



Fundamental notions of concept and color

(420-NCC-ID)

Class 08

Concepts organization : container to content

Tools



Hammers



Saws



Screwdrivers



Pliers



Conceptualization : figurative art



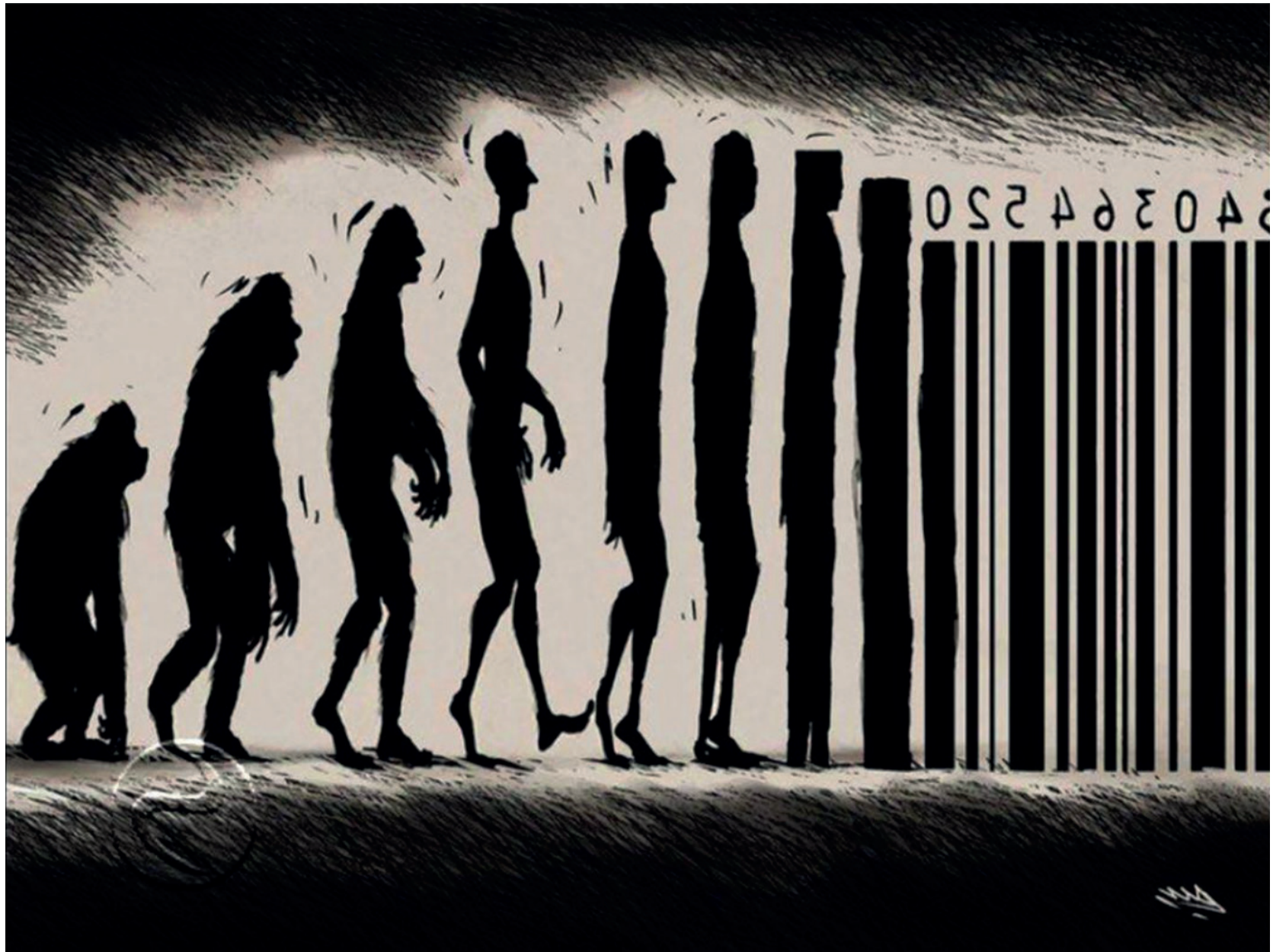
**Represents reality.
Elements are recognizable.**

Conceptualization : non-figurative art



Does not represent reality, but creates an effect.
Elements are not recognizable.

