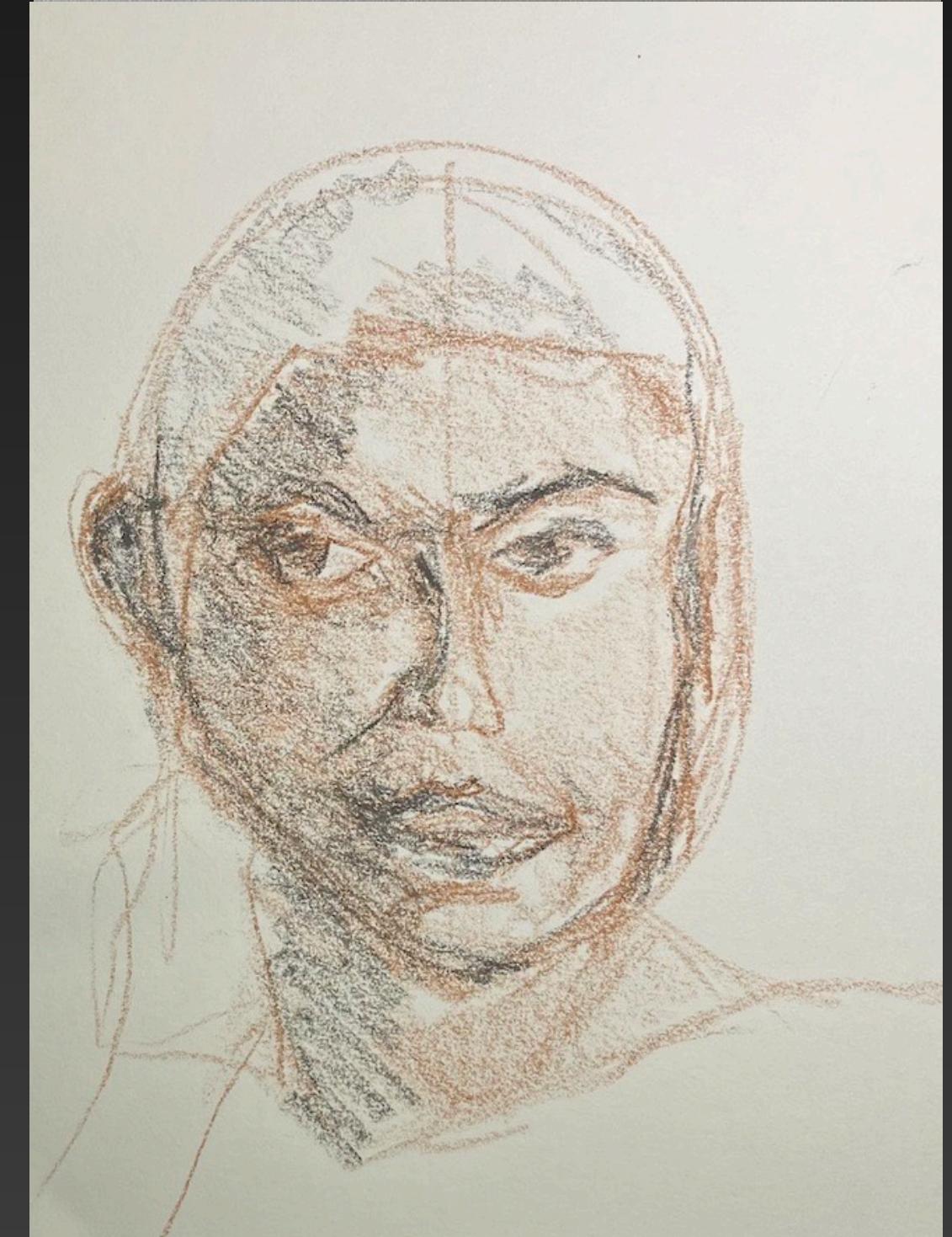
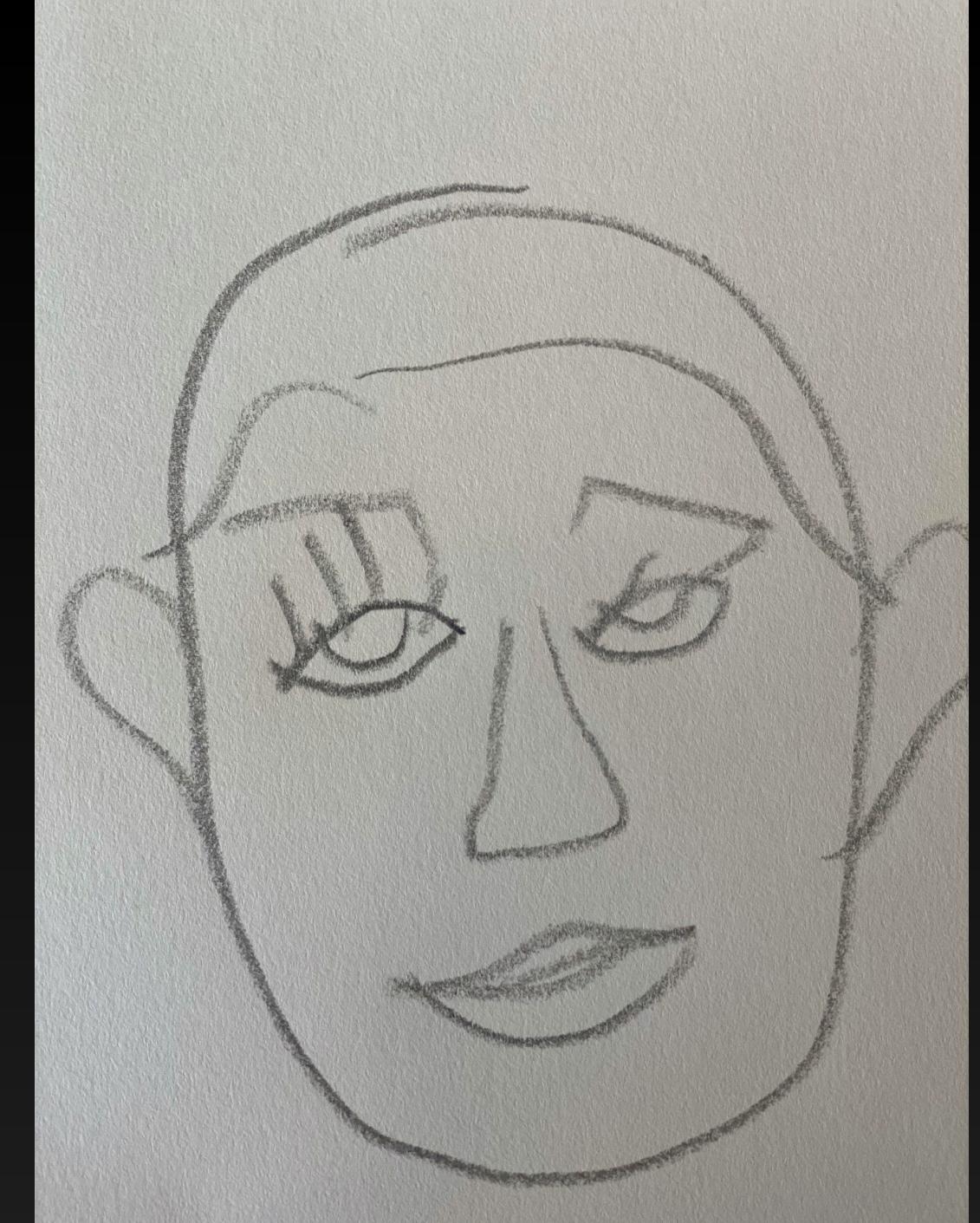
Survey

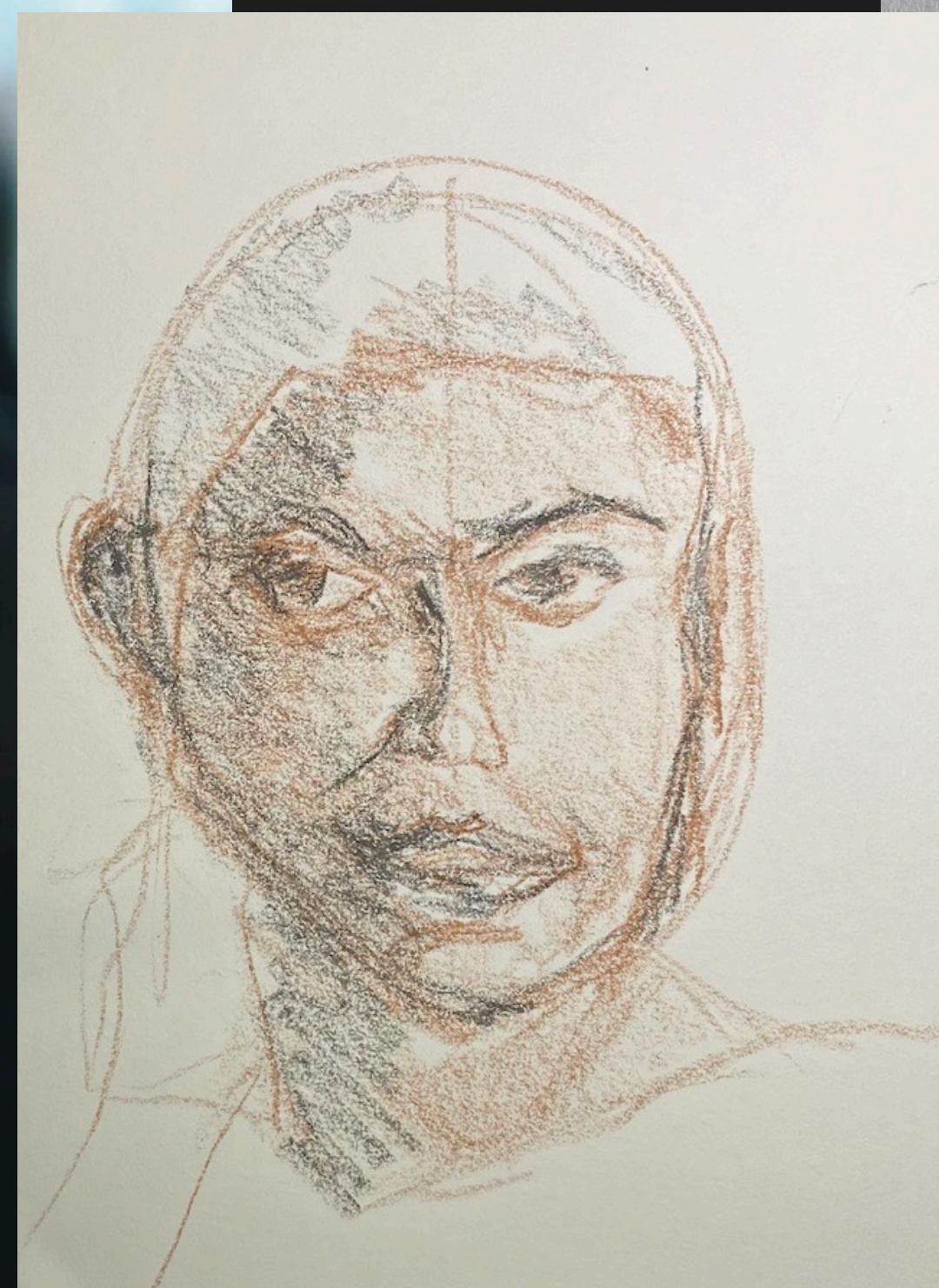
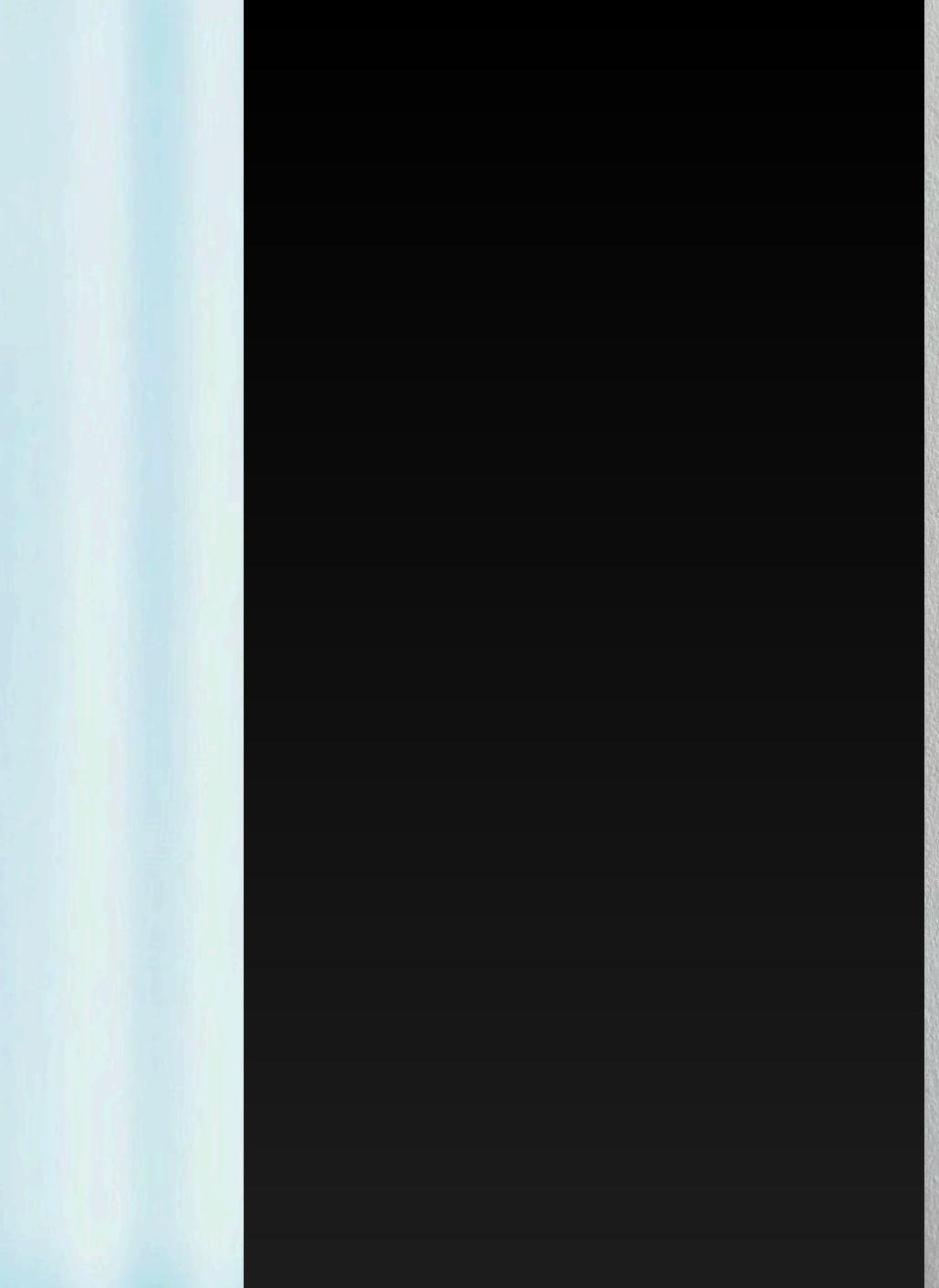
What was your first thought When asked to do this?

