

Creativity Exercises

- Video
- Creative Mental Block (4): "Be Practical"
- Heraclitus: "When there is no sun, we can see the evening stars"
- Exercises to Provoke Creativity

Ronald B. Bucinell, Ph.D., P.E.,
Union College, Mechanical Engineering

Creative Mental Block (4):

“Be Practical”

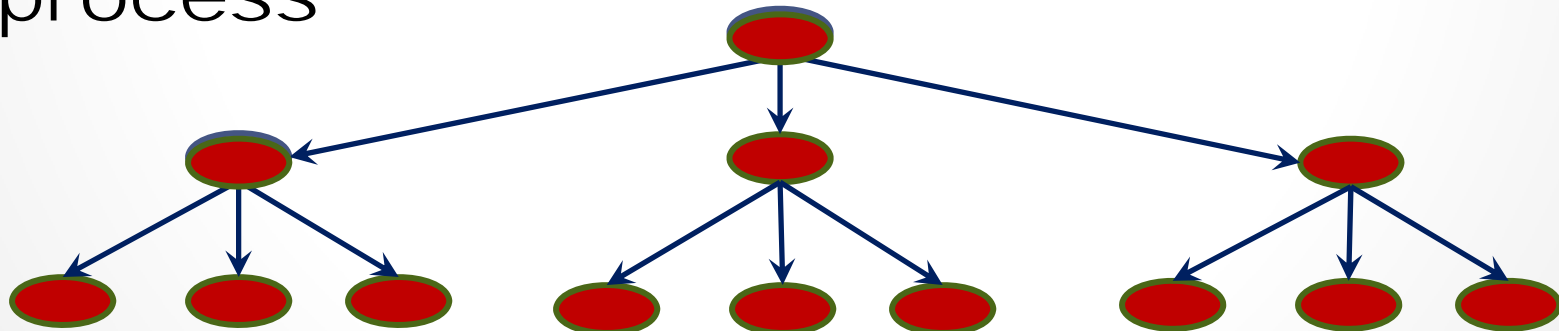
- Ask “What if...?”
 - **Step 1:** Simply ask “What if?” and end the sentence with a contrary-to-fact condition, idea, or situation
 - **Step 2:** Answer the what if question.
 - A provocative stepping stone to help up think about other ideas
- Imagine how others would do it.
 - What if x were tasked with solving this.
- Imagine you’re the idea.
- When you judge new ideas
 - Focus initially on their **positives**
 - Focus initially on what is **interesting** about them
 - Focus on their potential **useful features**

Atomize

("Game Storming," Gray, Brown, Macanufo)

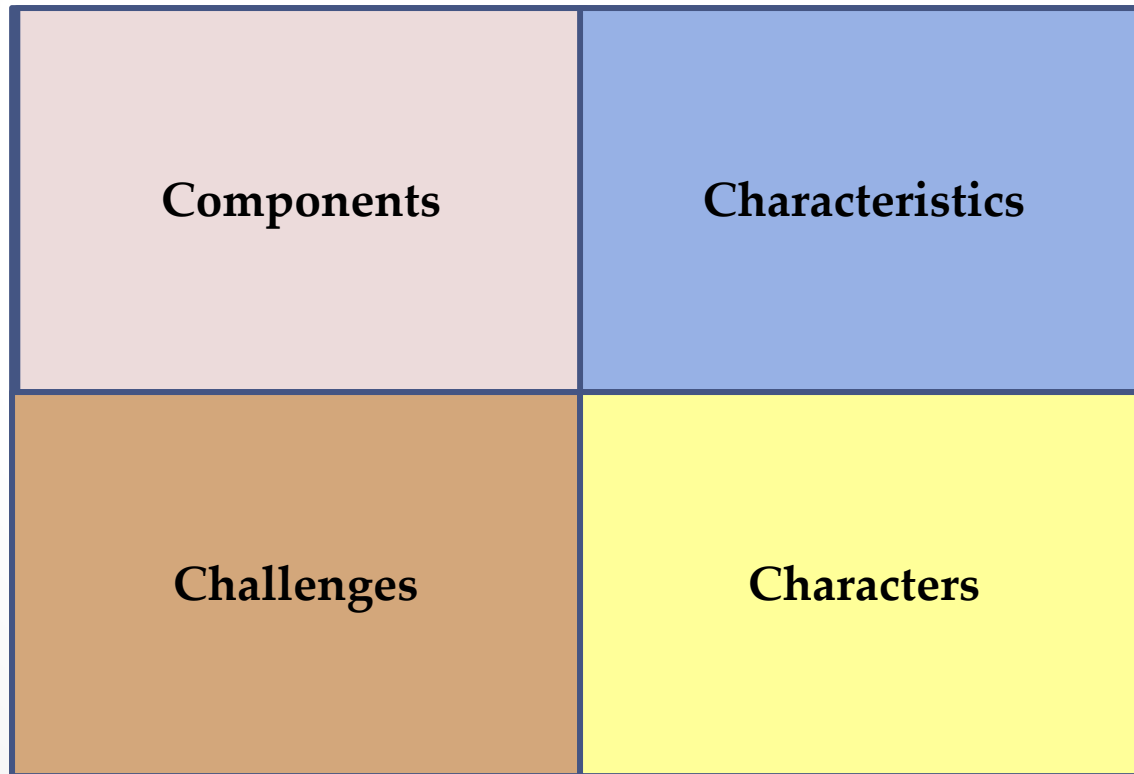
Breaking the larger system into its components

1. Name the system at the top
2. Split the main system into components
3. For each item, repeat the splitting process



The 4C's

("Game Storming," Gray, Brown, Macanufo)



PROVOCATION:

Methods for Generation POs

- **Escape:** Pick something we take for granted and drop that
- **Reversal:** Take a normal relationship and reverse it
- **Distortion:** Make a change to the normal sequence or change a relationship
- **Exaggeration:** Exaggerate any one aspect (or dimension) of an initial statement making it somewhat unreasonable
- **Wishful thinking:** Make a statement in the form "wouldn't it be nice if ..."

PROVOCATION:

Methods for Generating Movement

- **Extract a principle:** Extract a principle, concept, feature, or aspect of the PO, and then ignore the rest of the PO and work only with what you've extracted to generate ideas
- **Focus on the Difference:** Compare the provocation with the existing situation, identify the key differences, and pursue them
- **Moment to Moment:** Visualize the PO being put into effect *moment to moment*
- **Positive Aspects:** Look directly for any benefits or positive aspects
- **Circumstances:** Identify the circumstances under which the PO would have a direct value

PROVOCATION STEP 1:

Generate Provocations

Original Problem Statement:						
Method of generating PO	Resulting PO	Method of Generating Movement				
		Extract a Principle	Focus on the Difference	Moment to Moment	Positive Aspects	Circumstances
PO Just Arose						
Escape						
Reversal						
Distortion						
Exaggeration						
Wishful Thinking						

PROVOCATION STEP 1:

Idea Chart

Original Problem Statement:						
Method of generating PO	Resulting PO	IDEAS AS A RESULT OF THE MOVEMENTS				
		Extract a Principle	Focus on the Difference	Moment to Moment	Positive Aspects	Circumstances
PO Just Arose						
Escape						
Reversal						
Distortion						
Exaggeration						
Wishful Thinking						

ThinkPack

(Michalko)

Substitute Something

Combine it with something else

Adapt something to it

Modify or **M**agnify it

Put it to some other use

Eliminate Something

Reverse or Rearrange it