

# What is CREATIVITY?

*(in 15 minutes or less...)*

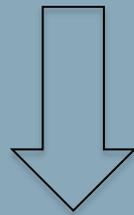
# Warm-up

B S A I N X L E A T N T E A R S

# Warm-up

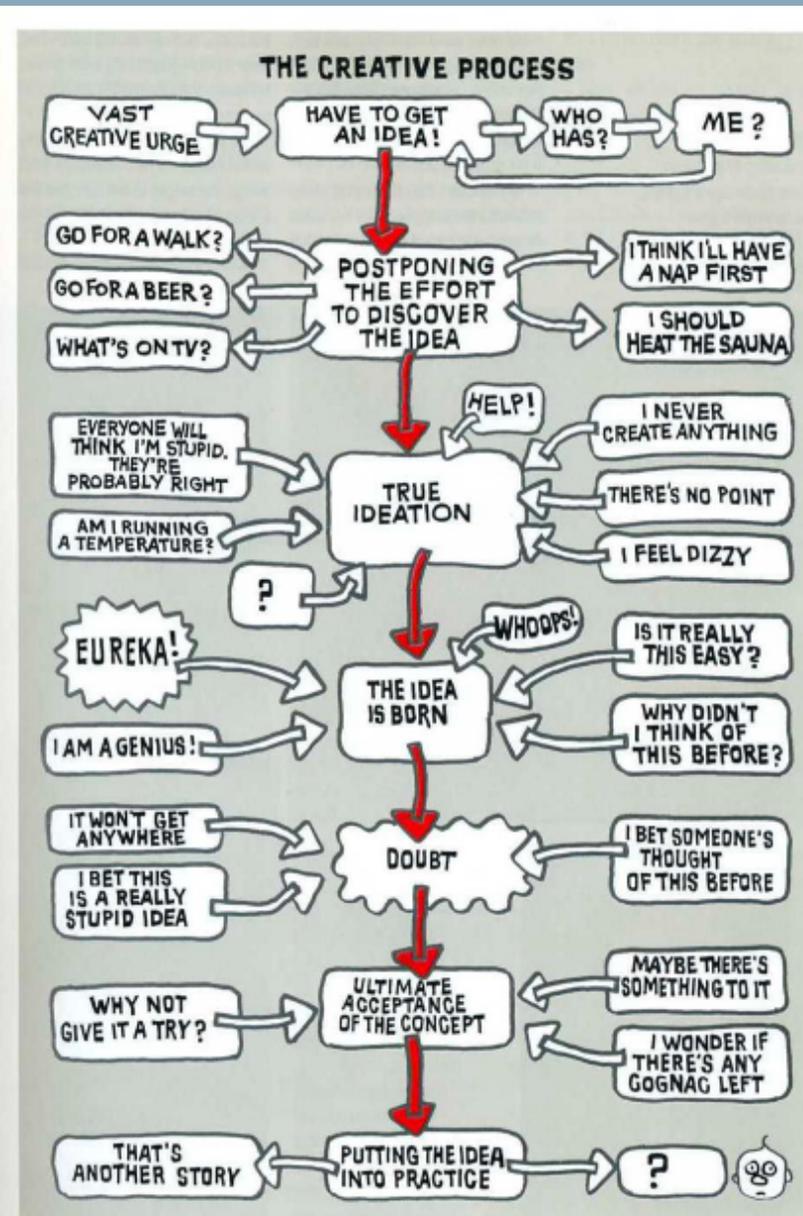
~~B S A I N X L E A T N T E A R S~~

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B A N A N A

# What the Creative Process Feels Like...



# What the Creative Process is Not...



*This isn't working.*

# What is Creativity?

*“Anyone can make the simple complicated.  
Creativity is making the complicated simple.”*  
- Charles Mingus

**“Creativity takes courage.”**  
- **Henri Matisse**

*“When you create you get a little endorphin rush.  
Why do you think Einstein looked like that?”*  
- Robin Williams

*“Creativity is a great motivator because it makes people interested in what they are doing. Creativity gives hope that there can be a worthwhile idea. Creativity gives the possibility of some sort of achievement to everyone. Creativity makes life more fun and more interesting.”*  
- Edward de Bono

