**Formative Exercises - Unit I**

*Activity 1*

**The Creative Product**

**Exercise 1. Value**

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STEP 1

List down your favorite Creative Products.

* Cafe
* Google
* Books

STEP 2

Think of at least three ways the Creative Product delivers a better experience for you (“Value”).

| **PRODUCTS** | **1ST VALUE** | **2ND VALUE** | **3RD VALUE** |
| --- | --- | --- | --- |
| Cafe | Perfect and affordable place for coffee and pastry. | It provides the proper ambiance for relaxing and hanging out with friends. | Aesthetic and comfortable furniture for doing work/school related requirements. |
| Google | It broadens my knowledge about things I do not know. | It helps me in storing my data and documents. | It allows me to connect with others especially for school related activities. |
| Books | It reduces my stress and improves my mental health. | It generates new ideas and improves my memory. | It sharpens my mind and expands my vocabulary. |

**Exercise 2. Delightfulness**

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STEP 1

List down your favorite creative products.

* Cafe
* Google
* Books

STEP 2

Think of at least three ways the Creative Product delights you via your basic senses (“Delightfulness”). For example:

1. Sense of sight: colors, patterns, contrast
2. Sense of smell: aroma, odor
3. Sense of hearing: grammar, voice, music
4. Sense of taste: flavors
5. Sense of touch: texture, weight, temperature

| **PRODUCTS** | **1ST DELIGHTFULNESS** | **2ND DELIGHTFULNESS** | **3RD DELIGHTFULNESS** |
| --- | --- | --- | --- |
| Cafe | Sense of sight: colors | Sense of smell: aroma | Sense of taste: flavors |
| Google | Sense of sight: patterns | Sense of hearing: grammar | Sense of touch: lightweight |
| Books | Sense of touch: weight | Sense of sight: contrast | Sense of smell: odor |

**Exercise 3. Essay**

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Think about your most favorite Creative Product, whether it be a tangible object, a service, and artwork, a song, a movie, a website, or a place. Explain why it is your favorite and why you think it is creative.

*“There are perhaps no days of our childhood we lived so fully as those we spent with a favorite book.”* – Marcel Proust

As a child, I would wake up early every morning and read as my pastime. Everytime we go to bookstores, I directly aim for the book section and skim through the pages of the books I fancy. My dad has a huge collection of books, so I mainly got my love of books from him. Books have always been a part of my life. We were trained to read a few pages everyday, before performing activities solely for entertainment. I didn't like it at first, but because of reading, I gained friends, learned new things, and had an escape from the world. Books open another world in which I can indulge myself and leave behind my day to day obstacles. Books serve as my companion in my personal time and I really enjoy the solidarity of reading. Books have been my friends, advisors, stress busters and friends in unfamiliar places. After a long day of responsibilities and requirements, a book helps me unwind. I believe that books play a big role in our lives, especially to us students, because it introduces us to a world of imagination, provides knowledge about the world as a whole, improves our literary skills, and boosts our memory and intelligence. In totality, books are a Creative Product because it varies from one item to another, it makes consumers feel more knowledgeable, and it helps them experience life better.