Take the survey in Slack

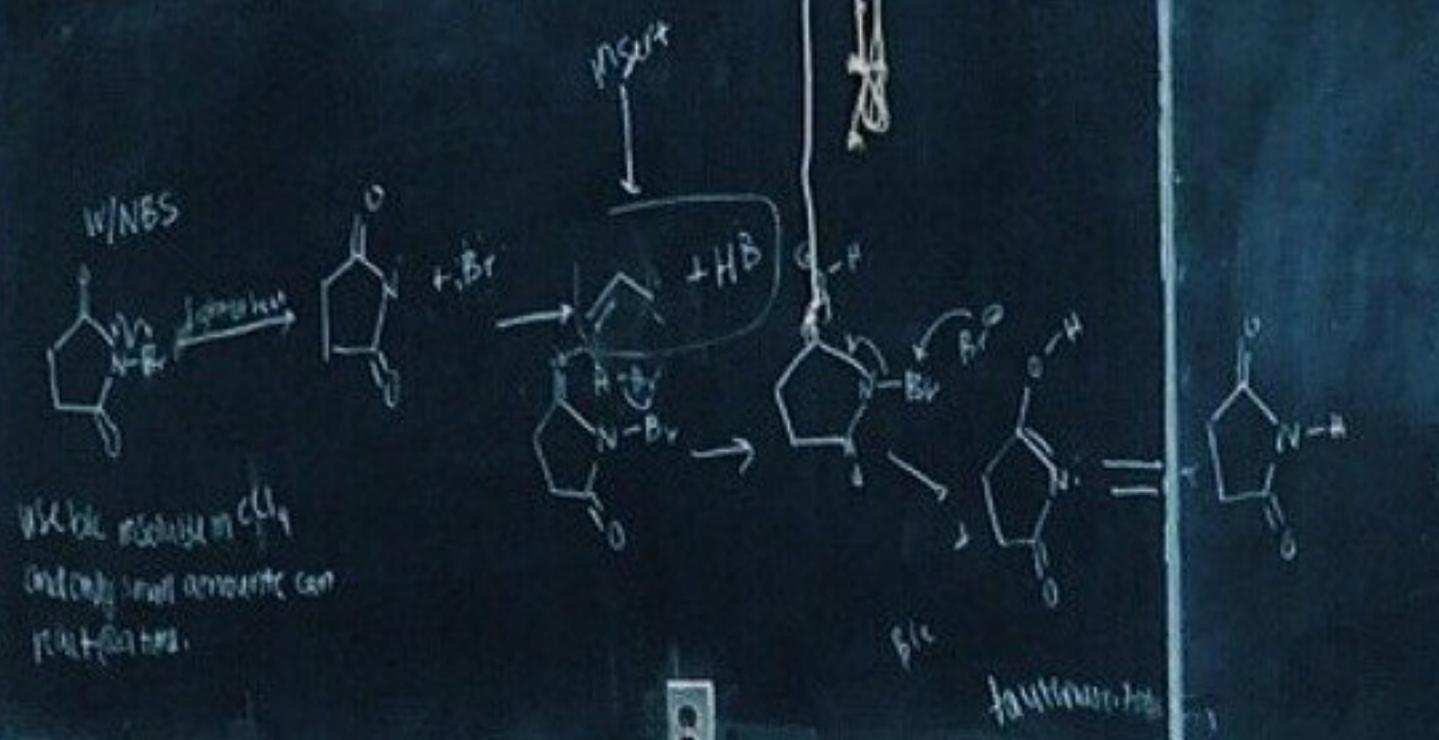
- Overwhelming desire to buy new art materials or app.
- Started Drawing, I like to draw
- I'm so bad at drawing
- I don't know how to draw
- Too scared to do anything
- Anxiety about the time froze me





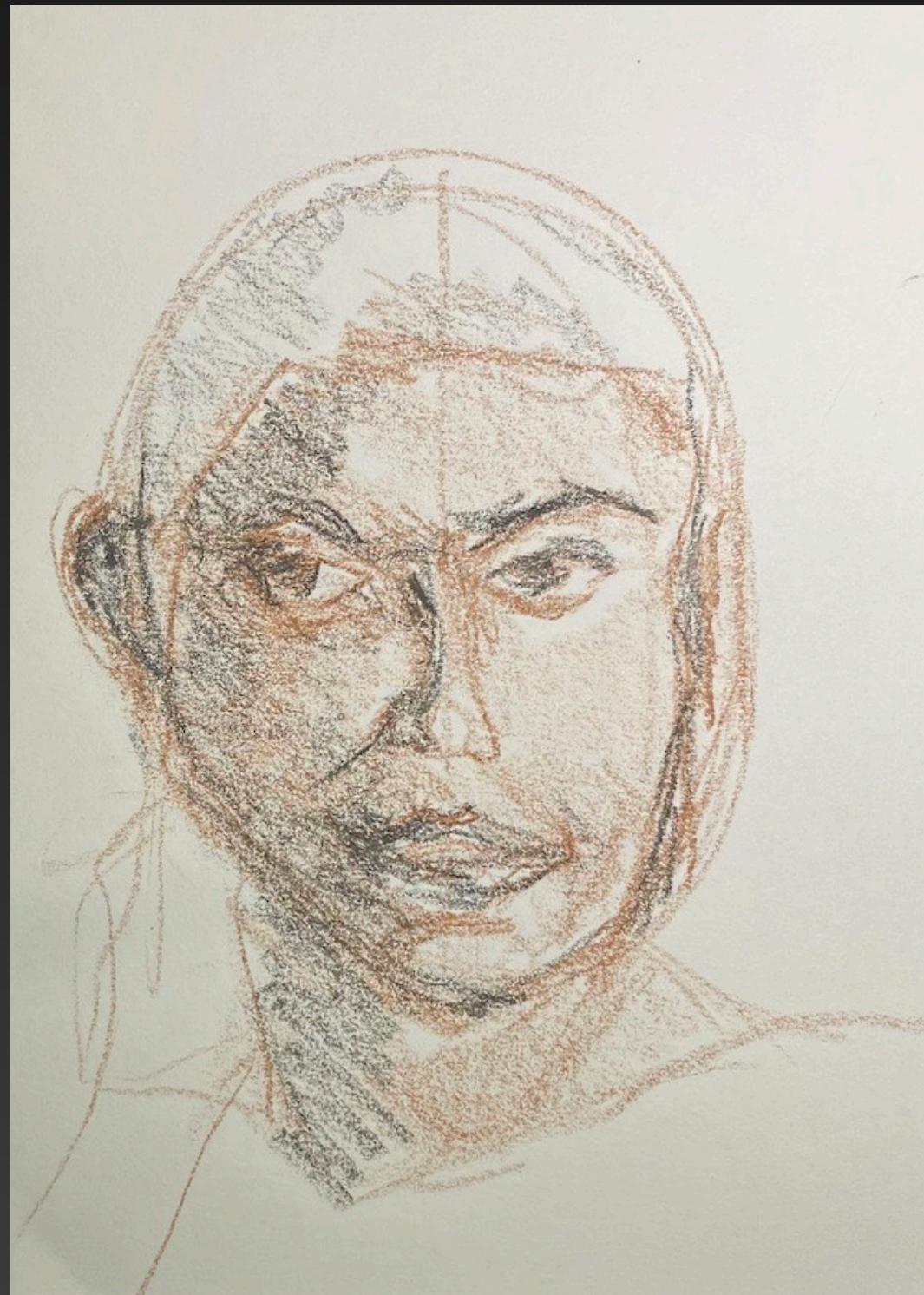
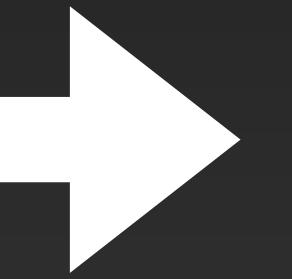
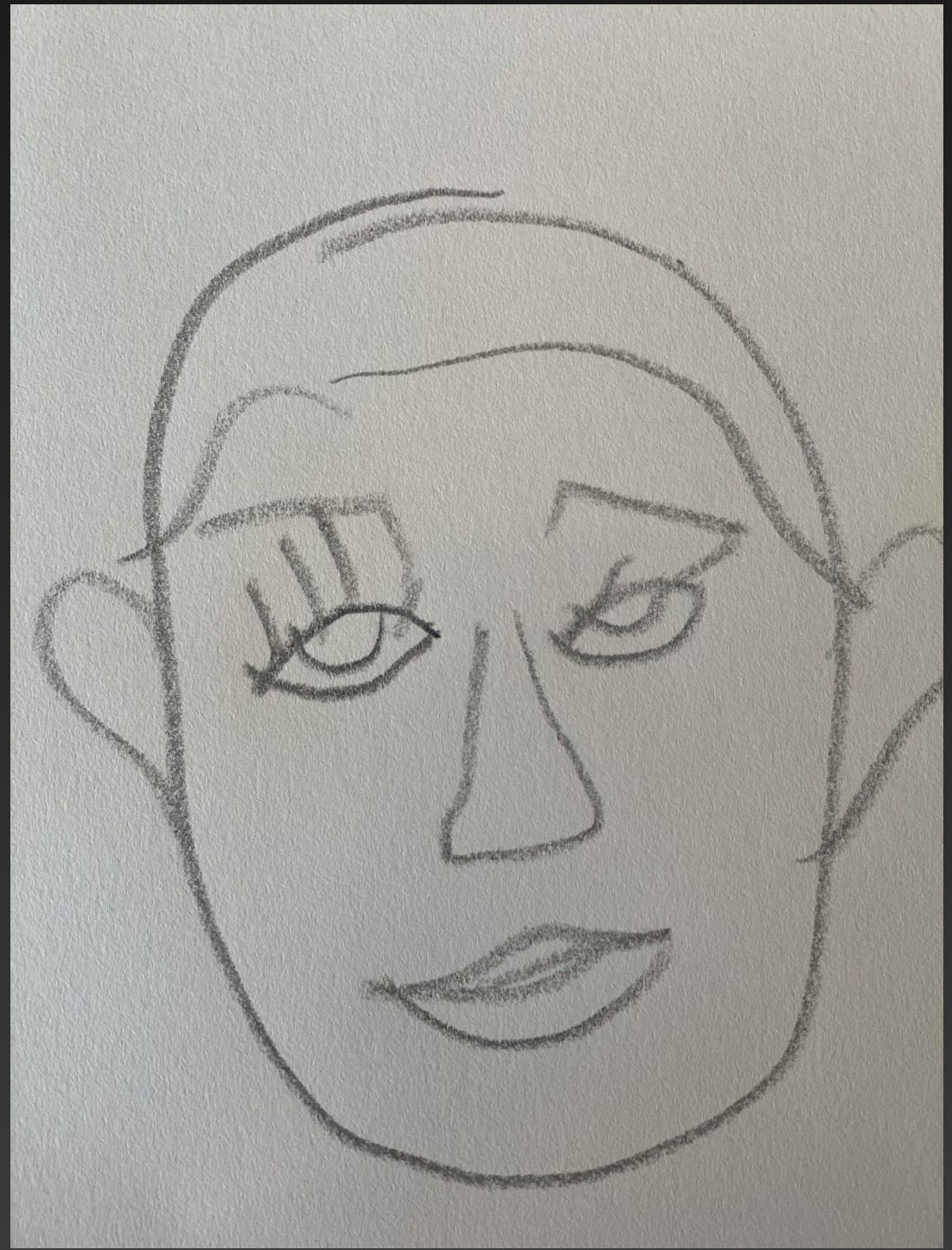
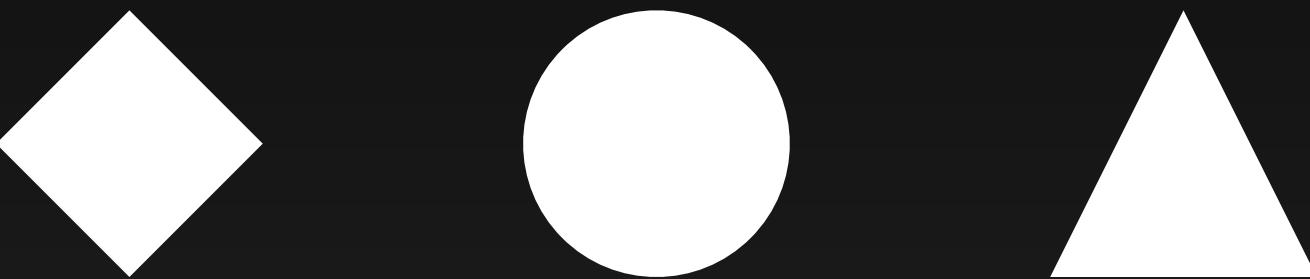
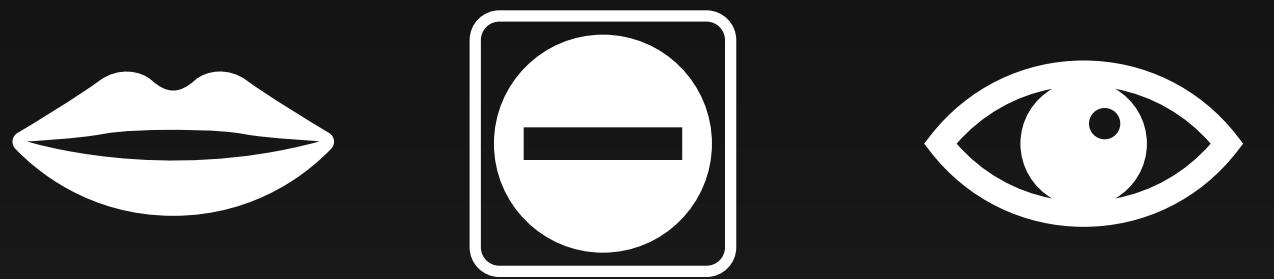


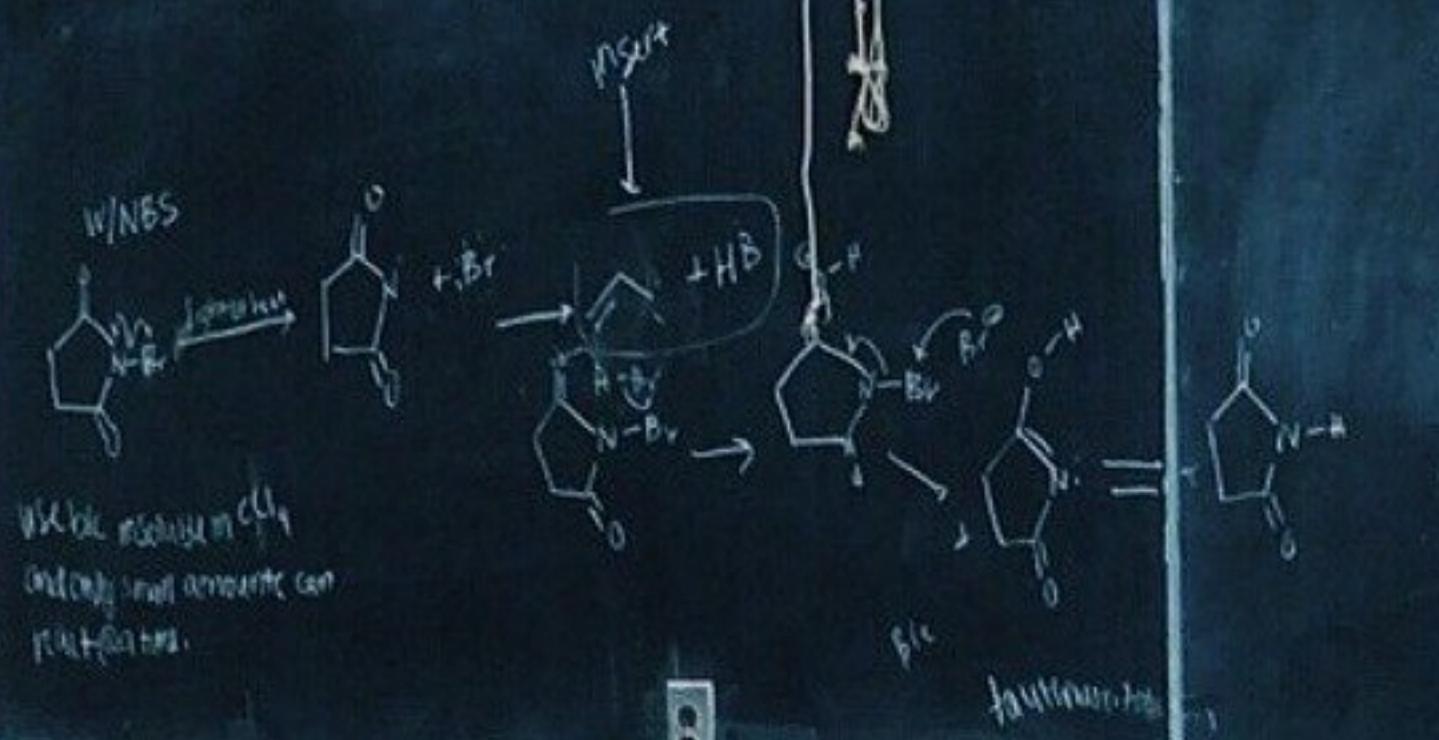
Why do we feel this way?