# Four Stages of Creativity

(one of the earliest models, Graham Wallas)

- ★ Preparation
- ★ Incubation
- ★ Illumination
- ★ Verification

# Four Stages of Creativity

(from Graham Wallas)

## ★ Preparation

★ beginning of creative interest

★ gathering and taking in information

★ Incubation

★ Illumination

★ Verification



# Four Stages of Creativity

(from Graham Wallas)

★ Preparation

★ ideas set aside to stew

★ Incubation

★ taking a break stimulates new thought

★ Illumination

★ Verification



# Four Stages of Creativity

(from Graham Wallas)

★ Preparation

★ Incubation

★ **Illumination**

★ Verification

★ discovery of the idea

★ the “aha!” or “eureka!” moment



# Four Stages of Creativity

(from Graham Wallas)

★ Preparation

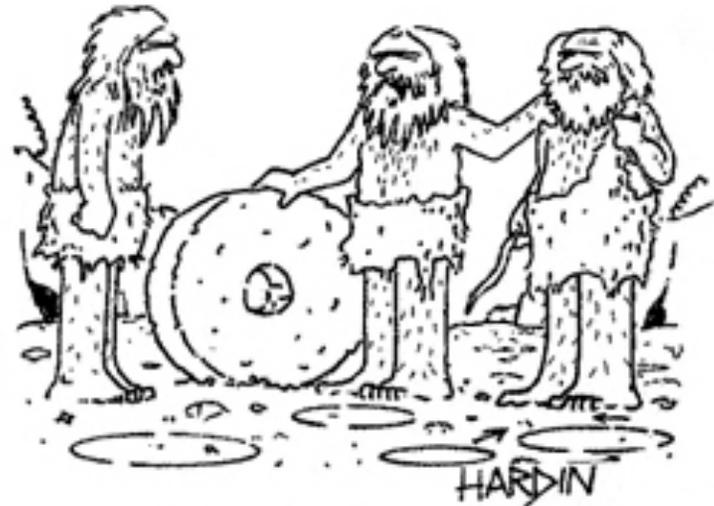
★ Incubation

★ Illumination

★ Verification

★ successful implementation of the idea

★ sharing product with others → PRIDE



*"To be honest, I never would have invented the wheel if not for Urg's groundbreaking theoretical work with the circle."*

# Four Stages of Creativity

(from Graham Wallas)

