



Creativity

IIP Assignment 3

- PRIYAL BHARDWAJ
- 18BIT0272

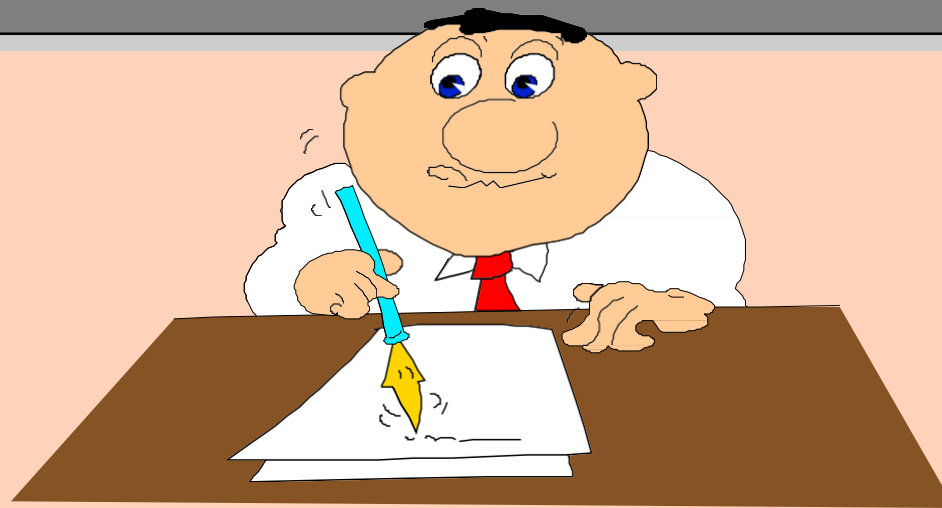


Power
Point

C
o
n
t
e
n
t

A Challenge

Please write a One Sentence
Definition of
CREATIVITY

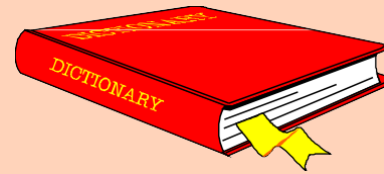




Creativity

The ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination

Definition



Webster's Dictionary: *Artistic or intellectual inventiveness*

Creativity involves the generation of new ideas

Brings into existence something new.

What Is Creativity?



Describable and Satisfying:

- ✓ Novel: *unique, new, innovative, different, imaginative, non-typical, unusual.*
- ✓ Useful: *responds to a need, has some utility or value, answers a question.*
- ✓ Understandable: *not the result of chance, reproducible.*

Through novel, creativity is describable and satisfying.



What Is Creativity?



Social Factors:

- ✓ *Creativity is fostered by an environment.*
- ✓ *Creativity must be valued by a community.*
- ✓ *Creativity is shaped by those who evaluate it.*



What Is Creativity?



Creativity Needs:

- ✓ Skill: *Learned capacity or talent to carry out pre-determined results.*
- ✓ Talent: *Natural endowments of a person.*
- ✓ Personality: *Patterns of relatively enduring characteristics of human behavior.*



What Is Creativity?



Intellectual Skills:

Humans have intellectual skills that allow them to have creativity . . .

- ☛ Choosing
- ☛ Predicting
- ☛ Interpreting
- ☛ Translating
- ☛ Recalling
- ☛ Manipulating



What Is Creativity?



- ✓ Choosing: To select from a number of possibilities and pick by preference.
- ✓ Predicting: To state, tell about, or make something known in advance, on the basis of special knowledge.
- ✓ Interpreting: To explain and understand the meaning of something and to conceive the significance of it.



What Is Creativity?



- ✓ Translating: *To transform something from one state to another.*
- ✓ Recalling: *To remember and bring back to mind a previous subject or situation.*
- ✓ Manipulating: *To handle, manage, or use (sometimes with skill) an object in a process or performance.*



What Is Creativity?



Use Your Own Process:

With these skills we are able to . . .

- ❖ *select knowledge and use it toward a specific goal.*
- ❖ *interpret communication and share it.*
- ❖ *remember previous knowledge and use it skillfully.*

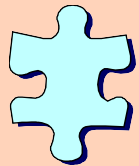
Use 1 or more of the 6 intellectual skills to come up with a creative idea



What Is Creativity?



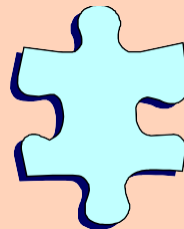
Creativity can come in different forms . . .