Symbols and Reality

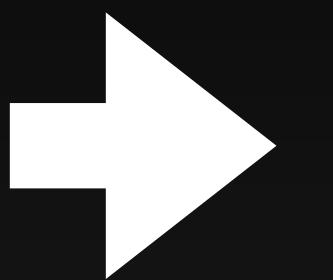
Betty Edwards, Drawing on the Right Side of the Brain



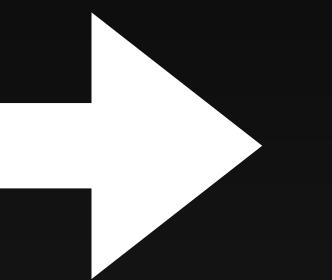




Student



Teacher



Principal

Student → Teacher → Principal

Line Worker → Manager → Executive

Student → Teacher → Principal

Line Worker → Manager → Executive

Compliance

First Grade

- Diagnosed Color Blind
- Diagnosed Developmental Coordination Disorder



First Grade

- Diagnosed Color Blind
- Diagnosed Developmental Coordination Disorder



President's Day

2nd grade

RaisingOurKids.com





President's Day

2nd grade



January
2020



January
2020



**Compliance is the enemy of creativity,
but Structure is creativity's friend**

Where do we find structure?

Story

Everything is Story

We make stories, we tell stories.





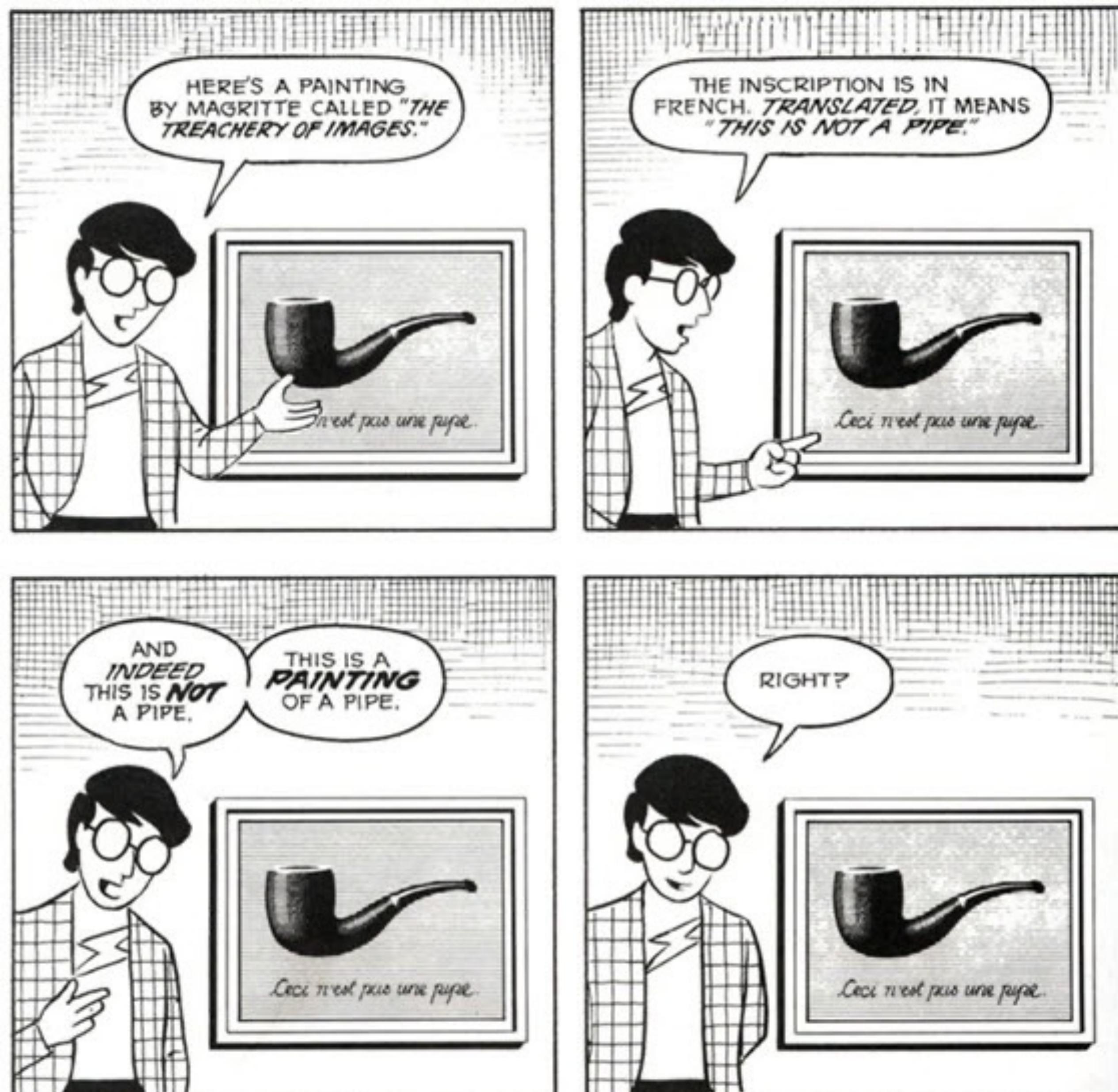
The Treachery of Images

Rene Magritte

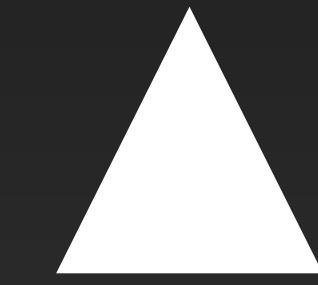
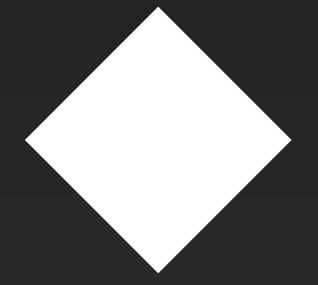
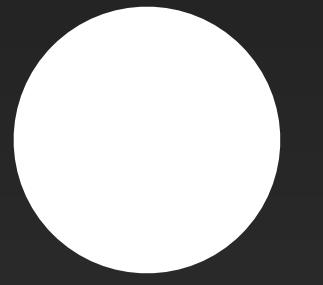
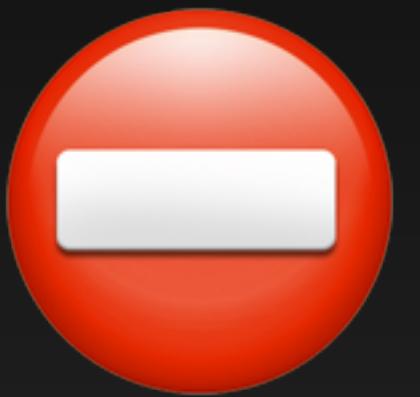
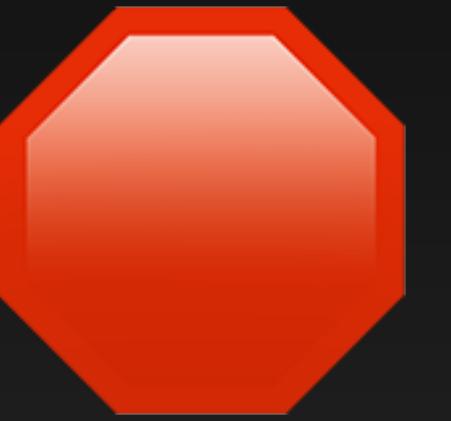


This is not a pipe

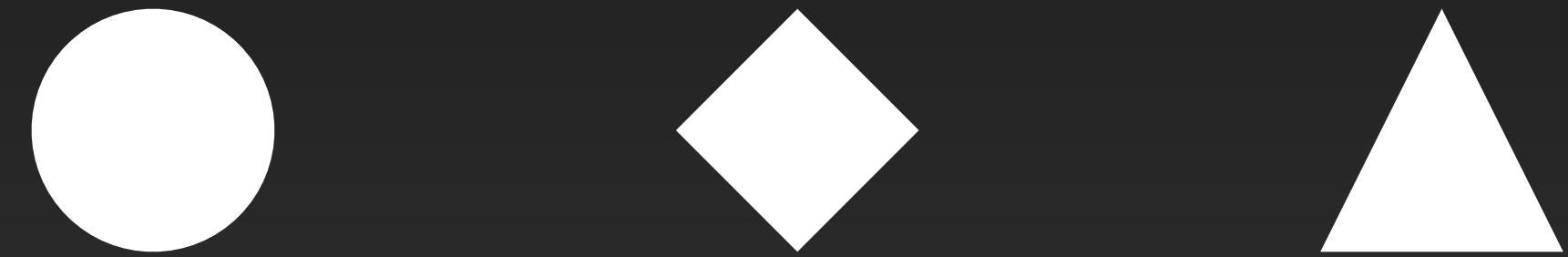
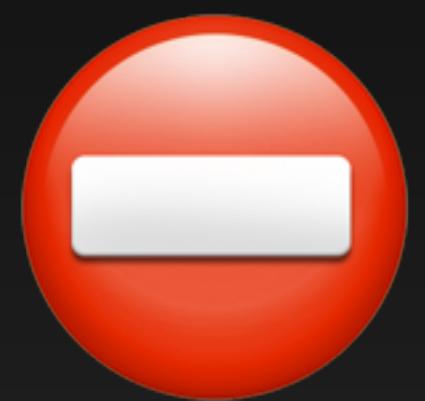
from *Understanding Comics*
by Scott McCloud



