Creativity

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"Creativity is the real root of the present human crisis".

That is why creativity is one of the fundamental human values.

- Freedom & creativity are very closely related.
- Freedom is the basic condition for the creativity.
- Freedom of thought and freedom of action are necessary for creative thinking.

Everyone has some creative capacity and creative potential in some field.

Types of Creativity
•Intellectual Creativity
•Artistic Creativity
•Useful or Practical Creativity

Intellectual Creativity

- Intellectual means involving a person's ability to think and to understand ideas and information.

Intellectual Creativity

- Formulation of hypothesis, theories, ideas and understandings and continuously improving and refining them is the Intellectual Creativity

- Development of language (for expressing views communicating ideas) is one of the biggest creative achievement of humankind.

Artistic Creativity

- It is more a matter of heart, as intellectual creativity is more of mind
- Artistic Creativity is expressed through poetry, drama and other forms of literature and in different art forms: painting, music and different decorative arts.
- All these are creative ways of expressing inner human emotions, feelings and experiences.

Useful Creativity

- This creativity has become essential for industrial and business organizations.

- Every engineering design is a creative synthesis of knowledge, tools and materials from diverse areas of science and technology.

- Innovation and creativity has become the key to success in the modern competitive environment.

- Creative organizations find innovative ways of organizing work.

- Eg: Robot

- Most of the successful and happy persons are creative.

- They are able to find innovative solutions to life's challenges and problems.

- Similarly the quality of collective social life depends on our ability to find creative solutions to the common social problems of adjustment, growth, change and development.

Five steps for creative process

- Problem sensing and problem identification
- Exploration and preparation
- Incubation
- Flash of insight
- Verification and application

Problem sensing and problem identification

- Creative persons are keen observers of the environment around them.

- They are likely to find problem areas & find the need for change

- Creative people actively grasp the opportunities so that they can utilize their talents and resources.

- Creative people not only sense the problems of the society but find acceptable solutions for the same.

- For this they fully understand the problem and the general parameters with in which a solution is to be found are specified.

Exploration and preparation

- All the relevant information about the problem is collected; from the past experiences,

- From published literature;

- From knowledgeable persons.

- Tries to find out how similar problems are solved in other fields and by other persons or organizations.

- This stage involves exploration, distinction and possible frustration as well.

Incubation

- After having all the information and ideas one tries to push the problem from the conscious mind to the subconscious mind.

- After that one sleep over that problem and allows time for Incubation.

- So that allowing the subconscious mind to think over the problem.

- And arrange the required facts into new patterns.

Flash of insight

- After having all the knowledge about the what problem is, gathered the necessary data or information required.
- Suddenly right solution for the problem flashes in the mind, in most unexpected way.
- On a Sunday afternoon walk the idea of attaching a separate condenser to the steam engine came to James Watt in such a flash, that idea made possible the industrial revolution.
- Eg: Newton's Theory of gravitation

Verification and application

- All mind flashes are not always useful as practical solutions.

- The suggested idea has to be carefully worked out in all its details.

- It needs analysis, calculations, computer simulations and lab experiments.