

Fundamental notions of concept and color

(420-NCC-ID)

Class 08

Concepts organization: container to content



Tools

Conceptualization: figurative art



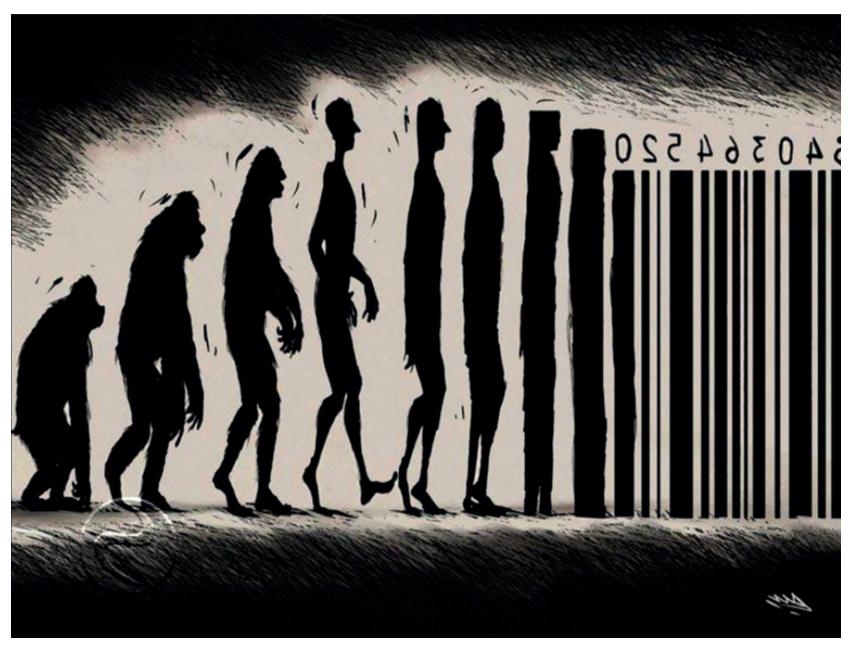
Represents reality. Elements are recognizable.

Conceptualization: non-figurative art



Does no represent reality, but creates an effect. Elements are not recognizable.

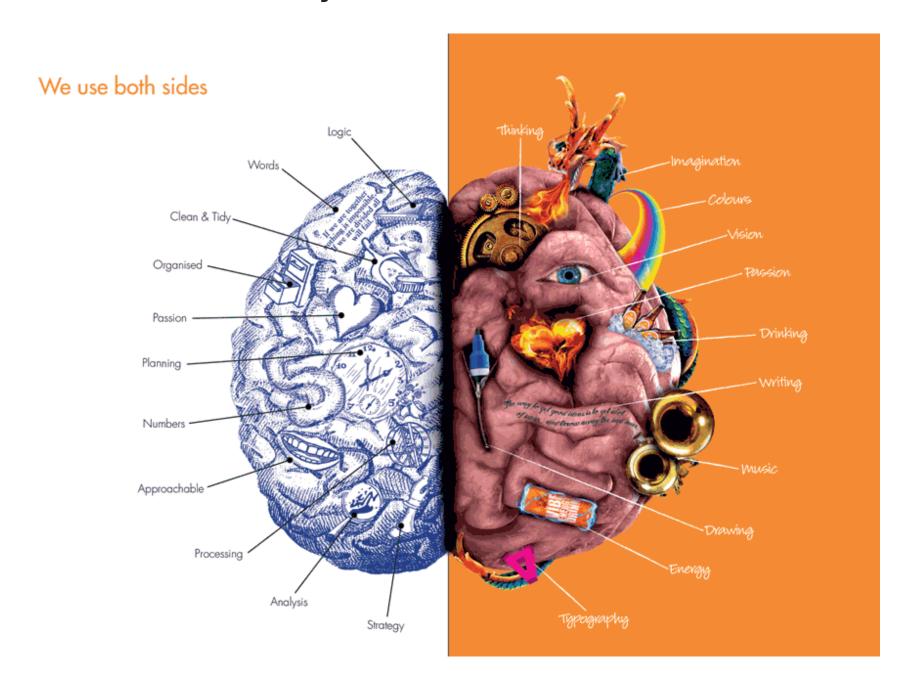
Conceptualization: Conceptual art



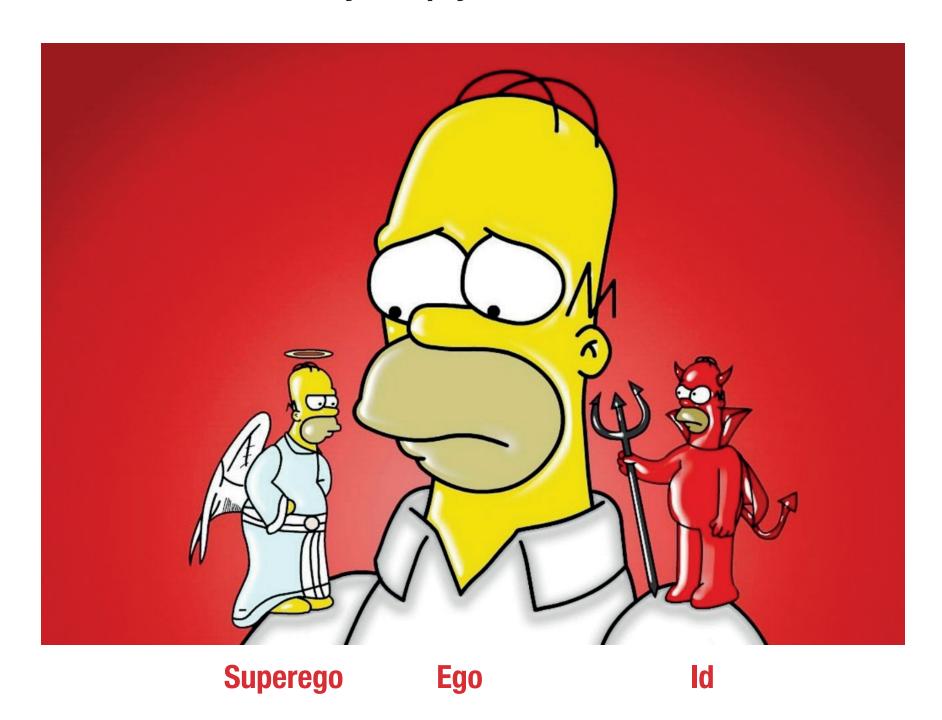
Represents an idea, a concept.