Symbols



Symbols



var a:Int = 0

Abstract Symbols

A paradox

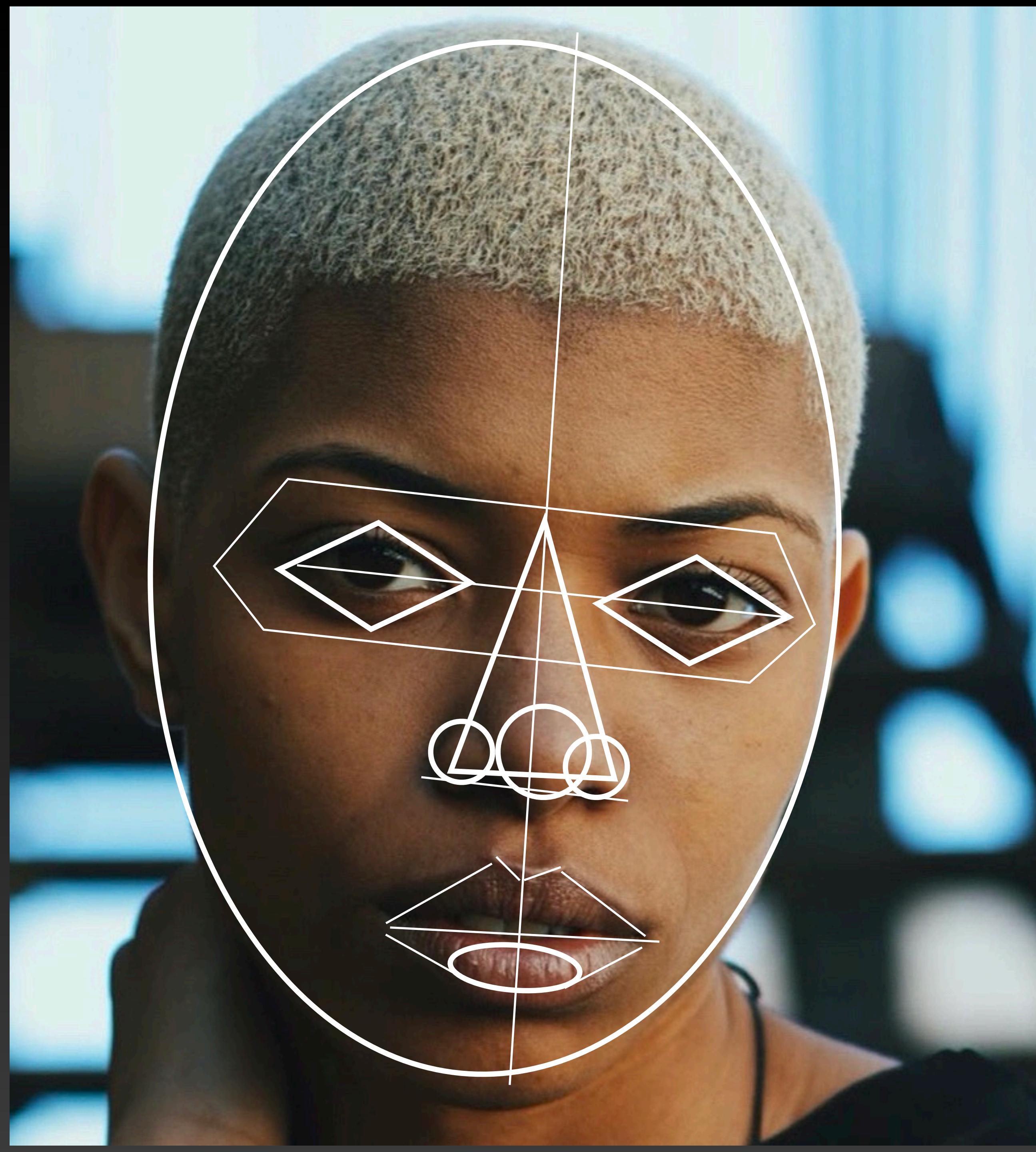
**Abstraction
Guides
Reality**



Abstract Symbols

A paradox

**Abstraction
Guides
Reality**



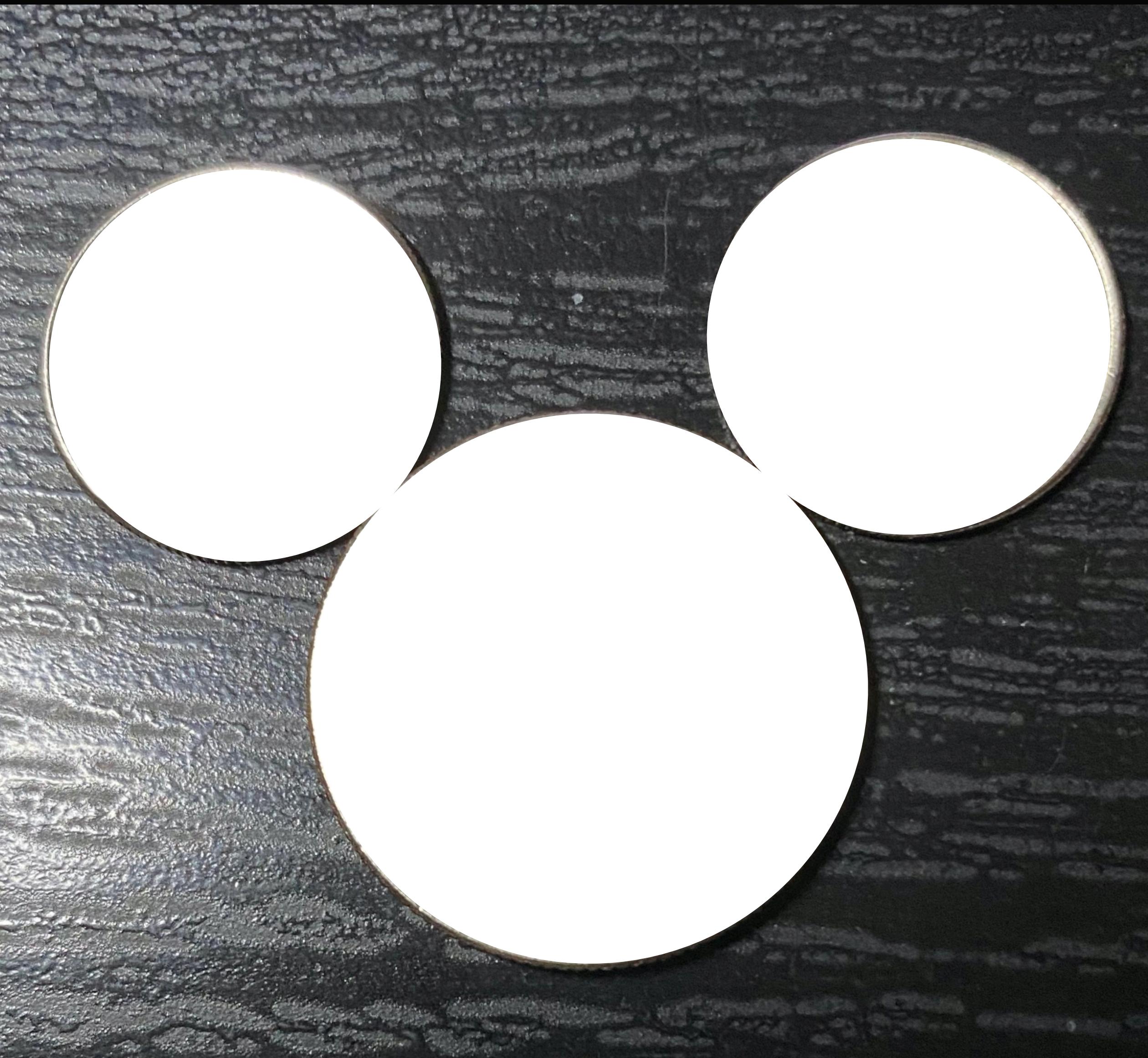
45¢ as Symbol

- How many stories in those symbols?



45¢ as Symbol

- How many stories in those symbols?



Symbols Are Wrappers for Story

**Collect symbols, both concrete
and abstract**

**Connect your Symbols
Connect your Stories**

**Connect your Symbols
Connect your Stories**

import MapKit

1854 London Cholera Outbreak

ST. JAMES, WESTMINSTER.

The GOVERNORS and DIRECTORS of the POOR
HEREBY GIVE NOTICE,

That, with the view of affording prompt and gratuitous assistance to Poor Persons resident in this Parish, affected with Bowel Complaints and

CHOLERA,

The following Medical Gentlemen are appointed, either of whom may be immediately applied to for Medicine and Attendance, on the occurrence of those Complaints, viz.—

Mr. FRENCH, 41, Gt. Marlborough St.
(Surgery, Bow's Court, Marlboro' Street.)

Mr. HOUSLEY, 28, Broad Street.

Mr. WILSON, 16, Great Ryder St.

Mr. JAMES, - 49, Princes Street.

Mr. DAVIES, 25, Brewer Street.

SUGGESTIONS AS TO FOOD, CLOTHING, &c.

Regularity in the Hours of taking Meals, which should consist of any description of wholesome Food, with the moderate use of sound Beer.

Abstinence from Spirituous Liquors.

Warm Clothing and Cleanliness of Person.

The avoidance of unnecessary exposure to Cold and Wet, and the wearing of Damp Clothes, or Wet Shoes.

Regularity in obtaining sufficient Rest and Sleep.

Cleanliness of Rooms, which should be aired by opening the Windows in the middle of each day.

By Order of the Board,

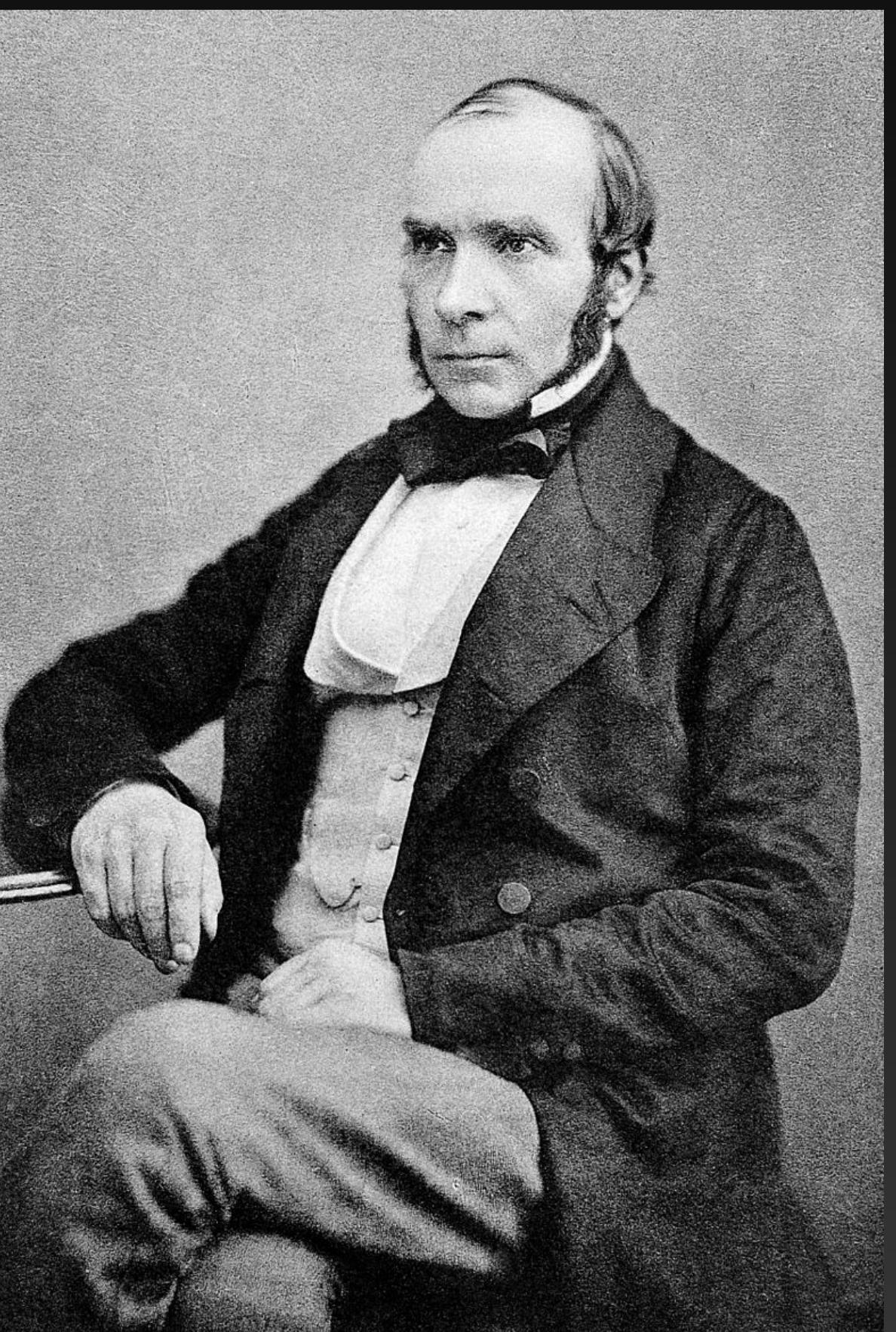
GEORGE BUZZARD,
Parochial Officer, Poland Street,
2nd November, 1854.
Clerk.

NOTE It is requested that this Paper be taken care of, and placed where it can be easily referred to.

