

The creative process

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Definitions

- Creativity is a phenomenon whereby something new and appropriate is created
- Creativity is the process of producing something that is both original and worthwhile
- Creativity is the capacity to think out of the box, the step aside

- « The act of turning new and imaginative ideas into reality. »
"Creativity involves two processes: thinking, then producing. Innovation is the production or implementation of an idea. If you have ideas, but don't act on them, you are imaginative but not creative. »

- Linda Naiman, What is Creativity?

- “The first step is imagination, the capacity that we all have to see something in the mind’s eye. Creativity is then using that imagination to solve problems—call it applied imagination. Then innovation is putting that creativity into practice as applied creativity.

-Sir Ken Robinson, Reading, Writing, and Creativity, Business Week, February 23, 2006

- **Who** : an individual, a group
- **What action** : imagine, realize, produce, build, implement
- **What** : an object, an original solution to a problem, a new, relevant and appropriated concept
- **What business** : ANY ! Science, technique, art, education, common life...
- **When** : daily

The four components of creative thinking

- J. P Guilford and Ellis Paul Torrance
- The involved simple tests of divergent thinking and other problem-solving skills in four scales
 - Fluency
 - Flexibility
 - Originality
 - Evaluation

FLUENCY

- Production of ideas
- The total number of interpretable, incoming and relevant ideas generated in response to the stimulus

FLEXIBILITY

- Production of different ideational categories

ORIGINALITY

- Production of unusual ideas
- The statistical rarity of the responses among the test subject

ELABORATION

- Persistency on introducing details to products
- The amount of details in the response

How to promote and develop the creative thinking ?



The brainstorming

- Paul OSBORN : *Your creative power, how tu use the imagination tu brighter life, to get ahead (1948)*

Focus on quantity

- The greater number of ideas generated, the greater the chance of producing a radical and effective solution

Without criticism

- Suspending judgement, the participants will feel free to generate unusual ideas

Welcome unusual ideas

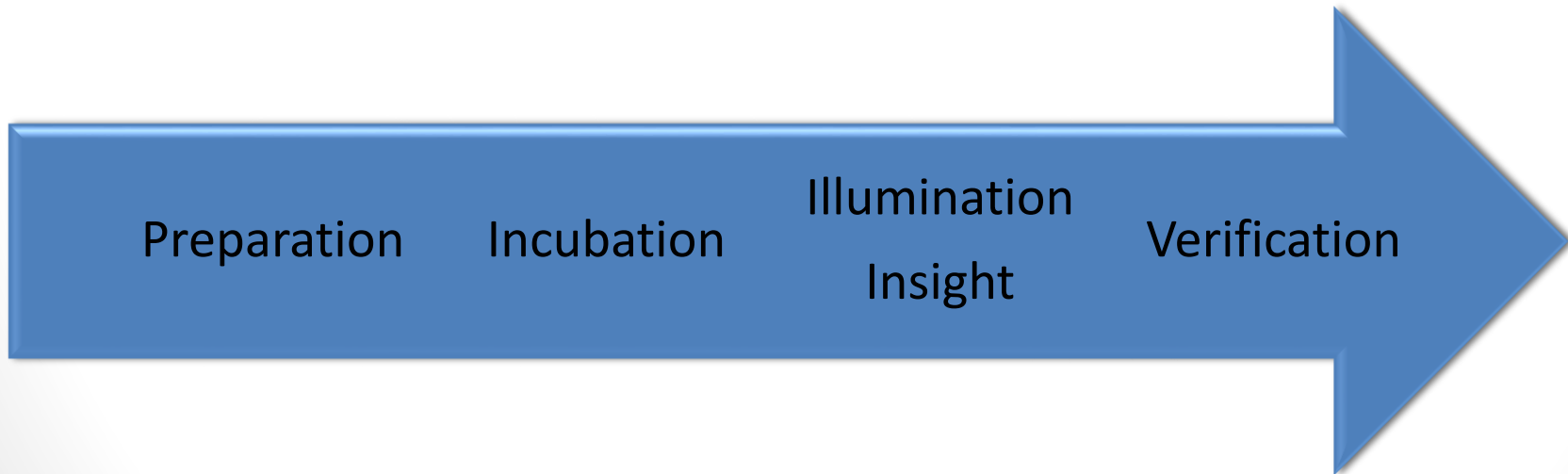
- The touch of madness
- New ways of thinking may provide better solutions

Combine and improve ideas

- Simulate the building of ideas by a process of association

The four stages of creative process

- Graham WALLAS , *The art of the thoughts* (1926)



Preparation

- Preparatory work on a problem that focuses the individual's mind on the problem and explores the problem's dimensions



Incubation

- When the problem is internalized into unconscious mind



Illumination

- When the creative idea bursts forth from its preconscious processing to conscious awareness



Verification

- Where the idea is consciously elaborated and then applied

Declarative and procedural knowledge

Intrinsic and extrinsic motivation



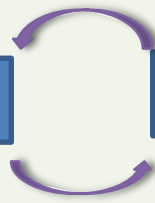
Divergent thinking

Convergent thinking

Problematization



Ideation



Evaluation



Do it !

Incubation

Insight

Purge

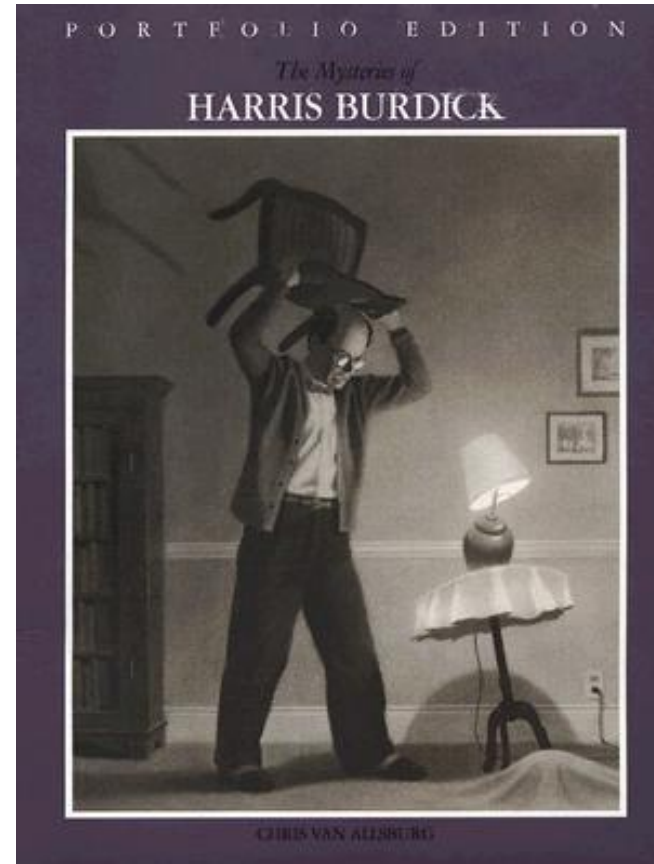
CREATIVITY

INNOVATION
ART WORK

The creative process « P.I.E.D »

Let's try

- The Mysteries of Harris Burdick
 - Draw what happens before and after the pictures !
- Tools, raises, levers to promote divergent thinking!



And now compose !