★ Preparation

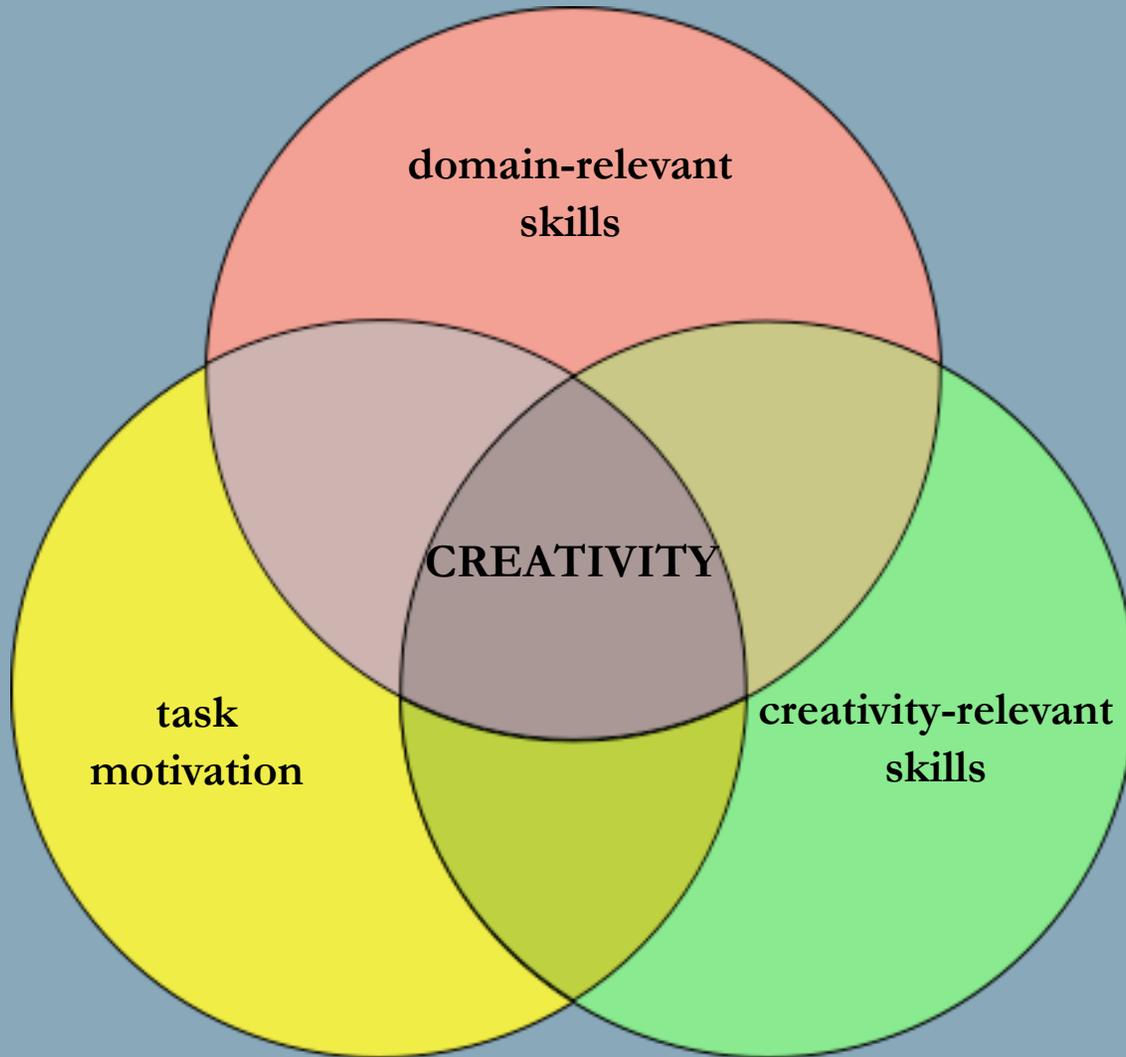
★ Incubation

★ Illumination

★ Verification