J. BOURNE, PRINTER, 4, SHAWLS STREET, SOHO, LONDON.

John Snow

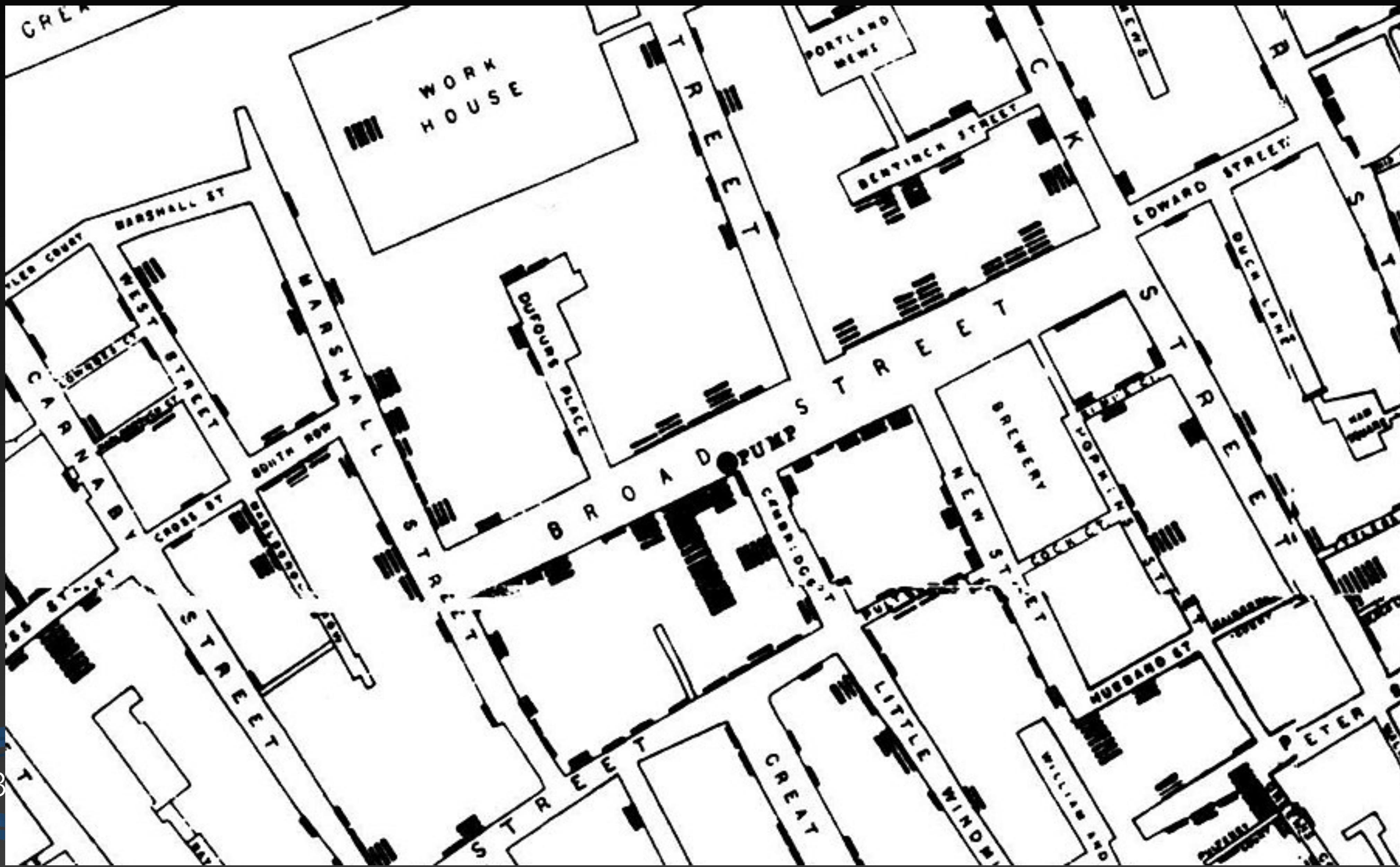
1813-1858



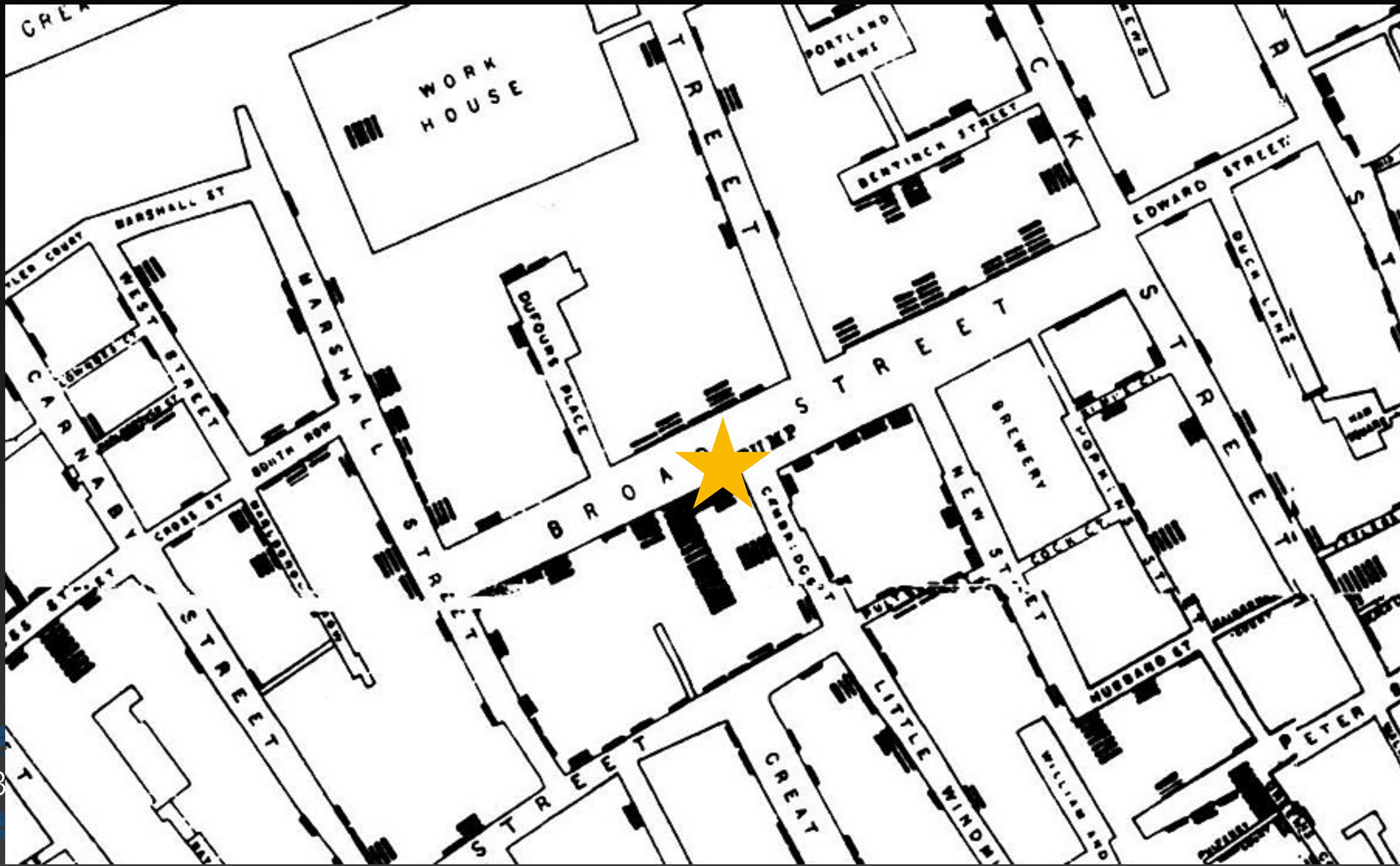
John Snow



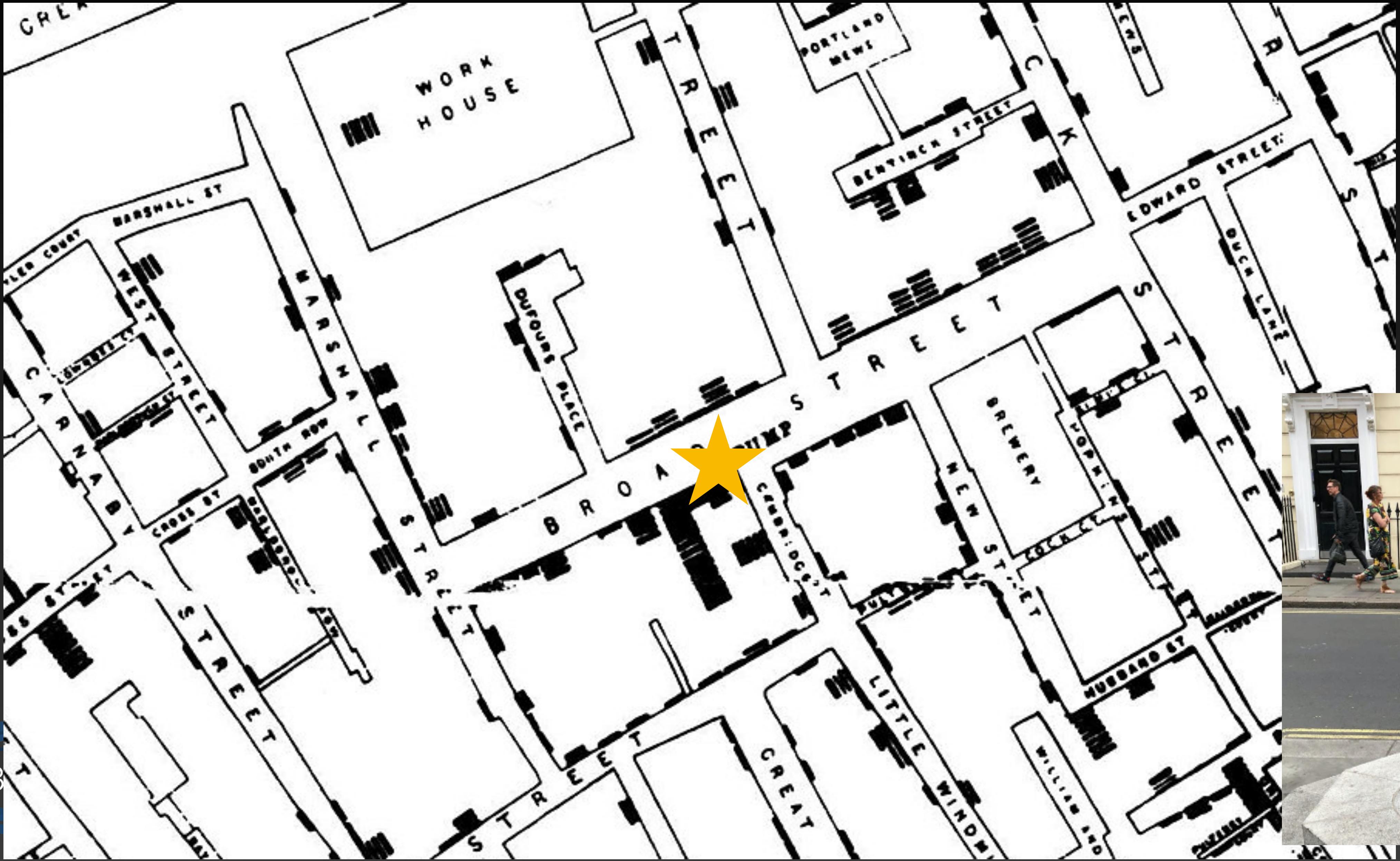
1854 London Cholera Outbreak



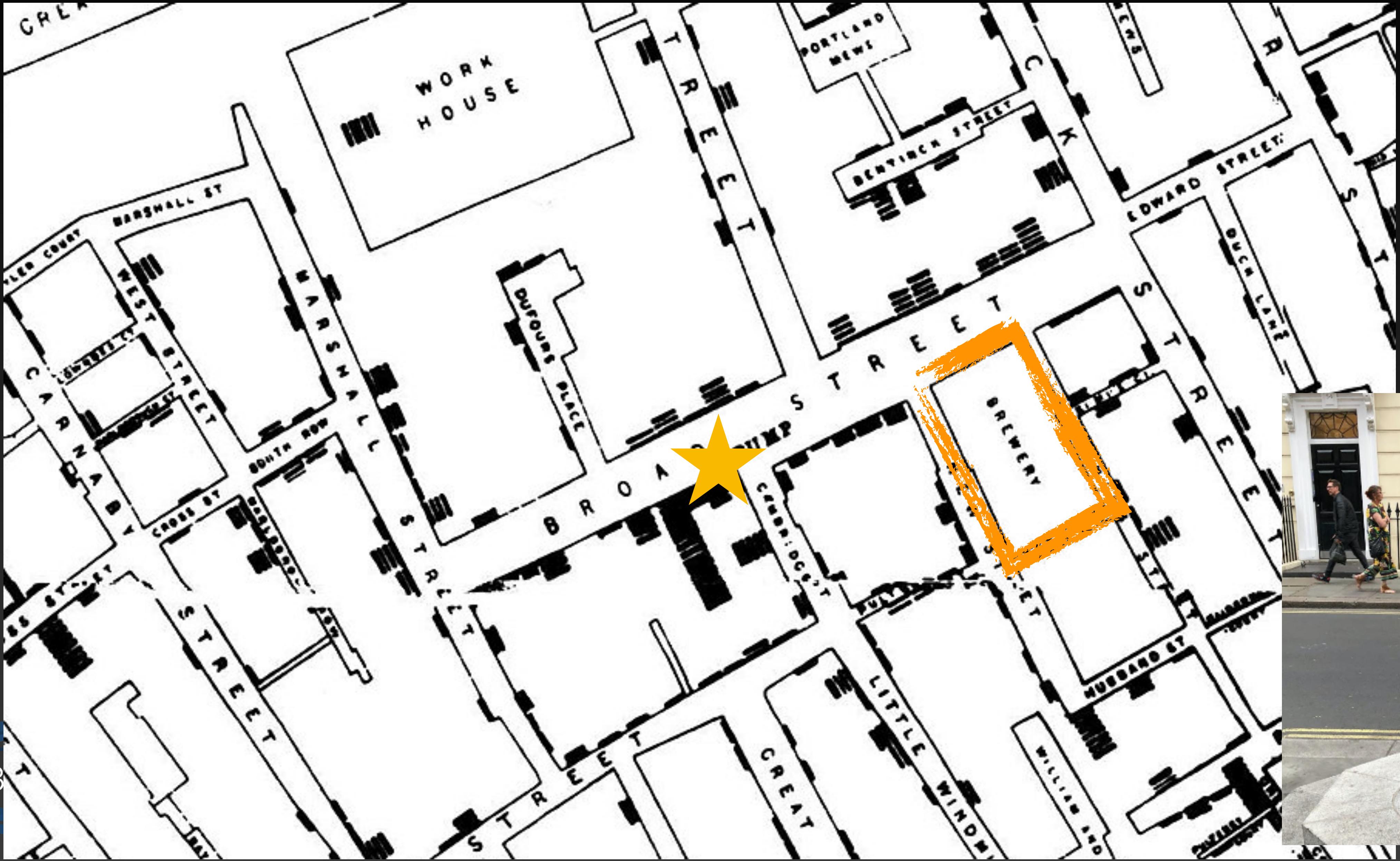
1854 London Cholera Outbreak



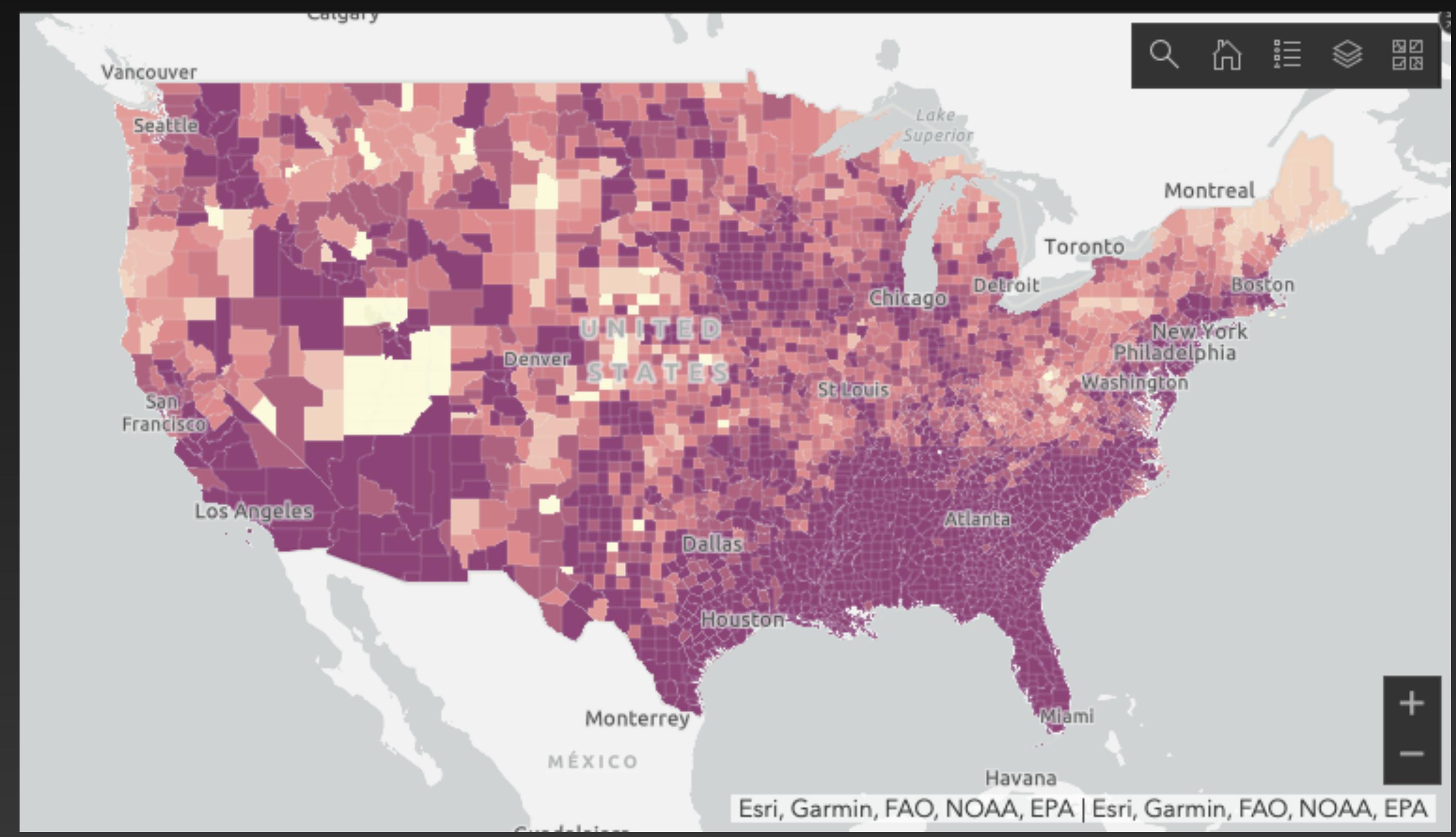
1854 London Cholera Outbreak



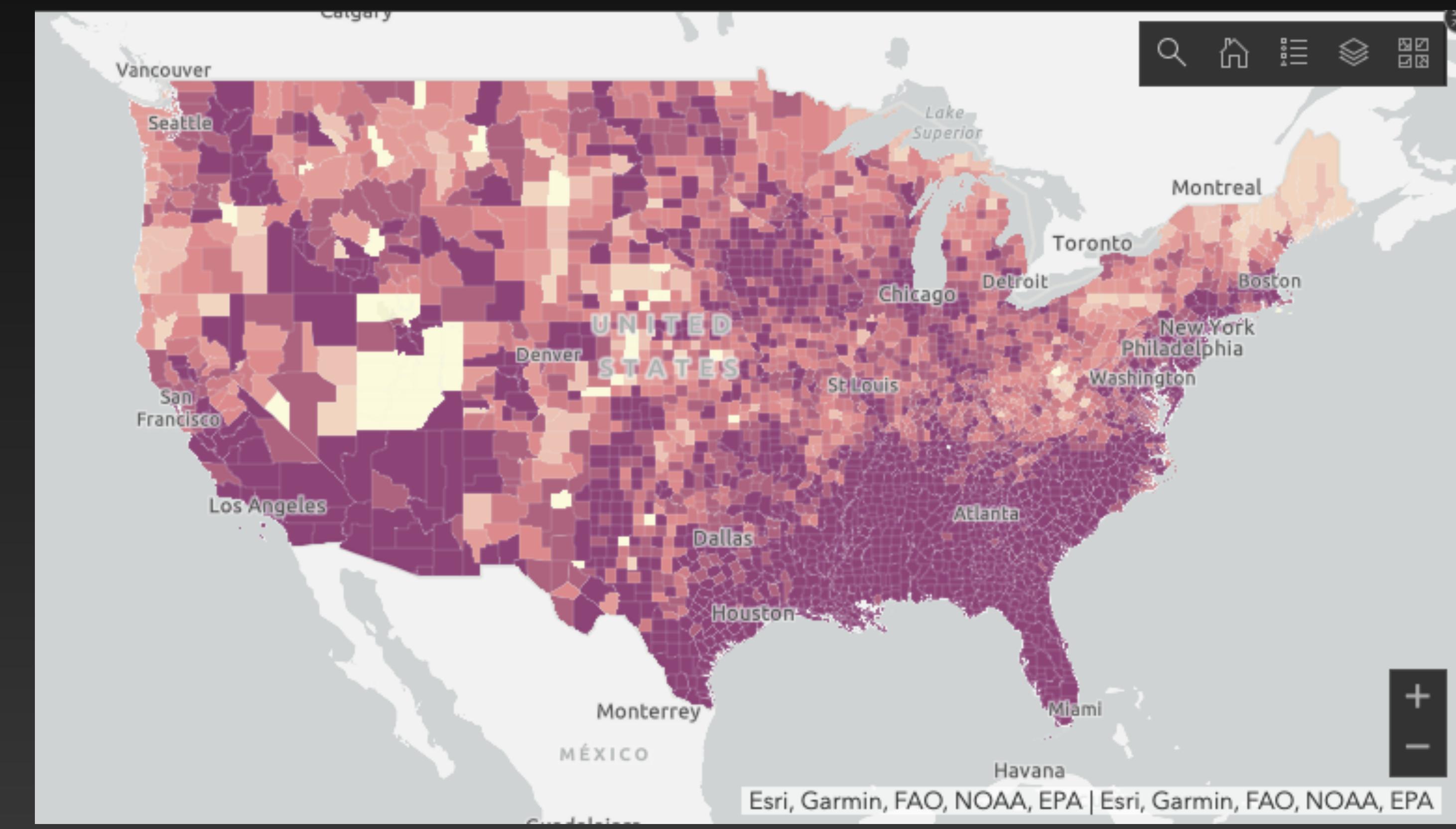
1854 London Cholera Outbreak



Johns Hopkins USA COVID-19
Confirmed Cases by County
