**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.

**The Creative Persona**

Exercise 1. The Analyst

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Answer the questions below by rating each statement 1 (lowest) to 4(highest). There are no right or wrong answers to these questions. The most important thing is to answer each question honestly.

| **QUESTIONS** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| --- | --- | --- | --- | --- |
| 1. Do you like gathering information or researching on various topics? |  |  | ✔ |  |
| 1. Do you like to organize, arrange, and classify information? |  |  |  | ✔ |
| 1. Do you like making frameworks for analysis and synthesis? |  | ✔ |  |  |
| 1. Do you like analyzing, dissecting, and solving problems? |  | ✔ |  |  |
| 1. Do you like thinking through ideas and trying to make sense out of them? |  | ✔ |  |  |
| 1. Do you do research projects in a methodical and systematic manner? |  |  | ✔ |  |
| 1. Do you like finding out the most probable cause of an existing situation? |  |  | ✔ |  |
| 1. Do you like evaluating situations and making judgements based on facts, evidence, and logic? |  |  |  | ✔ |
| 1. Do you like preparing or reading technical studies, feasibility studies and other such work? |  |  |  | ✔ |
| 1. Do you like studying how systems, organizations, or processes work? |  |  |  | ✔ |
| 1. Do you enjoy studying how different societies or cultures behave in order to understand them better? |  |  | ✔ |  |
| 1. Do you like studying things, objects, and the physical world around you? |  | ✔ |  |  |
| **Add up your score:** | | | | 36 |

Exercise 2. The Implementor

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Answer the questions below by rating each statement 1 (lowest) to 4(highest). There are no right or wrong answers to these questions. The most important thing is to answer each question honestly.

| **QUESTIONS** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| --- | --- | --- | --- | --- |
| 1. Do you take detailed class notes? |  |  |  | ✔ |
| 1. Do you like doing lab, office, or household work in a step by step manner? |  |  |  | ✔ |
| 1. Do you typically follow manuals, instructions, and guidelines faithfully? |  |  |  | ✔ |
| 1. Do you like coming up with action plans in order to implement things well? |  |  |  | ✔ |
| 1. Do you like learning from lectures and textbooks? |  |  |  | ✔ |
| 1. Do you like to find practical approaches that would actualize theoretical knowledge? |  |  |  | ✔ |
| 1. Do you like making schedules and try following them religiously? |  |  |  | ✔ |
| 1. Do you keep track of your expenses? |  |  |  | ✔ |
| 1. Do you like writing manuals, giving specific instructions, or coming up with lists of what to do? |  |  |  | ✔ |
| 1. Do you enjoy planning, organizing and implementing projects, field trips, and assignments? |  |  |  | ✔ |
| 1. Do you like computer programming or activities like model kit assembly and other such hobbies? | ✔ |  |  |  |
| 1. Do you have regular daily habits which you try to follow and adhere to? |  | ✔ |  |  |
| **Add up your score:** | | | | 43 |

Exercise 3. The Connector

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Answer the questions below by rating each statement 1 (lowest) to 4(highest). There are no right or wrong answers to these questions. The most important thing is to answer each question honestly.

| **QUESTIONS** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| --- | --- | --- | --- | --- |
| 1. Do you enjoy teaching or sharing ideas with people? |  | ✔ |  |  |
| 1. Are you looking for personal meaning in whatever you do? |  | ✔ |  |  |
| 1. Do you like experiencing life by moving, feeling, touching, smelling, or tasting? |  |  | ✔ |  |
| 1. Do you enjoy field trips with family and friends? |  |  |  | ✔ |
| 1. Do you like attending parties, social events, or group meetings? |  |  | ✔ |  |
| 1. Do you like studying or working with music in the background? |  |  |  | ✔ |
| 1. Do you like to teach, tutor, or mentor other people? |  | ✔ |  |  |
| 1. Do you like to know what’s happening to other people through magazines, blogs, or the news? |  | ✔ |  |  |
| 1. Do you tend to be respectful of other people’s rights, beliefs, and concerns? |  |  |  | ✔ |
| 1. Do you like joining drama groups, singing choirs, or dance sessions? |  | ✔ |  |  |
| 1. Do you keep a diary or a journal to record your thoughts and experiences (i.e blog, albums)? |  |  |  | ✔ |
| 1. Do you like traveling and meeting different types of people? |  |  |  | ✔ |
| **Add up your score:** | | | | 36 |

Exercise 4. The Ideator

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Answer the questions below by rating each statement 1 (lowest) to 4(highest). There are no right or wrong answers to these questions. The most important thing is to answer each question honestly.

| **QUESTIONS** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| --- | --- | --- | --- | --- |
| 1. Do you like learning about the whole story before going into the finer details? |  |  |  | ✔ |
| 1. Do you usually take the initiative to start new projects or embark on new adventures? |  |  | ✔ |  |
| 1. Do you like exploring the possibilities in every situation and/or finding new ways of solving things? |  | ✔ |  |  |
| 1. Do you like tackling complex issues and discussing many ways they can be addressed? | ✔ |  |  |  |
| 1. Do you enjoy brainstorming and coming up with wild ideas? | ✔ |  |  |  |
| 1. Do you like trying new food, clothes, hobbies, and/or gadgets? |  |  |  | ✔ |
| 1. Do you like the arts (music, paintings, poems, movies)? |  |  |  | ✔ |
| 1. Do you watch trends and try to be ahead of everyone? |  | ✔ |  |  |
| 1. Do you like synthesizing ideas and thoughts into a new framework or model? | ✔ |  |  |  |
| 1. Do you do things just for the fun of it? |  |  |  | ✔ |
| 1. Do you rely on your intuition or gut feel to make decisions or conclusions? |  |  |  | ✔ |
| 1. Do you like futuristic/sci fi movies, modern architecture or stylized furniture? |  | ✔ |  |  |
| **Add up your score:** | | | | 32 |

Exercise 5. My Creative Persona is.