Elements are presented in order for the reader's mind to create the message.

Mechanisms of creativity: the brain

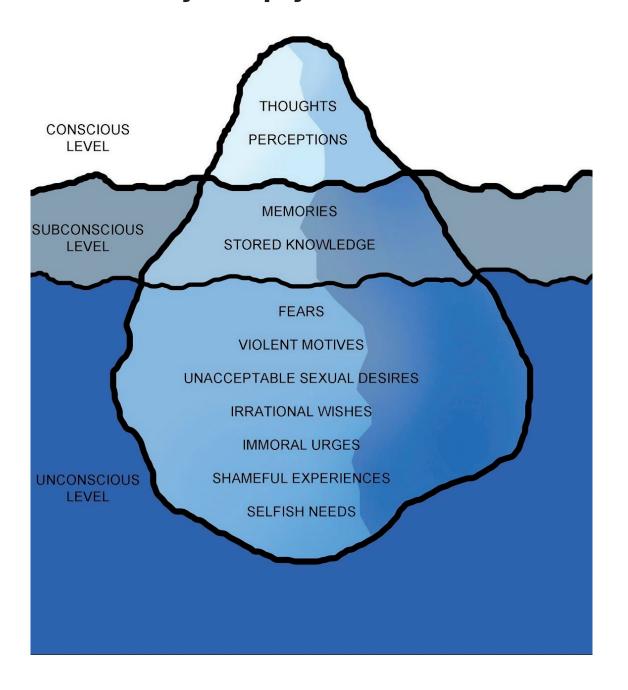


Mechanisms of creativity: the psyche



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Mechanisms of creativity: the psyche



Imagination: Brennan's hierarchy of imagination

IMAGINATION

completely unconstrained / "pure and unapplied"

CREATIVITY

rubbing together two good ideas / "bounded applied-imagination"

PROBLEM SOLVING

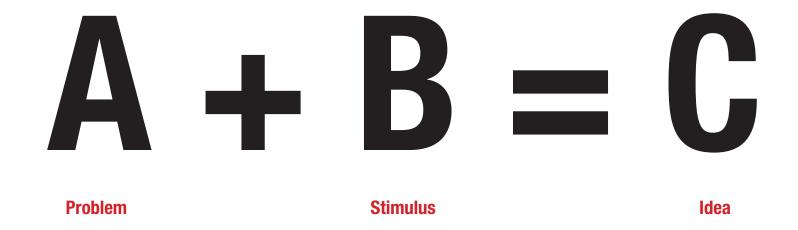
creativity that is constrained by reality / "street smarts" / "execution"

REFLEX

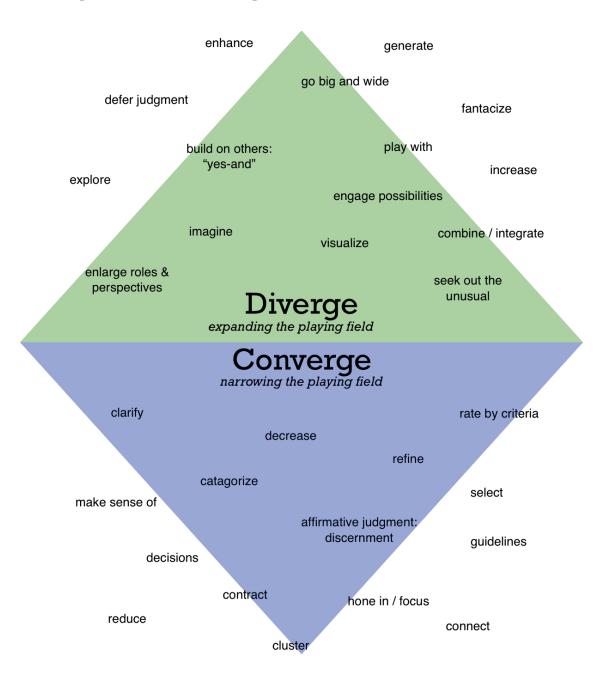
instinctive and immediate reaction to external stimulus

"BRENNAN'S HIERARCHY OF IMAGINATION" / FROM TEDMED 2018 AT THE RWIF PIONEER PORTFOLIO MTG / BY JOHN MAEDA

Mechanisms of creativity: bisociation



Creativity: Divergence-convergence model



Creativity: Torrance test of creative thinking (TTCT)