August 18, 2020

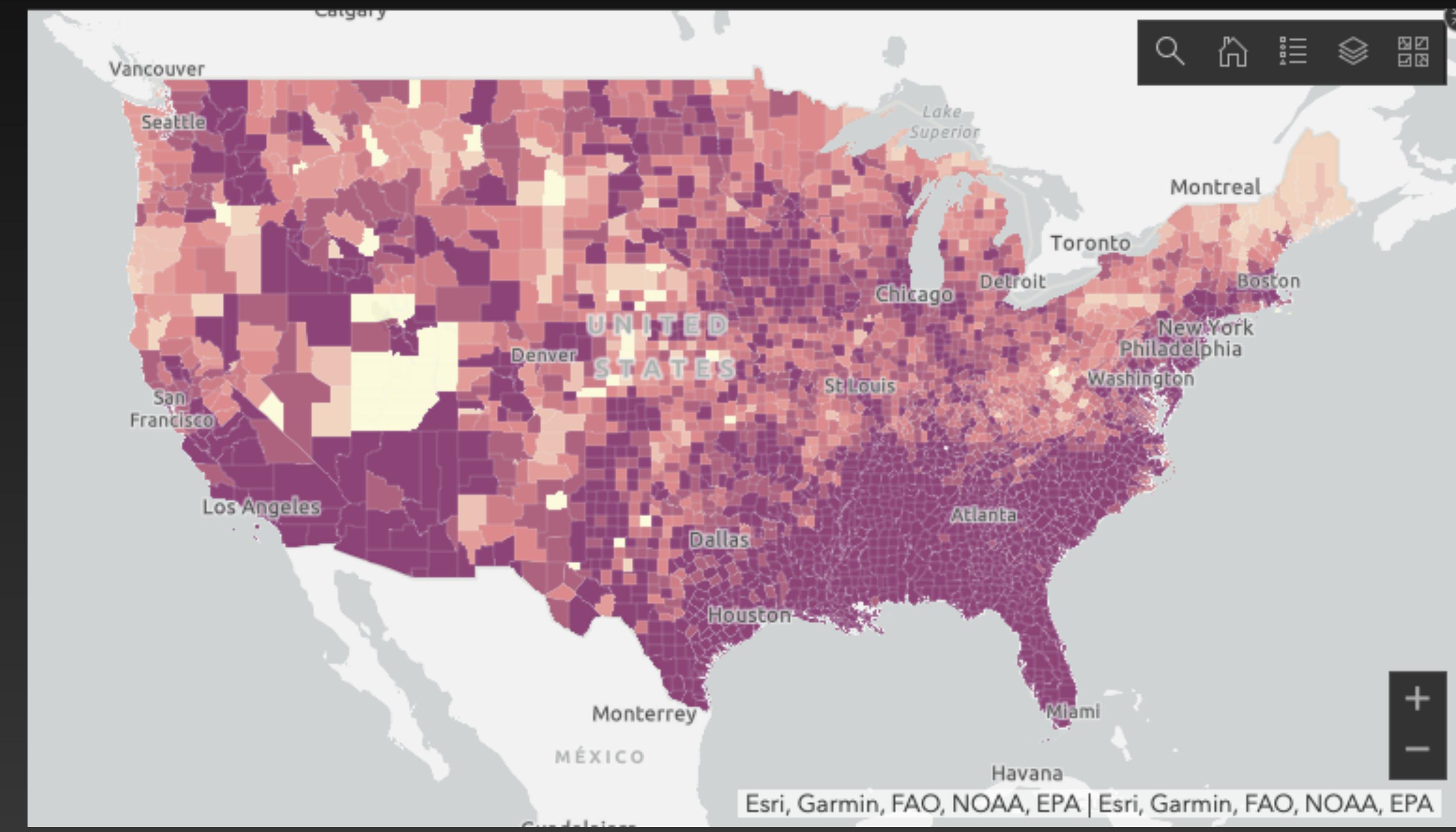


```
import MapKit  
MKAnnotation  
MKOverlay
```



```
import MapKit  
MKAnnotation  
MKOverlay
```

```
import CoreData  
import Combine
```



What stops us?

"The Fraud police"

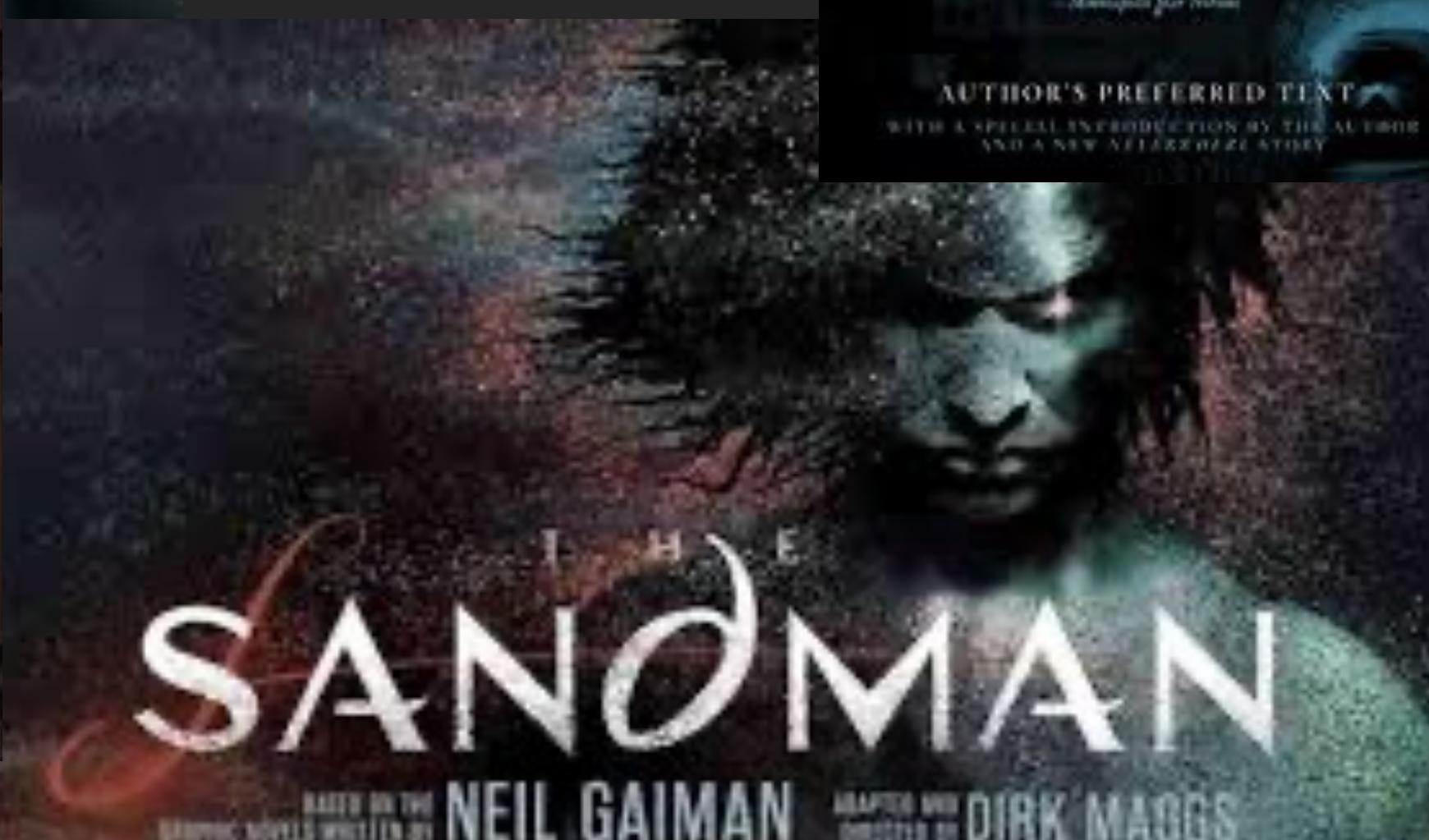
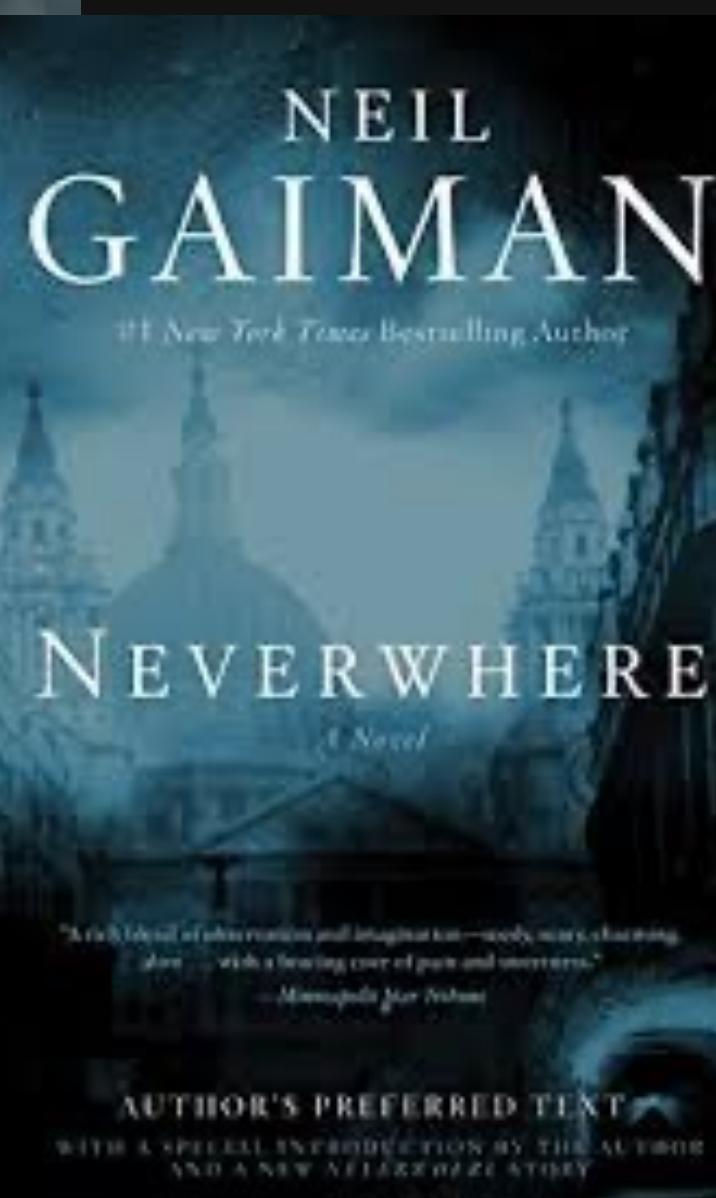
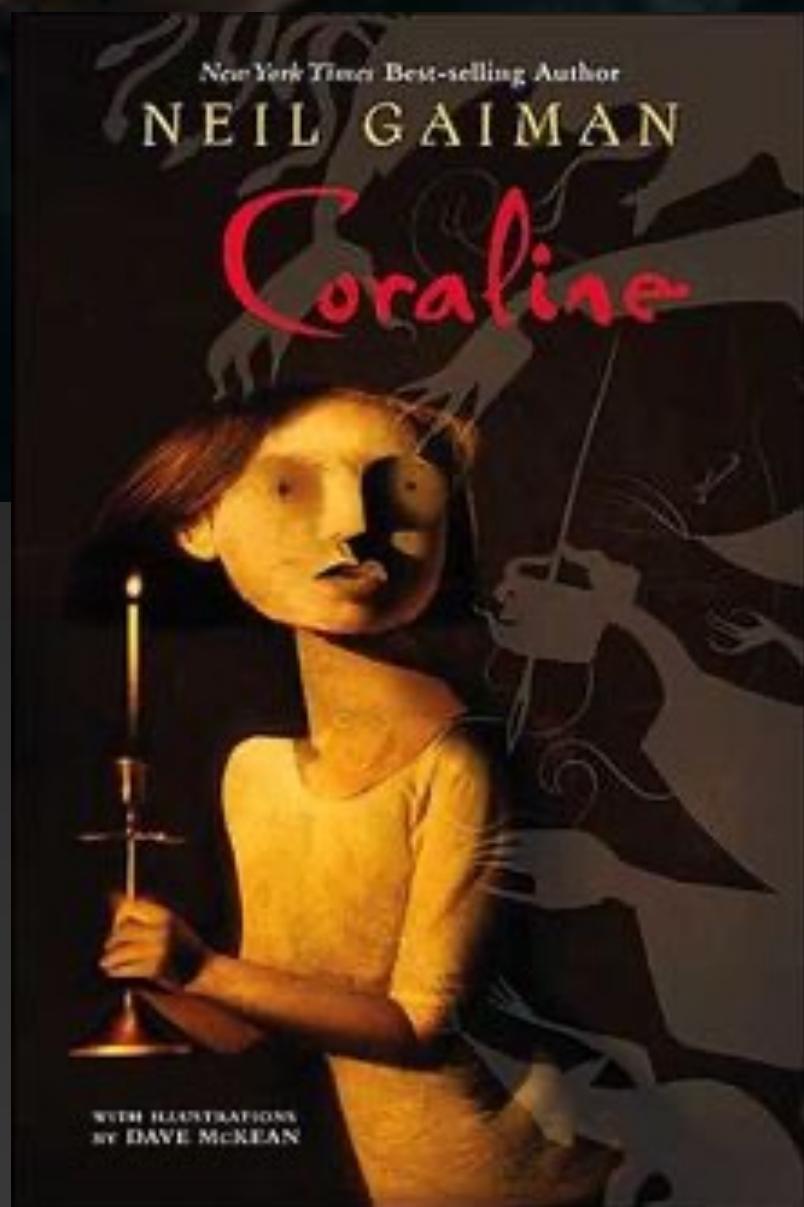
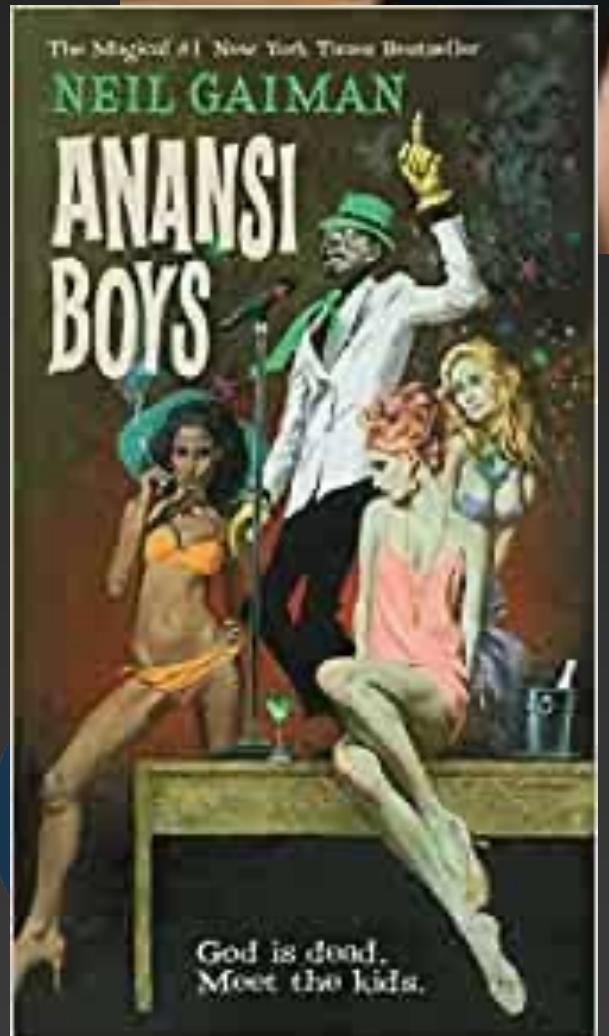
Impostor Syndrome

Impostor Syndrome

The fear you will be found to be a fraud
at what you do.

