

Assignment 1

CREATIVE PROCESS



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Creative Process

# Introduction

The concept of creativity originated through Christianity with the biblical story of creation in Western culture. Creativity was considered as a matter of divine inspiration. It is the ability to create or produce with originality one’s ideas or imaginations. It is an art of nurturing inspirations. Creativity is creating an artwork based on one’s own imaginations and thoughts. It is contributing of something that is new and innovative. Creativity is defined as (Sharma, n.d.):

*“The process of generating new ideas, making connection between ideas and producing an artwork based on those ideas*.”

# Levels of Creative Process

Todd Lobar in his research article “What are the stages of creative process? What visual art students are saying” explained two levels of creative process (Botella, Zenasni, & Lubart, 2018).

## 1. Macro Level

This level features the stages of creative process.

## 2. Micro Level

This level explains the mechanism underlaying in the creative process.

# Stages of Creative Process

In 1926 classic, The Art of Thought, Wallis summarized the creative process in four basic stages (Jeffrey, n.d.):

## 1. Preparation

Once a person has decided on what topic he must come up with creative ideas, his first step is to prepare for this creative process. The preparation for the creative process involves researching about that topic. Researching means that one need to absorb information regarding his topic, this information can be from research papers or simply from the environment around him. The mind prepares for the creative solution, which requires study and thinking intently on the subject—whether it be a musical composition, an invention, a mathematical formula, or a business dilemma.

## 2. Incubation

During this period some of the ideas that were interfering with the solution will tend to fade. The overt activity and sometimes even thinking about the problem are absent in this stage. But the unconscious thought process involved in creative thinking is at work during this period. Apparently, the thinker will be busy in other activities like reading literature or playing games, etc. Inspire of these activities the contemplation about finding a solution to problem will be going on in the mind.

## 3. Illumination:

After a period of incubation, insights arise from the deeper layers of the mind and break through to conscious awareness, often in a dramatic way. It’s the sudden Eureka! that comes when you’re in the shower, taking a walk, or occupied with something completely unrelated. Seemingly out of nowhere, the solution presents itself.

## 4. Verification

Though the solution is found in illumination stage, it is necessary to verify whether that solution is correct or not. Hence in this last stage evaluation of the solution is done. If the solution is not satisfactory the thinker will go back to creative process from the beginning. If it is satisfactory, the same will be accepted and if necessary, minor modification may also be made in solution.

# Pitfalls in Creative Process

Following are the pitfalls in creative process (Jeffrey, n.d.):

1. We unconsciously block the creative process when we fail to align with the appropriate creative archetypes at the right times.

2. Distracted and full of self-doubt, we fail to launch ourselves into a discovery process of constant learning.

3. Some people are afraid to let go, to drift, to wander.  They don’t create a space for incubation. And so, illumination never comes.

# Conclusion

Creative ideas are the result of a broad intent and a lot of connecting/experimenting on the part of your subconscious. Our brains want to come up with original thoughts, we simply must get out of the way. Your brain will run through the process on its own and before you know it, you’ll have some insight into what action you need to take in order to make that creative idea a reality.

# References

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Sharma, A. (n.d.). *Creative Thinking: 4 Stages of Creativity Thinking*. From Psychology Discussion: http://www.psychologydiscussion.net/mind/creative-thinking-4-stages-of-creativity-thinking/610