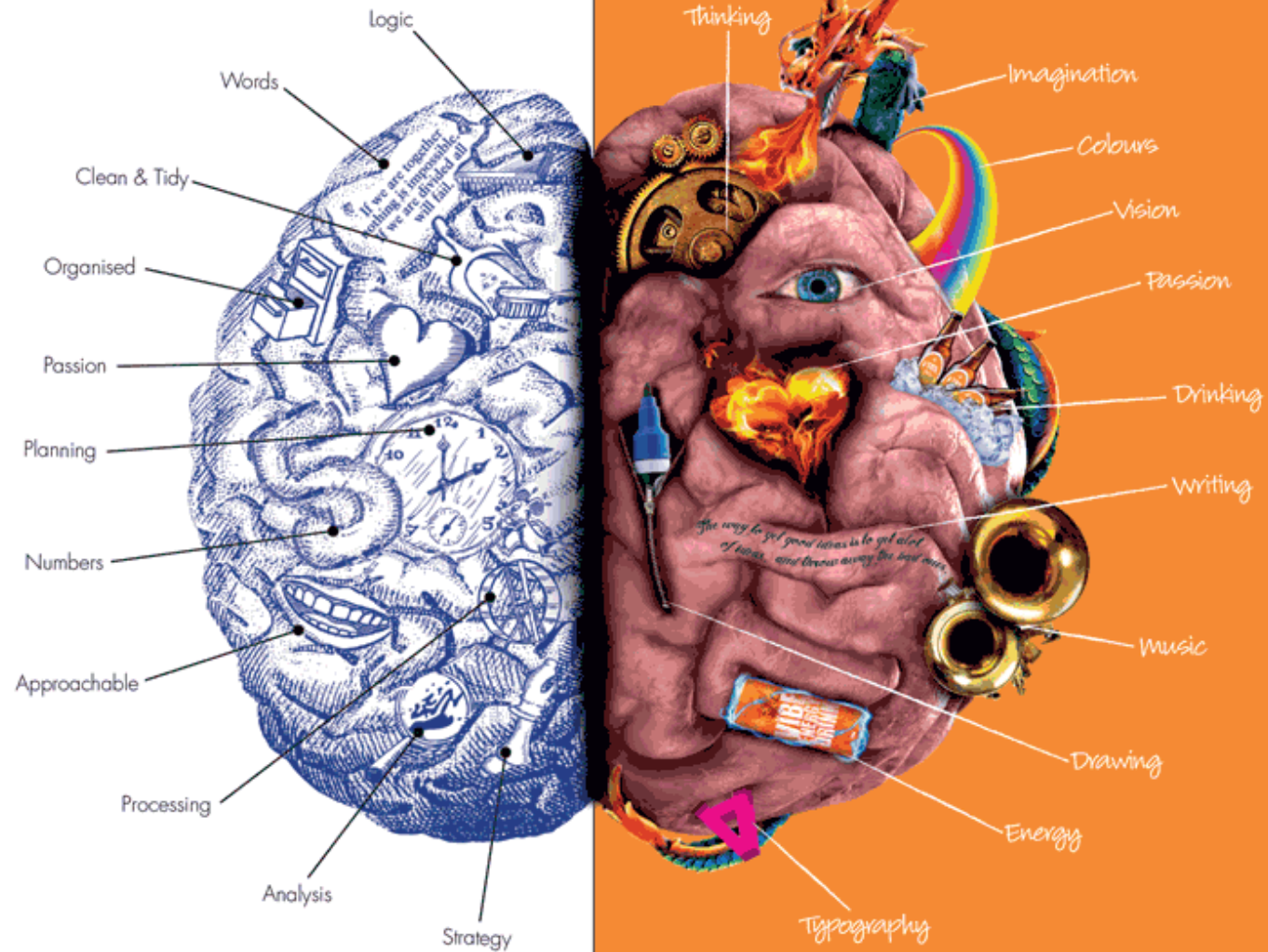
Conceptualization : Conceptual art



Represents an idea, a concept.
Elements are presented in order for the reader's mind to create the message.