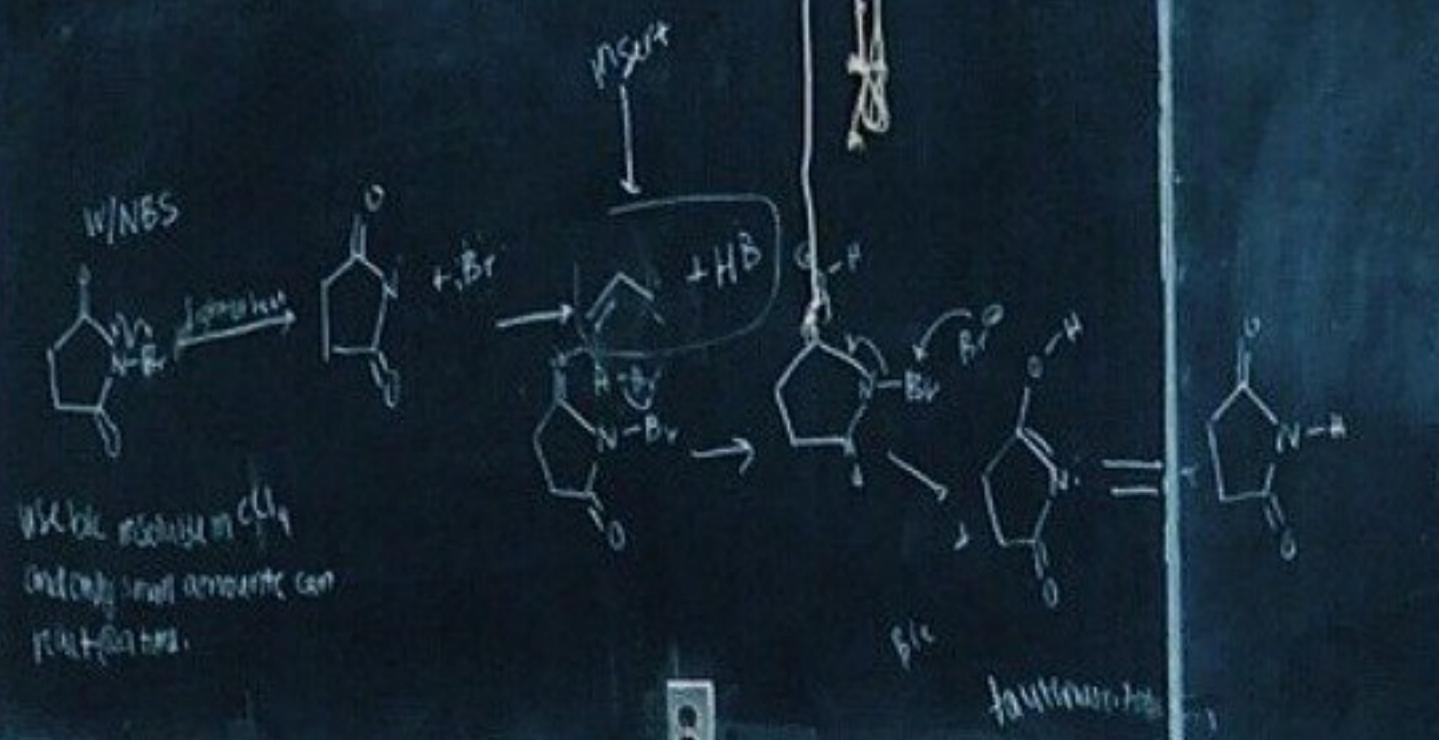






Failure vs. failure

Where did this happen?



Compliance



Failure = Bad
Compliance



failure != Bad

Compliance



failure != Bad

Learn *how* to fall

failure != Bad

Learn *how* to fail

How do you hit something you
can't see?



How do you hit something you
can't see?



Muskets then Cannons

How do you hit something you
can't see?



Muskets then Cannons

How do you hit something you can't see?

Low impact, low risk,
(inexpensive, fast and Safe)



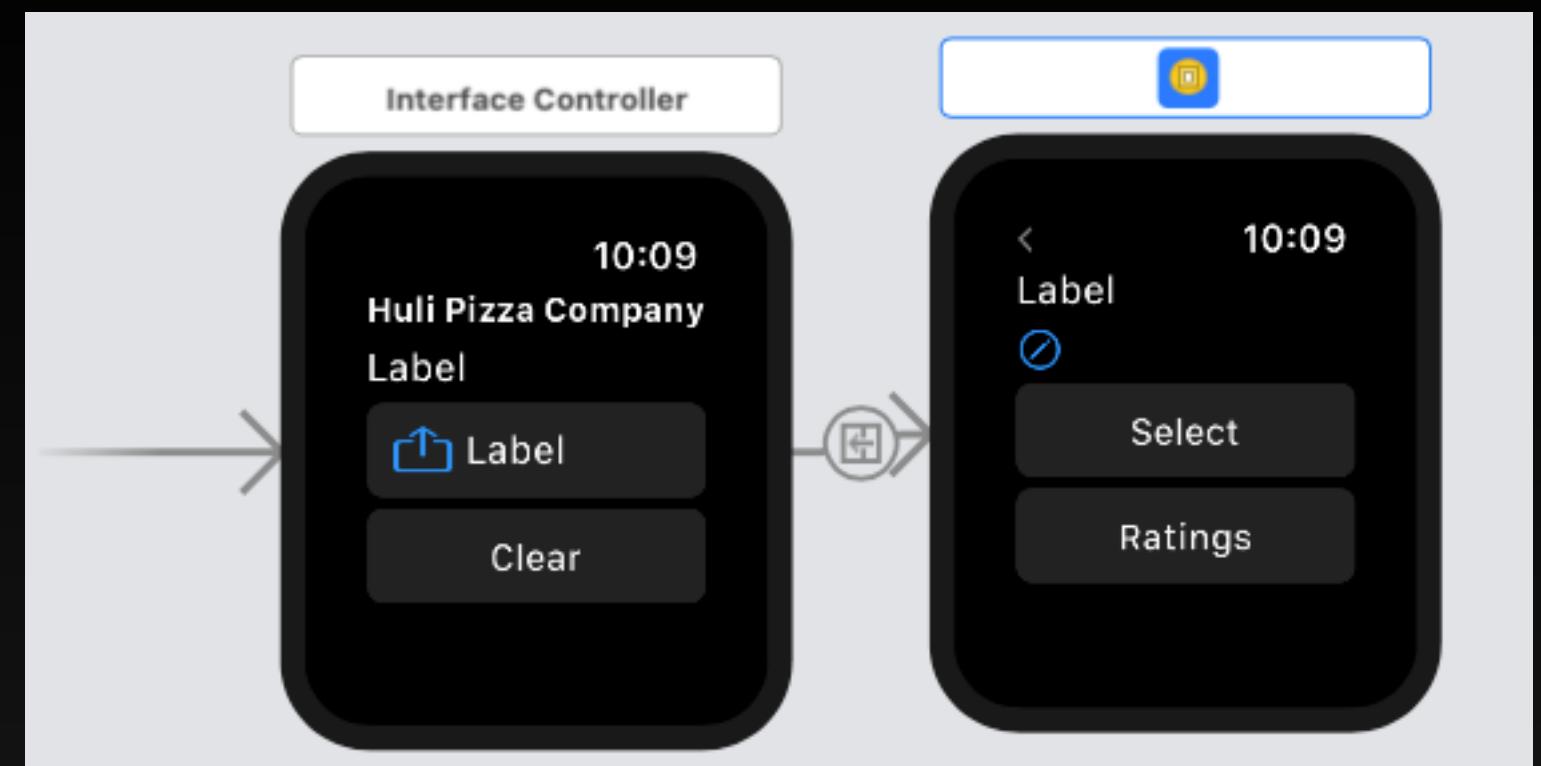
Muskets then Cannons

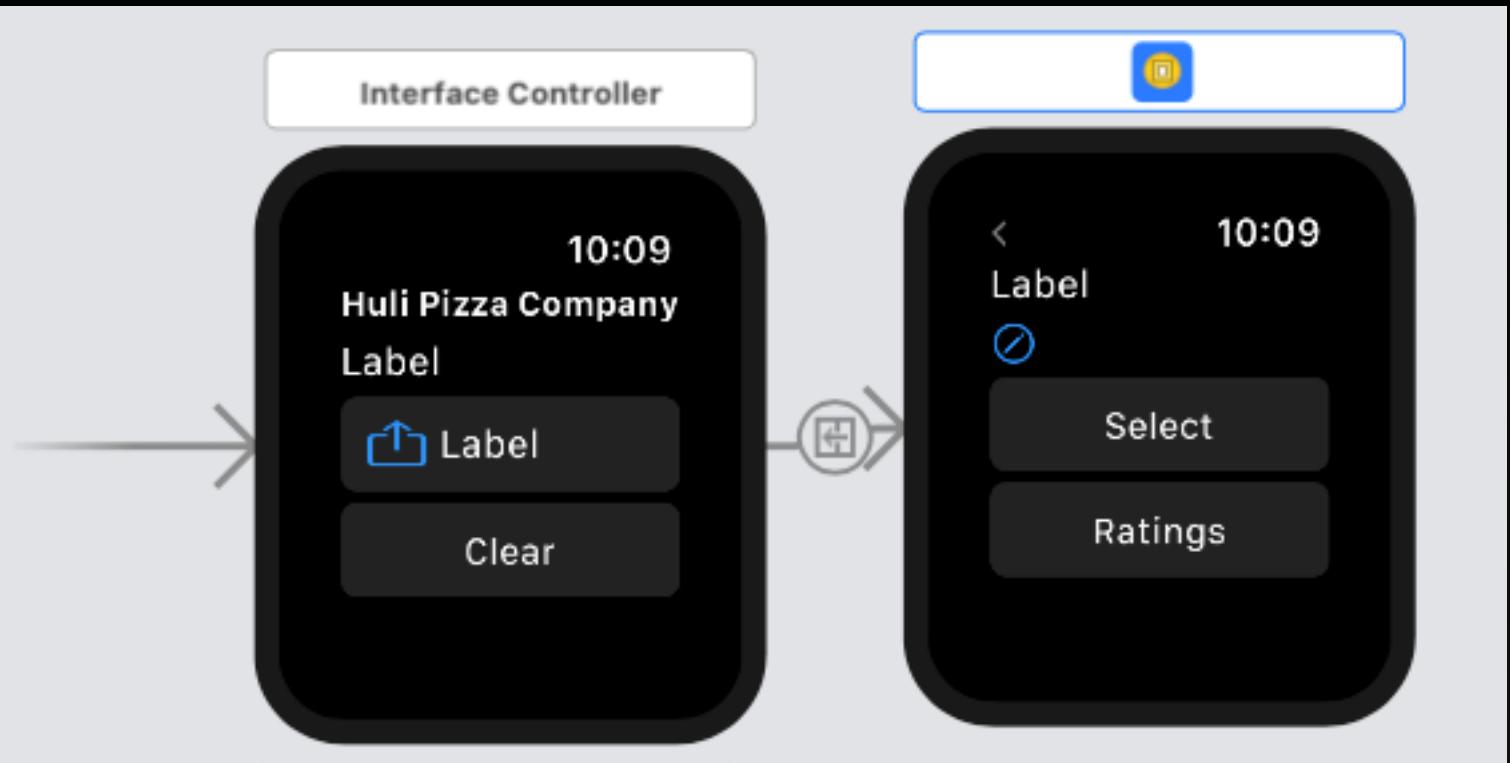
How do you hit something you can't see?

Low impact, low risk,
(inexpensive, fast and Safe)

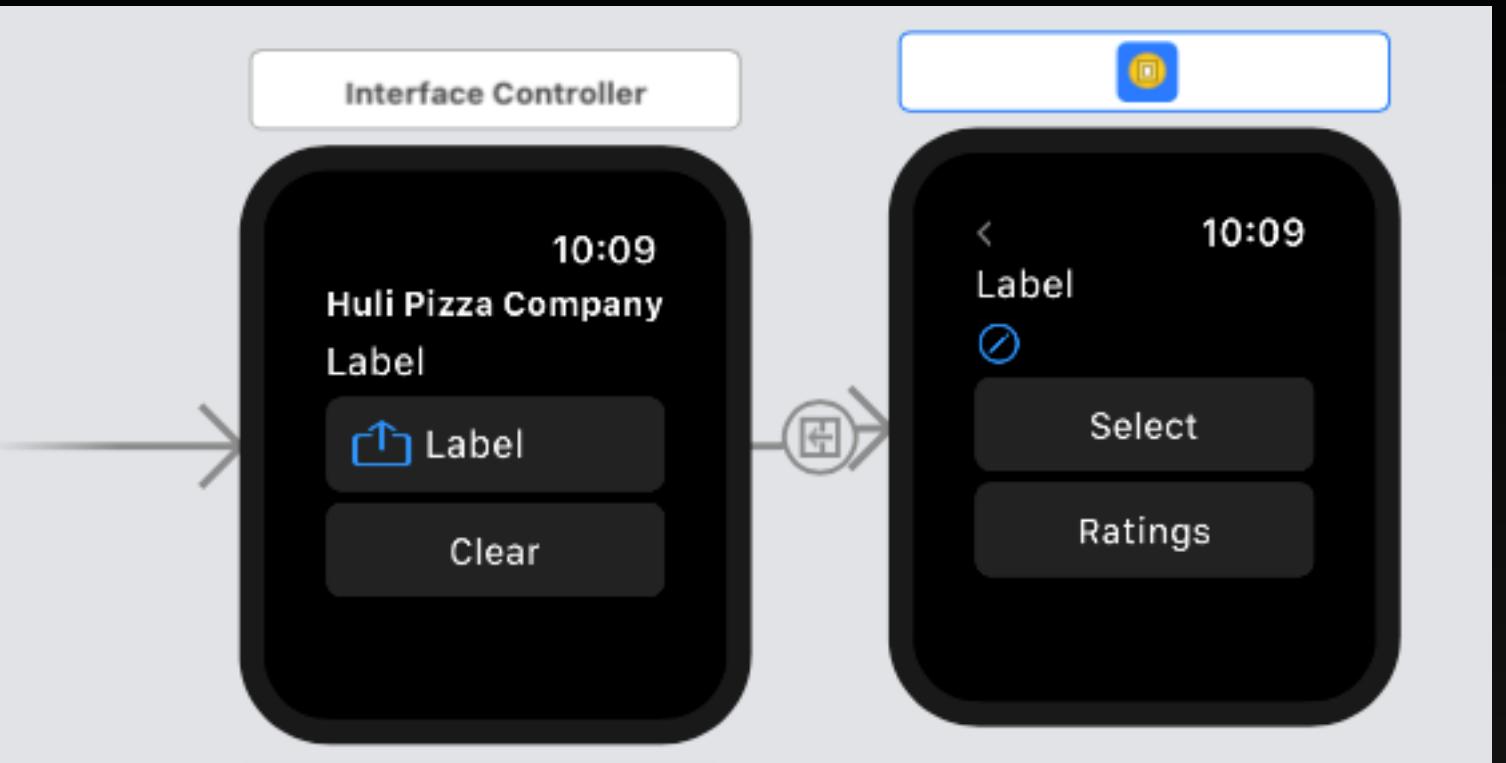
High Impact, high Risk
(expensive, slow to set up)







UIStackView()



UIStackView()



VStack{
HStack{
ZStack{

Muskets

Play



Play

- Fun
- Little fear of failure
- No judgement
- Do a lot of it



Dan Bricklin - MIT/Harvard University



Dan Bricklin - MIT/Harvard University

VisiCalc

C11 <L> TOTAL				C1 25
A	B	C	D	
ITEM	NO.	UNIT	COST	---
MUCK RAKE	43	12.95	556.85	
BUZZ CUT	15	6.75	101.25	
TOE TONER	250	49.95	12487.50	
EYE SHUFF	2	4.95	9.90	

		SUBTOTAL	13155.50	
		9.75% TAX	1282.66	

		TOTAL	14438.16	

Dan Bricklin - MIT/Harvard University

VisiCalc

What If?