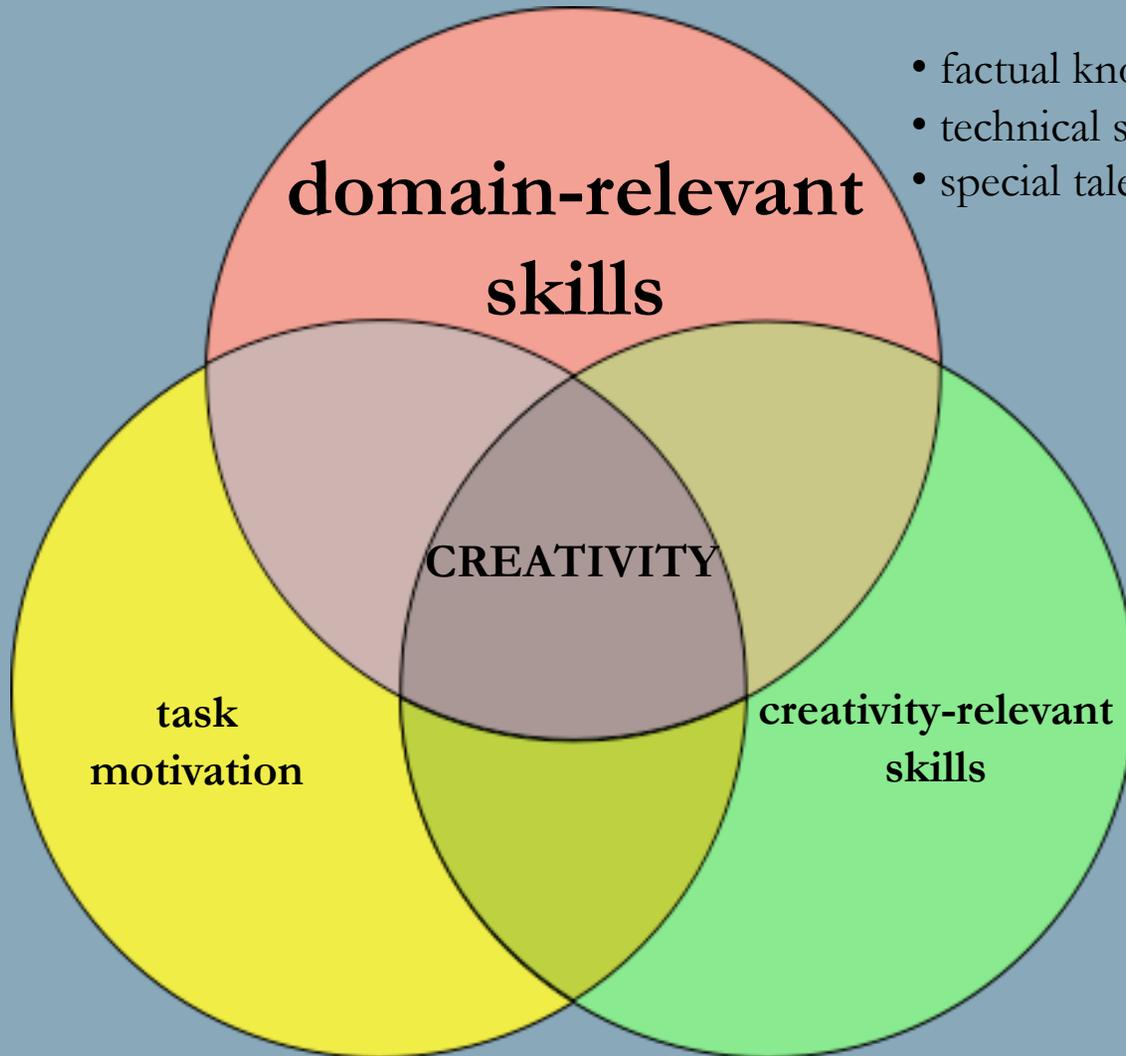
# Teresa Amabile

## Components of Creativity