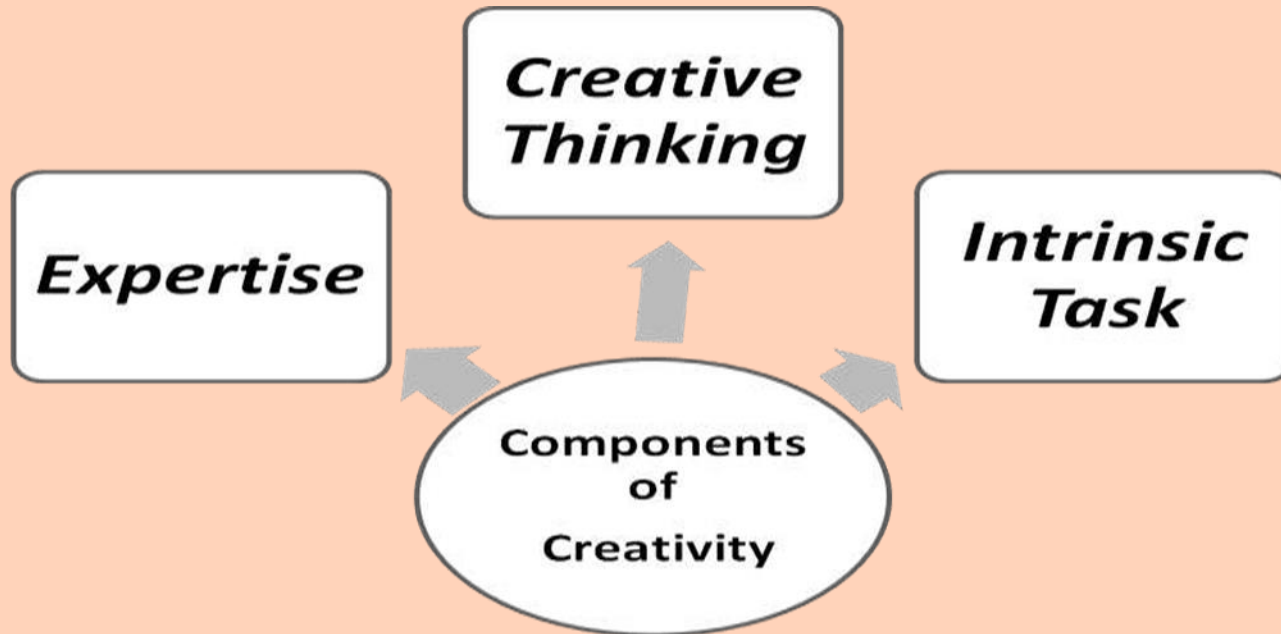
❖ Scientific: *inventions or medical cures.*