C11 <L> TOTAL			
A	B	C	D
ITEM	NO.	UNIT	COST
MUCK RAKE	43	12.95	556.85
BUZZ CUT	15	6.75	101.25
TOE TONER	250	49.95	12487.50
EYE SHUFF	2	4.95	9.90

		SUBTOTAL	13155.50
		9.75% TAX	1282.66

		TOTAL	14438.16

What If?

```
VisiCalcView

}

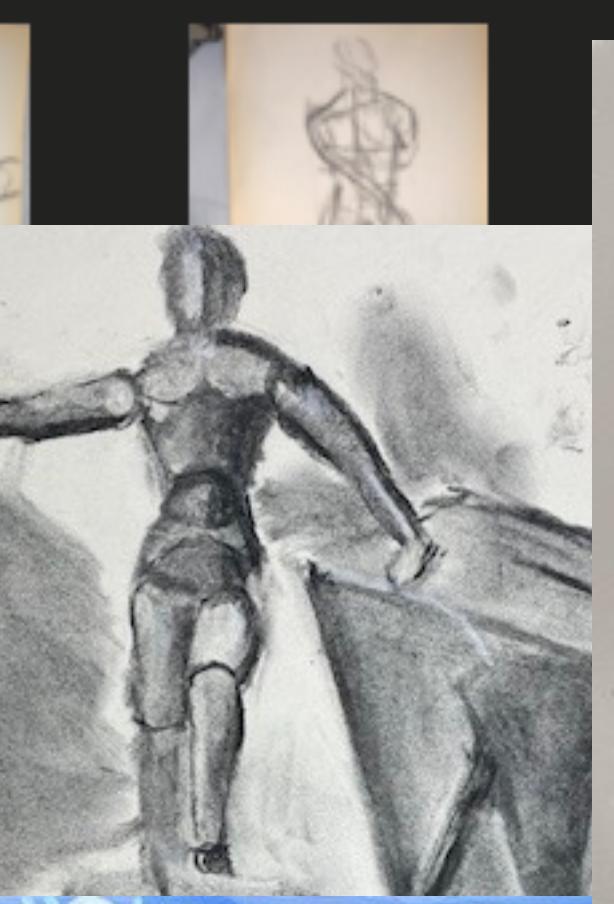
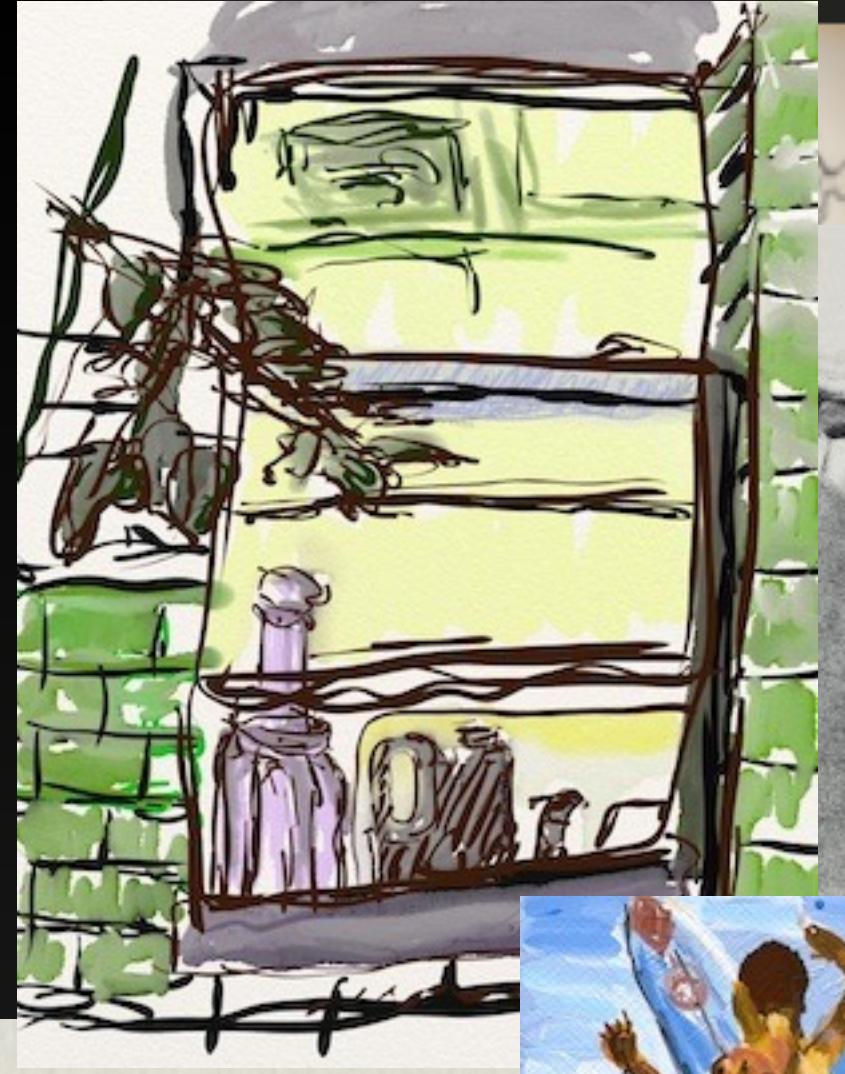
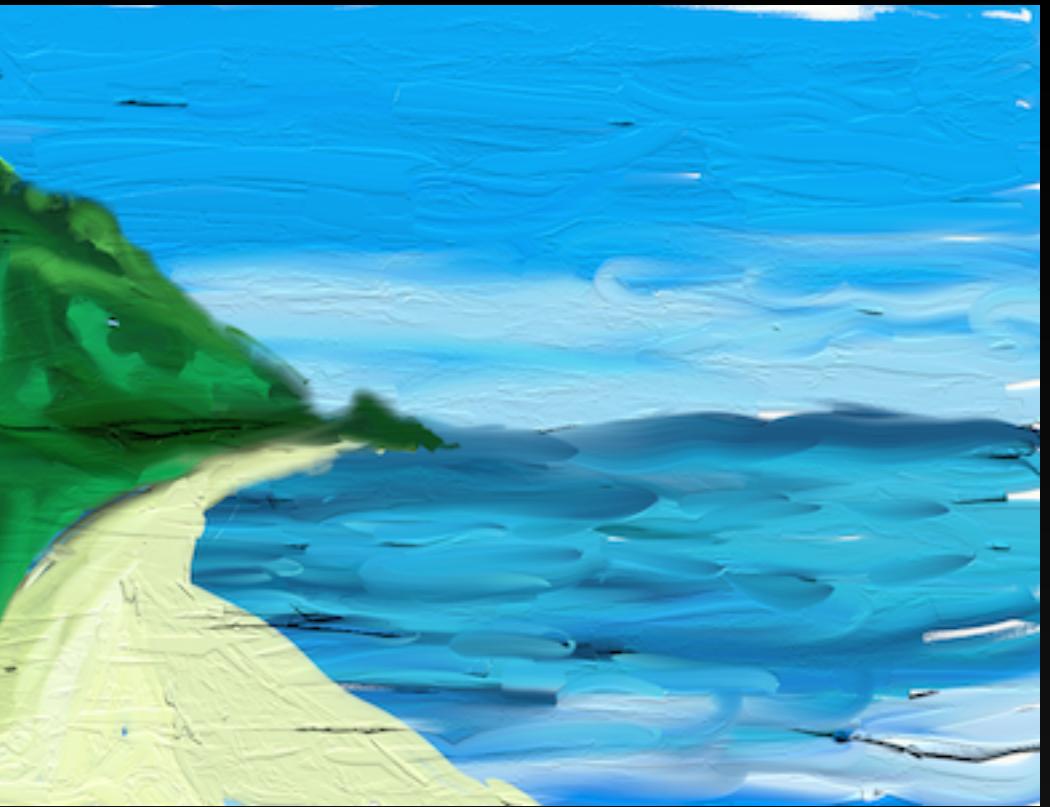
class BeautyModel{
    var beautyItems:[ModelItem] = [
        ModelItem(id:3,item:"Muck Rake",quantity: 43,unitPrice: 12.95),
        ModelItem(id:4,item:"Buzz Cut",quantity: 15,unitPrice: 6.75),
        ModelItem(id:5,item:"Toe Toner",quantity: 250,unitPrice: 49.95),
        ModelItem(id:6,item:"Eye Snuff",quantity: 2,unitPrice: 4.95)
    ]
    func subtotal()-> Double{
        let prices = beautyItems.map{$0.lineTotal}
        return prices.reduce(0.0,+)
    }
    func tax(taxPercent:Double)-> Double{
        return (taxPercent/100) * subtotal()
    }
    func total(taxPercent:Double)->Double{
        return tax(taxPercent:taxPercent) + subtotal()
    }
}
struct VisiView:View{
    let gradient = LinearGradient(gradient: Gradient(colors:[
        Color(hue:0.85, saturation: 0.3, brightness: 1.0 ),Color(hue:0.80,
        saturation: 0.1, brightness: 0.9 )
    ]), startPoint: .top, endPoint: .bottom)
    var beautyModel = BeautyModel()
    var body: some View{
        VStack{
            Text("BeautyStuff Daily Accounting")
                .font(.largeTitle)
                .padding([.leading,.trailing], 100)
                .padding(.bottom)
                .background(Color(hue:0.80, saturation: 0.1, brightness: 0.9 ))
                .cornerRadius(10)
        }
    }
}
```

Item	No.	Unit	Cost
Muck Rake	43	\$12.95	\$556.85
Buzz Cut	15	\$6.75	\$101.25
Toe Toner	250	\$49.95	\$12,487.50
Eye Snuff	2	\$4.95	\$9.90
Subtotal			\$13,155.50
Taxes			\$1,282.66
Subtotal			\$14,438.16

Play Constantly

An new "What If" every time





Play Constantly

An new "What If" every time

Persistence

Someone once asked Somerset Maugham if he wrote on a schedule or only when struck by inspiration. "I write only when inspiration strikes," he replied. "Fortunately it strikes every morning at nine o'clock sharp."

Stephen Pressfield, The War of Art

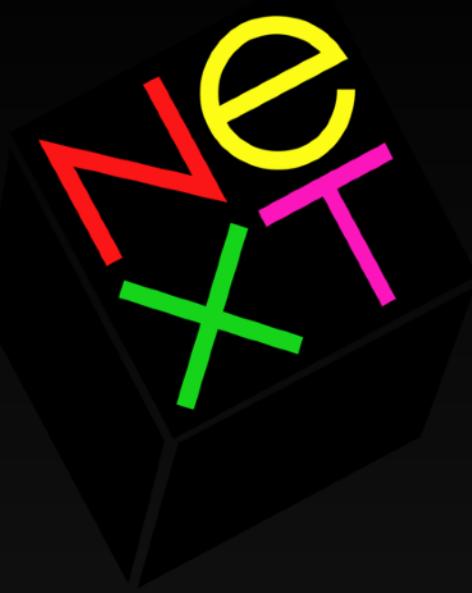
**Do you want to sell
sugar water for the
rest of your life or
come with me and
change the world?**

Steve Jobs to John Sculley

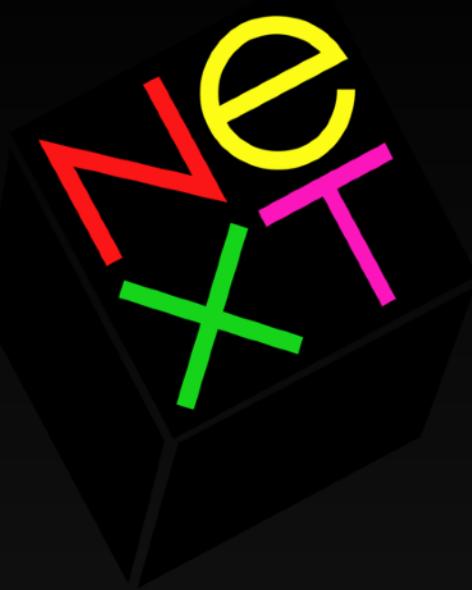


Change The World

Change The World

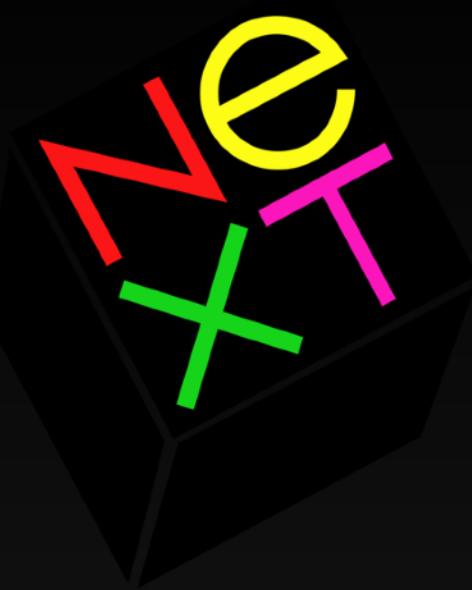


Change The World



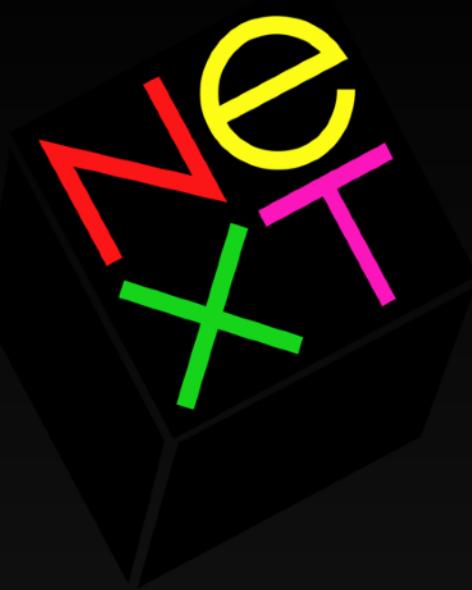
import Foundation

Change The World



import Foundation
import UIKit

Change The World



import Foundation
import UIKit
import SwiftUI

Change The World



import Foundation
import UIKit
import SwiftUI

Change The World



"The ones that we hear a lot are people who have been going through a tough time and people who said, 'I was ready to commit suicide and I saw this movie. I saw the first one and I saw Elsa and I saw her journey and I saw your characters and I am still here because of this movie and because of you guys,"

Chris Buck, Producer of *Frozen*

"Let it Go"

-Frozen(Robert Lopez and Kristen Anderson-Lopez)

"Let it Go"

-Frozen(Robert Lopez and Kristen Anderson-Lopez)

"Do Good Art"

Neil Gaiman

Thank you

email: steve@makeappie.com

twitter: @Steve_Lipton

linkedIn: <https://www.linkedin.com/in/steven-j-lipton/>

model: <https://www.pexels.com/photo/shallow-focus-photography-of-woman-in-black-shirt-1006227/>

photographed by: Ezekixl Akinnewu (<https://www.pexels.com/@ezekixl>)