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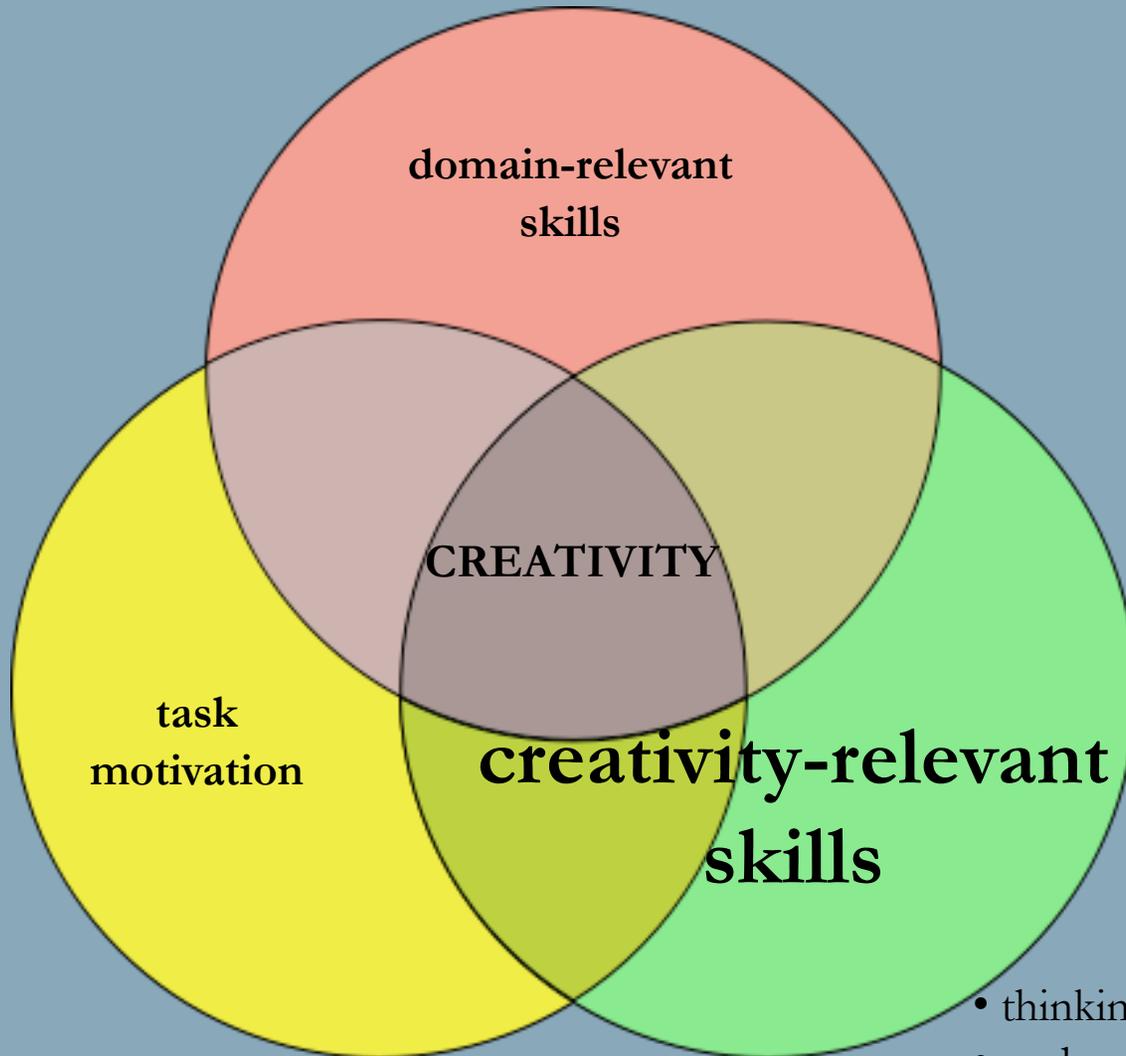
## Components of Creativity