Mechanisms of creativity : the brain

We use both sides



Mechanisms of creativity : the psyche

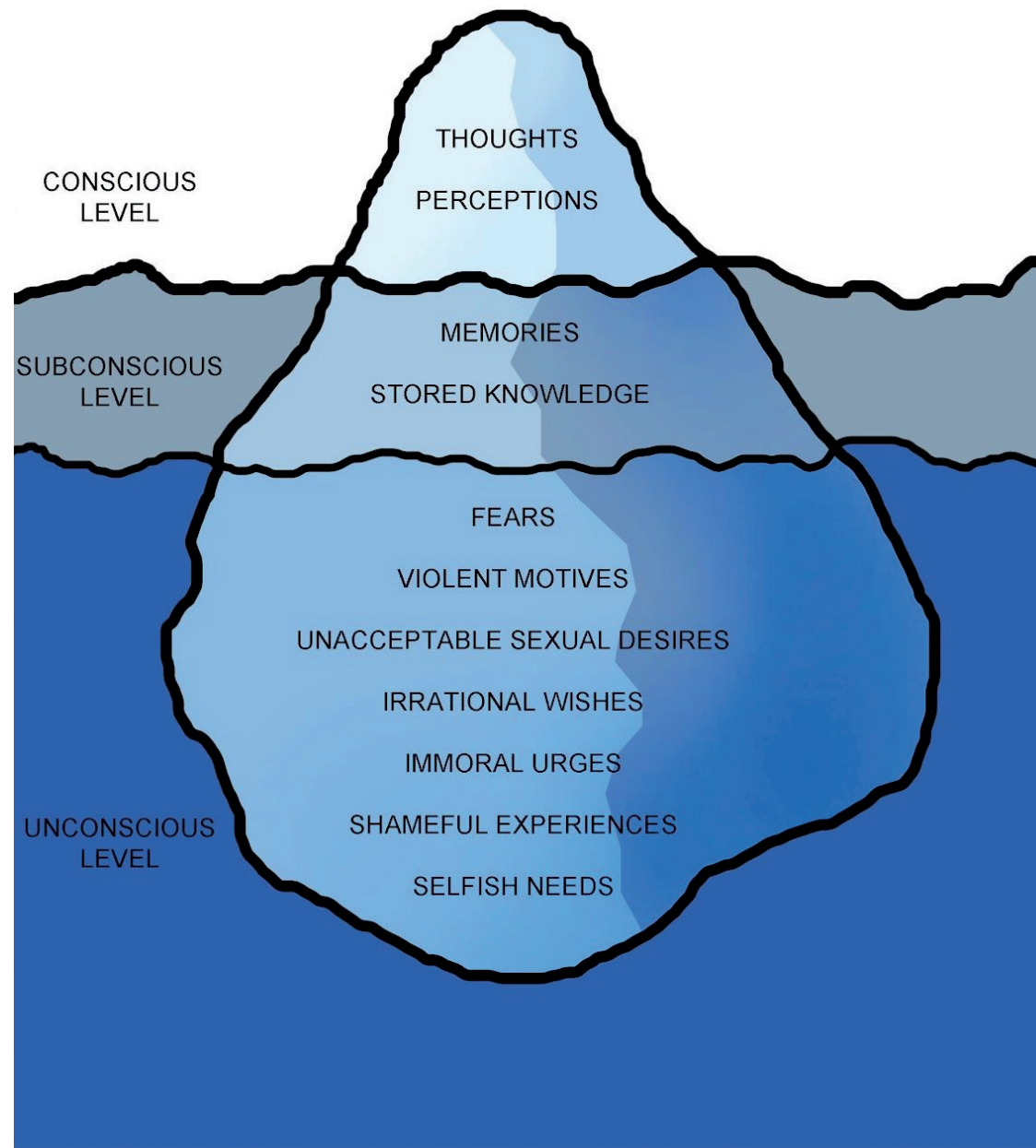


Superego

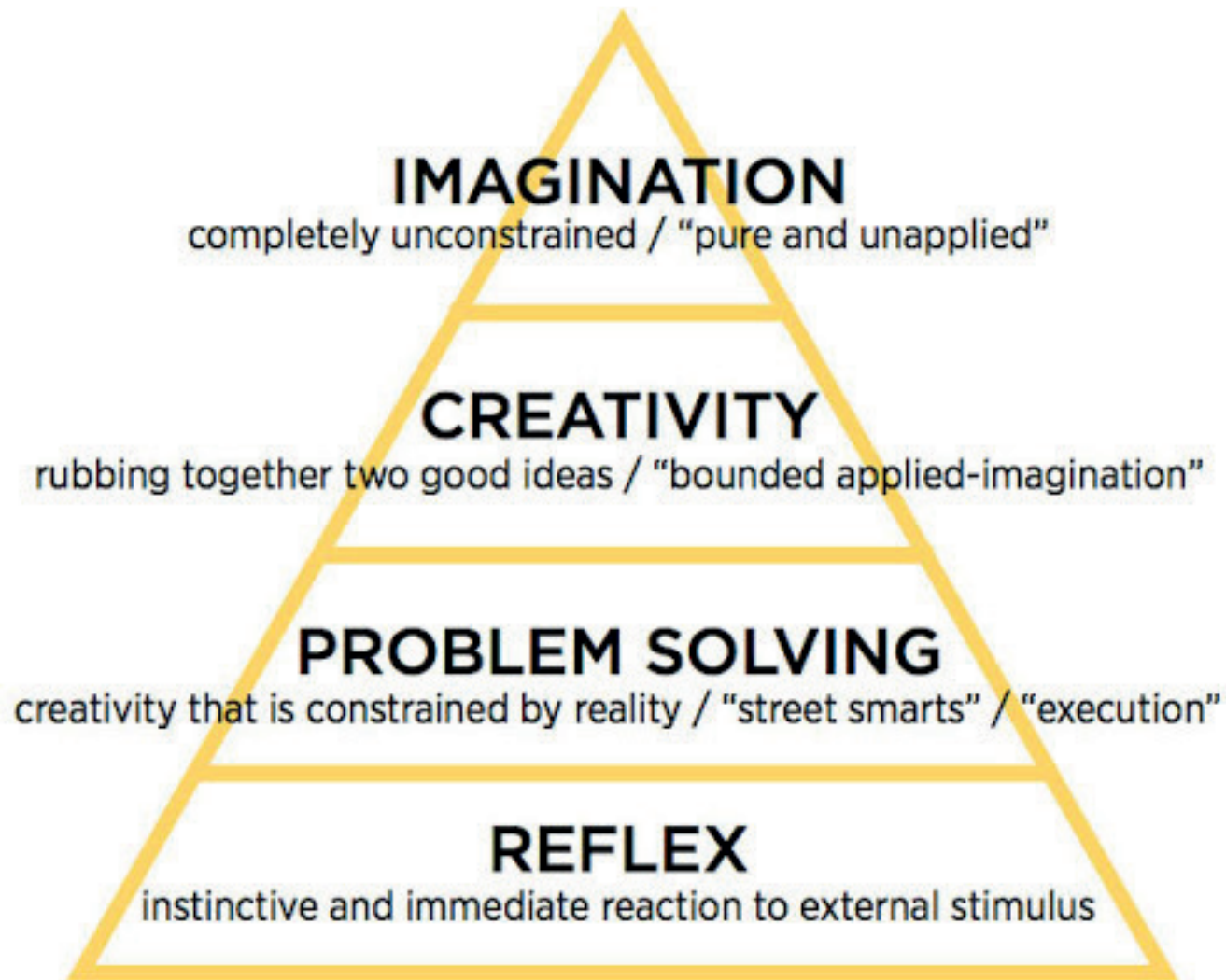
Ego

Id