❖ Artistic/Musical: *beautiful paintings, sculptures, or songs.*

❖ Creative Writing: *novels, short stories, and poems.*



Three- Component Model of Creativity



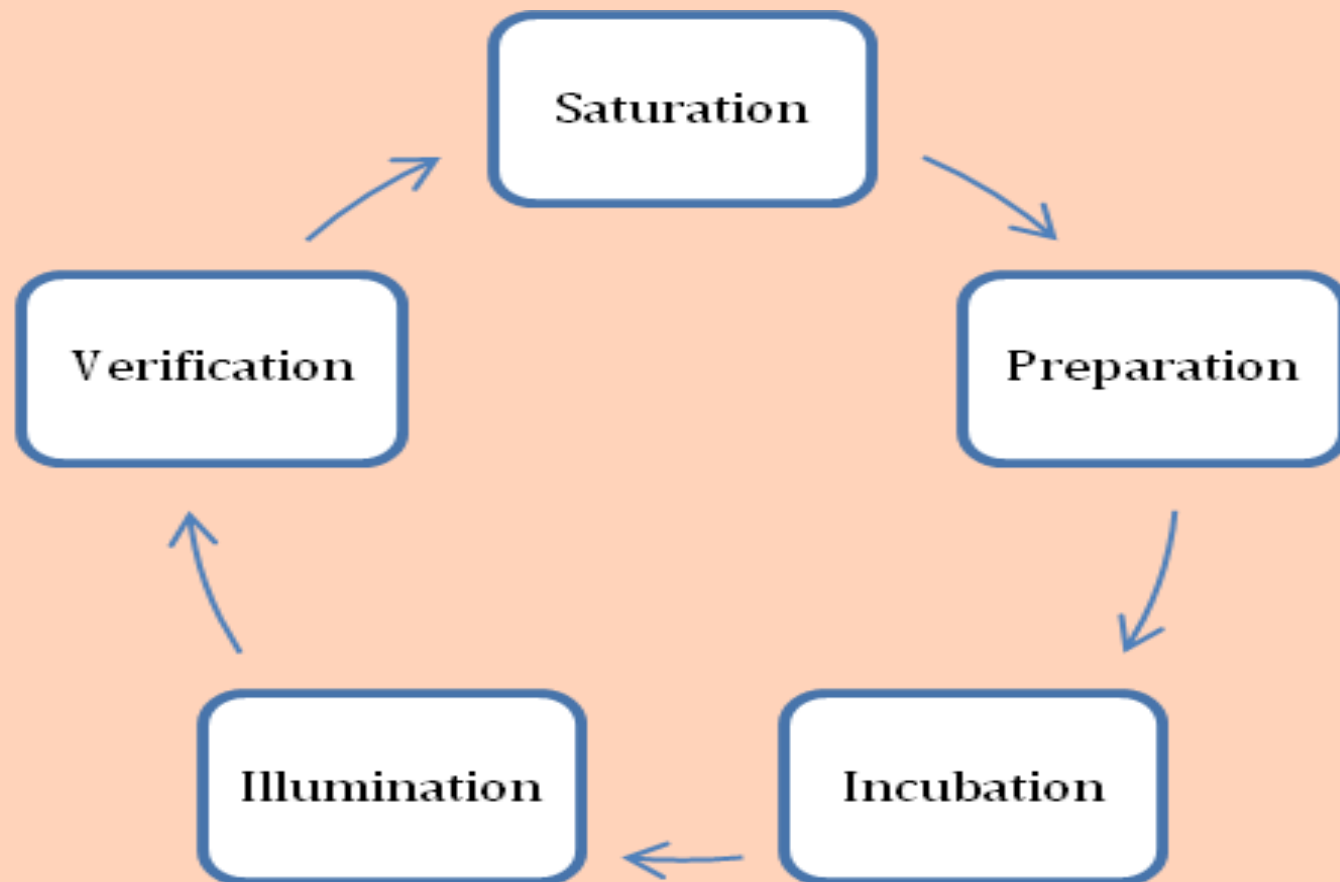
Expertise

- Einstein's knowledge of physics were necessary conditions for them to be able to make creative contributions to their fields.
- You wouldn't expect someone with minimal knowledge of programming to be very creative as a software engineer.
- The potential for creativity is enhanced when individuals have abilities, knowledge, proficiencies, and similar expertise in their field of endeavor.

creative thinking skills

- Personality characteristics associated with creativity, the ability to use analogies, as well as the talent to see the familiar in a different light.
- THIN DIFFERENT

Creativity Process



Saturation

- *While it may be true that some new ideas may come just by the way but it is certain that the most important way to get right ideas is to work on a baffling problem and work hard.*

Preparation

- *The preparation stage may last few minutes, hours, days, or weeks, or even years.*
- *At this stage, information must be mulled until what we might call mental digestion takes place.*
- *During this period, the person commonly suffers from anxiety and frustration specially if the preparation stage lasts for very long.*

Incubation

- *If no solution of problem is found out the stage of preparation, the creative person attempts to shelve the problem and to forget about it.*
- *He may engage himself in activities totally unconnected with the problem; he may listen to music, go for other entertainment, and so on.*
- *However, he may shelve the problem consciously but it exists in the subconscious mind.*

- *The difference between conscious and subconscious minds is that the center of logical thinking and people are aware about it while the latter is unknown but engages continuously in generation of ideas for the solution of problem even though people may not be aware about it.*
- *During the process of incubation, the mind will work subconsciously to create certain new ideas.*

Illumination

- *The illumination stage of creativity is characterized by a flash of insight or a sudden spontaneous solution.*
- *If the previous stages of creativity have been accomplished properly, the new data will be brought to mind.*

- *Many other ideas will follow in quick order; faster than what one's memory can absorb or retain them. Many flashes of ideas are ideas are lost, others rejected, while some are retained for further analysis. Sometimes many come when one is not really thinking about the problem consciously.*

Verification

- *This is the final stage of creative process and involves verifying modifying, or applying the ideas towards the solution of the problem under study.*
- *During this stage, mind sets about, by logical method or by experimentation, to prove or disprove the solution that has been suggested.*

Organizational Constraints

- *A sense of inappropriate behavior*
- *Negatively assessing own ideas*
- *Rejection of ideas without adequate valuation processes*
- *Competition inhibiting behavior*
- *Fear of being perceived as being unoriginal*
- *Problems have an illusion of difficulty*
- *Waiting for inspiration*

THE END