- factual knowledge
- technical skills
- special talents

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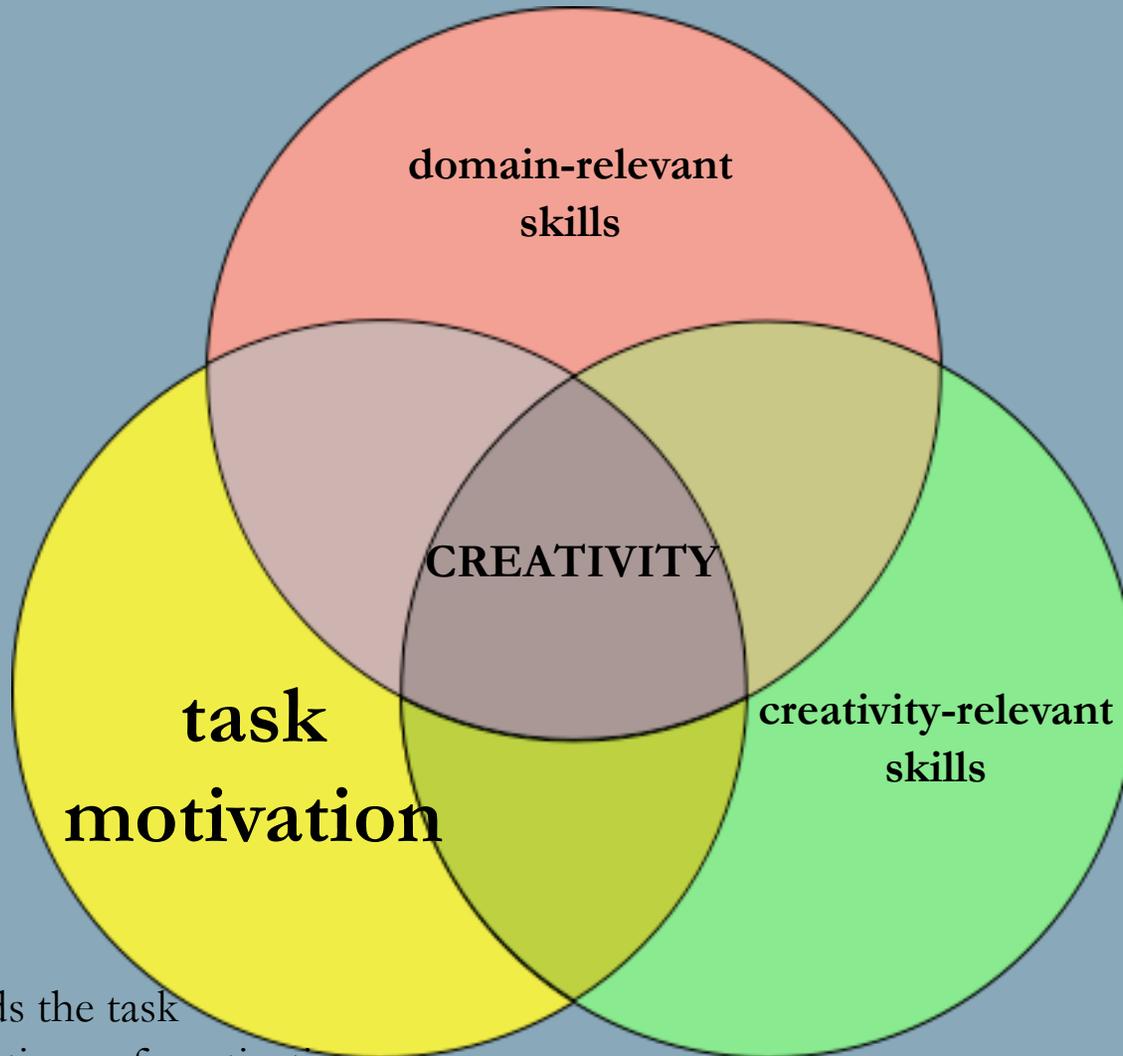
## Components of Creativity