Mechanisms of creativity : the psyche



Imagination : Brennan's hierarchy of imagination



"BRENNAN'S HIERARCHY OF IMAGINATION" / FROM TEDMED 2010 AT THE RWJF PIONEER PORTFOLIO MTG / BY JOHN MAEDA

Mechanisms of creativity : bisociation

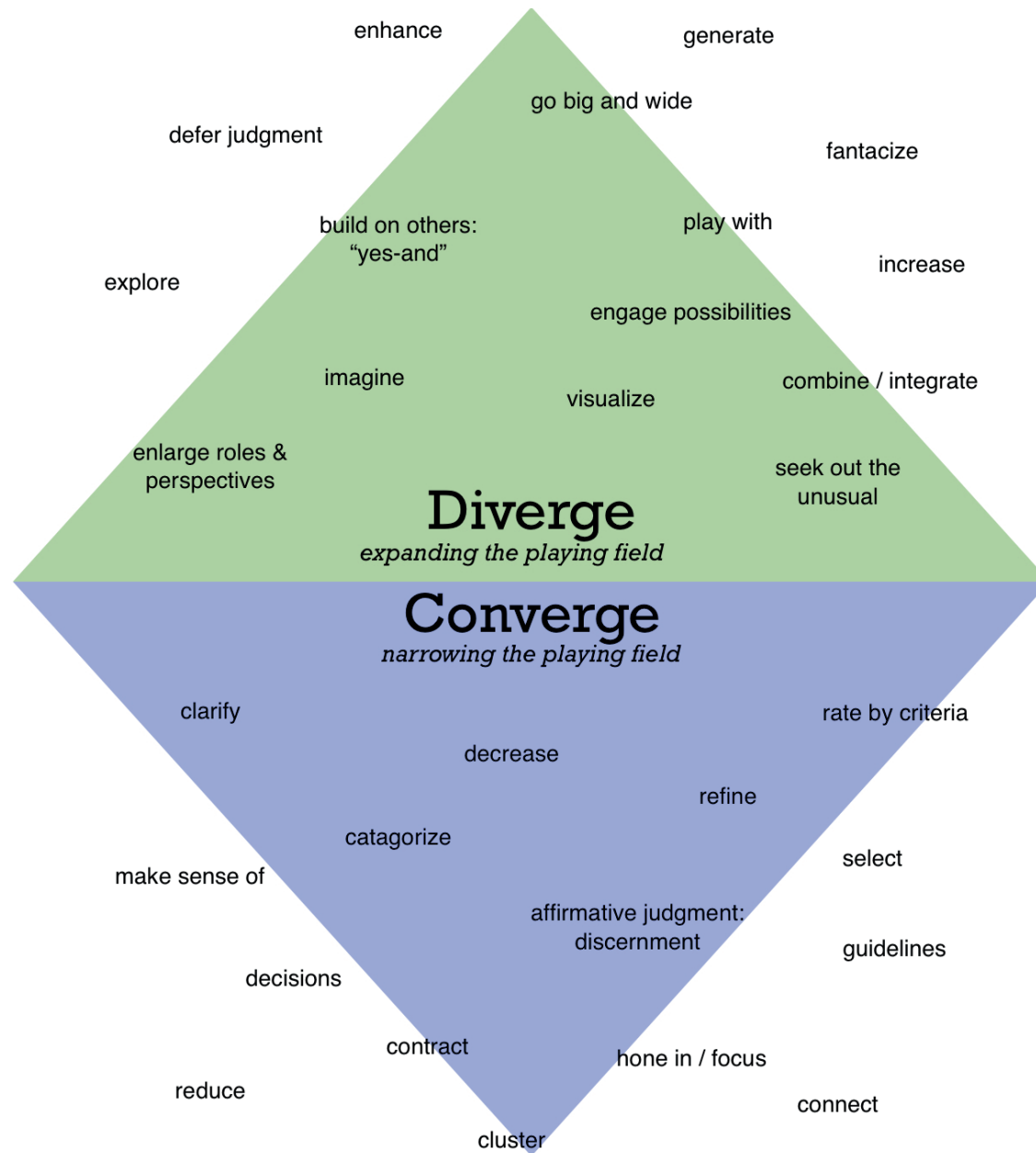
A + B = C

Problem

Stimulus

Idea

Creativity : Divergence-convergence model



Creativity : Torrance test of creative thinking (TTCT)