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| **Persona** | **Questions** | **Score** |
| --- | --- | --- |
| The Analyst | Questions 1-12 | 36 |
| The Implementor | Questions 13-24 | 43 |
| The Connector | Questions 25-36 | 36 |
| The Ideator | Questions 37-48 | 32 |
| **My Creative Persona Is** | | The Implementor |

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**Whole Brain Ideation**

You have to innovate an existing Creative Product by applying the various Creative Personas.

Suggested Creative Products:

* Objects: clothing, toy, gadget
* Services: restaurant, coffee shop, milk tea shop
* Digital: app, website, vlog
* Events: music fest, movie fest, school fair

My Chosen Creative Product Is:

| Object: Book |
| --- |

Part 1. Connect

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Step 1: Talk to a few people who use the Creative Product. Ask them the following questions:

1. Why do they use or patronize the Creative Product?
   1. It sharpens their intellect and enriches their experiences.
   2. It gives more knowledge, improves memory, and builds vocabulary.
   3. It allows them to become eloquent with their communication skills.
2. What do they like about it?
   1. It serves as a stress reliever and helps them relax.
   2. It is a limitless space of imagination.
   3. It allows them to experience multiple realities.
3. What don’t they like about it?
   1. It’s heavy and not travel friendly so it’s quite a hassle to bring during trips.
   2. It can be boring because it’s only made up of words and one must use their imagination.
   3. Some associate it with readings in class which makes them feel as though it is another requirement.

Step 2: List down your main insights

1. Books are good stimulators for the brain.
2. Reading isn’t everyone’s cup of tea.
3. Books can be used during one’s personal time.

Step 3: Develop a Creative Objective from your major insights.

1. To create a product that is travel friendly.
2. To encourage people to read.
3. To become a safe haven from the outside world.

Part 2. Ideate

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Step 1: Generate at least five to ten different ideas to address your Creative Objective:

| 1 | Add designs to the book (art and aesthetics). |
| --- | --- |
| 2 | Make it electronically available (to make it hassle-free). |
| 3 | Add summaries at the back of the book (to give them a short preview) |
| 4 | Create a booklet that contains the summarized version of the story. |
| 5 | Publish an advertisement about books and how fun reading is. |

Step 2: Study your ideas, combine similar ones, and eliminate those that are boring.

| 1 | Add designs to the book and release pubs about it (art and aesthetics). |
| --- | --- |
| 2 | Make it electronically available (to make it hassle-free). |
| 3 | Create a booklet that contains the summarized version of the story (summarize). |

Step 3: Looking at the remaining ideas, generate three final major ideas and give each idea a name:

| 1 | Aesthetic appeal. |
| --- | --- |
| 2 | Hassle-free. |
| 3 | Short summary. |

Part 3. Analyze

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Step 1: List down your three final ideas.

| 1 | Aesthetic appeal. |
| --- | --- |
| 2 | Hassle-free. |
| 3 | Short summary. |

Step 2: Score the ideas in terms of the three criteria of Creative Products.

| Idea 1: Aesthetic appeal | | | | |
| --- | --- | --- | --- | --- |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  | ✔ |  |  |
| The Idea Delivers |  |  | ✔ |  |
| The Idea Delights |  |  |  | ✔ |
| **Final Average:** | | | | **9** |
| Idea 2: Hassle-free | | | | |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  |  | ✔ |  |
| The Idea Delivers |  |  |  | ✔ |
| The Idea Delights |  |  |  | ✔ |
| **Final Average:** | | | | **12** |
| Idea 3: Short summary | | | | |
| **CRITERIA** | **STRONGLY DISAGREE (1)** | **DISAGREE (2)** | **AGREE (3)** | **STRONGLY AGREE (4)** |
| The Idea is Different |  |  | ✔ |  |
| The Idea Delivers |  | ✔ |  |  |
| The Idea Delights |  |  | ✔ |  |
| **Final Average:** | | | | **10** |

Step 3: List down your final rankings.

| 1 | Hassle-free |
| --- | --- |
| 2 | Short Summary |
| 3 | Aesthetic |

Part 4. Implement

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Step 1: Details your final idea:

| **QUESTION** | **ANSWER** |
| --- | --- |
| What does it look like? | A small tablet that has short summaries of the stories along with drawings of the characters. |
| What are the features? What are the major components? | * Electronic * With artworks * Light-weight * Summarized versions of books |
| Who is it for? | For people within the range of 14-28 years old. |
| How do you use it? When? Where? | You use it by purchasing a specific tablet that you can bring when you’re traveling or outside. |

Step 2: Draw the final idea.