- thinking outside of the box
- understanding complexities
- suspending judgment

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## Components of Creativity



- attitudes towards the task
- personal perceptions of motivation
- *intrinsic* more effective than *extrinsic*

# 21<sup>st</sup> Century Learning Skills

★ Critical Thinking and Reasoning

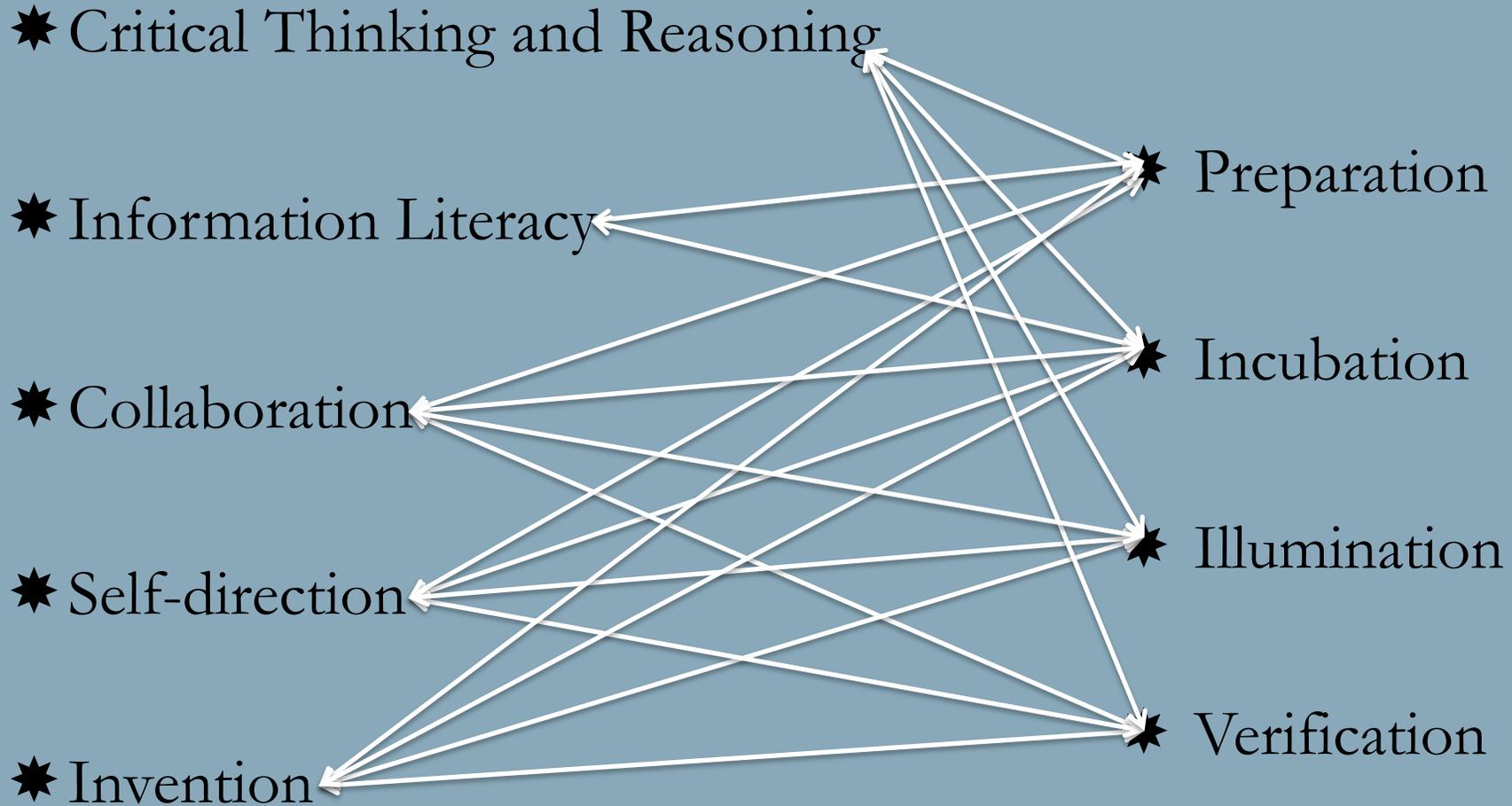
★ Information Literacy

★ Collaboration

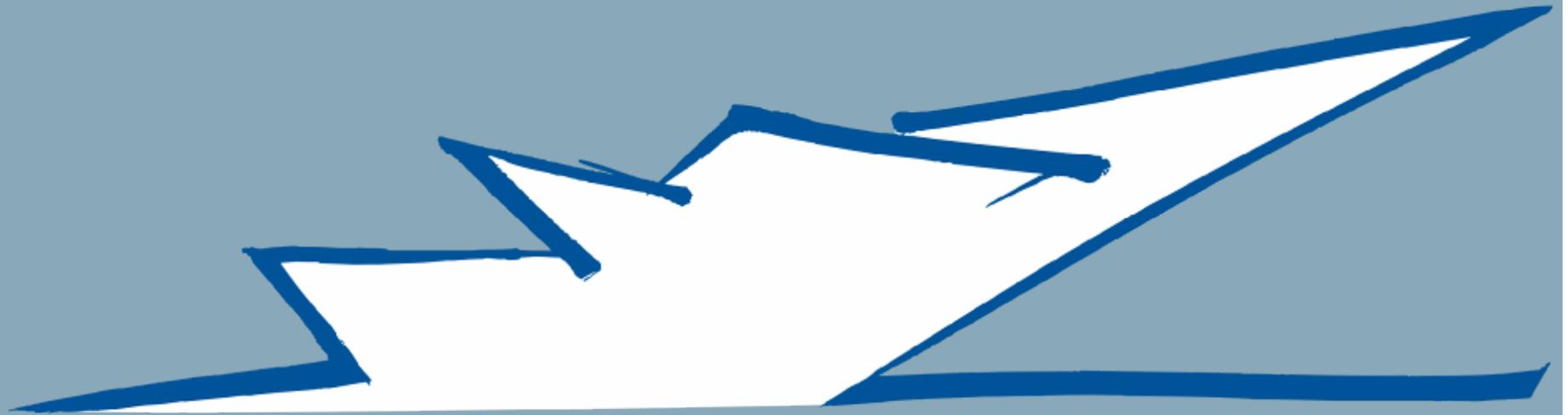
★ Self-direction

★ Invention

# 21<sup>st</sup> Century Learning Skills



Meanwhile, back at the Museum...



Different artist processes



Different solutions to a problem



# DIVERGENT THINKING

