

assignment 1

Creative Process



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SAHAR TANVEER (FA16-BSE-045)

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Creative Process

# Overview

The creative process is the act of making new connections between old ideas. Thus, we can say creative thinking is the task of recognizing relationships between concepts. Being creative isn't about being the first (or only) person to think of an idea. More often, creativity is about connecting ideas. There is a common concept of left-brain and right brain that respectively control logical thinking and creative thinking. However, it turns out that more than two parts are at work in the creative brain, and that we develop creative ideas by a more sophisticated process (Navilon, 2019).

# Five Major Steps

## 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

When you think critically about your ideas, you’re going to find problems that you don’t immediately have an answer for. At this point, “incubation” plays an important role in the creative process. This is the stage of the creative process where you need to take a break and give yourself some space. Our biggest moments of creativity and insight rarely happen when we try to “force” ourselves to think of an answer. Instead we often need to walk away from a problem to give our unconscious mind time to digest it on its own. Often times we can only create the conditions for creative thought to happen, but how and when it happens can seem spontaneous and random. You may be taking a shower or sitting in traffic, and then all of a sudden a really great idea comes to you. We have to give ourselves time and space during the creative process. Sometimes the more you try to force or rush creativity, the more it can elude you.

## 3. Insight

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. Evaluation

The Evaluation Stage is thee reasoning stage. Many people tend to struggle in this stage because it requires a lot of self-reflection, honesty, even blunt self-criticism. If they deem there are ideas are simply “not good enough,” they just drop them. More creative-minded people find success at this stage, though. They are typically more emotionally equipped at criticizing themselves and are not afraid to look at the idea’s reflectively.

## 5. Elaboration

This phase is the one in which the idea you’ve been preparing, and incubating sees the light of day. It’s when that written piece comes out, when that song flows, when that canvas reveals its painting, and so on. It’s also when a good creative starts to evaluate the idea and determine whether it’s good or not – but only after they have enough to see where it’s going. Creatives know that for every good idea, there are at least a few that don’t work out, but they can’t know ahead of time what’s going to work out and what won’t. The creative process begins with work and ends with work.

# Creative Thinking Techniques

A few of the techniques of creative thinking are (Gustafson, 2019):

## Mind Mapping

It includes brainstorming. Brainstorming help an individual to gather all the jumbled information spread in his mind and give this information a clear view.

## The Checklist

There could be large number of ideas in one’s mind. It is important to note all of them down to make sure nothing is missed.

## Thinking Hats

This includes facts, emotions, judgment, logic, creativity etc.

## Lateral Thinking

It is the process of side stepping.

## Random Word

It is related to imagine association.

## Picture Association

This is the process that is related to imagineaction. A person having strong imagination can prove to be a creative person.

## Change Perspective

One can change the perspective of the people around by being logical and creative.

## Get Up and Go Out

One must let his mind know and learn about new things. They should explore more and more phenomenon’s to undertint different perspectives.

# Conclusion

Creativity does not just happen. It is a cognitive process that produces new ideas or transforms old ideas into updated concepts, according to Brussels Free University psychology professor Liane Gabora. Scientists such as Jacques Hadamard and Henri Poincare studied the creative process and contributed to the Creative Process Model, which explains how an individual can form seemingly random thoughts into an ideal combination or solution (Gilkey, 2008).

# References

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