

Creativity

Course-1
Unit-iv: 2nd Half



Creativity

Creativity is the act of turning new and imaginative ideas into reality.

Inspiration

Vision

Idea

Brainstorm

Mind

Imagination

Innovation

Motivation

Knowledge

CREATIVITY



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Creativity

Creativity is a phenomenon whereby something somehow new and somehow valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition, or a joke) or a physical object (such as an invention, a printed literary work, or a painting).

According to, **Drevdahl** (1956):

Creativity is the capacity of a person to produce compositions, products or ideas which are essentially new or novel and previously unknown to the producer.

According to **Torrence-**

Creativity is a process of becoming sensitive to problems.

Tell me 2 things you already know about today's topic:

1

2



Students, draw anywhere on this slide!

Three reasons why people are motivated to be creative:

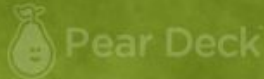
1. need for novel, varied, and complex stimulation
2. need to communicate ideas and values
3. need to solve problems

Characteristics

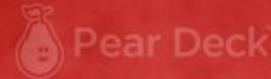
- **Creativity is a unique broad generic term.**
- **Creativity is universal**
- **Creative expression is very wide.**
- **Creativity is always purposeful.**
- **Creativity involves divergent thinking.**

Do you think is creativity innate as well as acquired?

Yes



No



Students choose an option

Characteristics of the creative personality:

1. Creative individuals have a great deal of energy, but they are also often quiet and at rest.
2. Creative individuals tend to be smart, yet also naive at the same time.
3. Creative individuals have a combination of playfulness and discipline, or responsibility and irresponsibility.
4. Creative individuals alternate between imagination and fantasy at one end, and rooted sense of reality at the other.
5. Creative people seem to harbor opposite tendencies on the continuum between extroversion and introversion.

6. Creative individuals are also remarkable humble and proud at the same time.

7. Creative individuals to a certain extent escape rigid gender role stereotyping and have a tendency toward androgyny.

8. Generally, creative people are thought to be rebellious and independent.

9. Most creative persons are very passionate about their work, yet they can be extremely objective about it as well.

10. The openness and sensitivity of creative individuals often exposes them to suffering pain yet also a great deal of enjoyment.

- *Components of creativity*

Components of creativity-

- **Fluency-**
 - 1) **Word fluency**
 - 2) **Associational fluency**
 - 3) **Expressional fluency**
 - 4) **Ideal fluency**
- **Originality**
- **Elaboration**
- **Flexibility**

Three Components of Creativity



Expertise- this encompasses know to a person, irrespective of where it was gained(formal education, practical experience or interaction with others)

Creative- thinking skill- the ability to think flexibly and imaginatively; a cognitive style conducive to having new perspectives on problems.

Motivation- driven by deep interest and involvement in the work, curiosity, enjoyment or a personal sense of challenge. Motivative is in 2 parts: intrinsic and extrinsic- with the former being far more essential for creativity.

Brainstorming Techniques



BRAINSTORMING

- Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.
- The term was popularized by **Alex Faickney Osborn** in the 1953 book *Applied Imagination*.

TYPES OF BRAINSTORMING

- INDIVIDUAL BRAINSTORMING
- GROUP BRAINSTORMING

INDIVIDUAL BRAINSTORMING

- When you brainstorm on your own you don't have to worry about other people's egos or opinions, and you can be free and more creative.
- For individual brainstorming, choose a comfortable place to sit and think.
- Minimize distractions, focus on the problem at hand, using mind maps to arrange and developed ideas.



GROUP BRAINSTORMING

- There is an advantage of full experience and creativity of all team members.
- When one member gets stuck with an idea , another members creativity and experience can take ideas to the next stage.



STEPS FOR RUN A GROUP BRAIN STORMING EFFECTIVELY

- Prepare the group
- Present the problem
- Guide the discussion
- Analyzing the ideas

PREPARE THE GROUP

- Set up a comfortable meeting environment.
- Try to include people from a wide range of disciplines and different thinking style.
- Appoint one person to record the ideas that come from the session.

PRESENT THE PROBLEM

- Clearly define the problem
- Lays out the criteria that you must meet.
- Give plenty of time to the people at the start of the session to write down as many of their own ideas as they can.
- Then share the ideas.

GUIDE THE DISCUSSION

- After sharing ideas start a group discussion to develop other peoples ideas and use them to create new ideas.
- Welcome creativity and encourage to come up with as many ideas as possible regardless of whether it is practical or impractical.

ANALYSING IDEAS

- After brain storming session you will have a lot of ideas.
- Analyzing these ideas and pick the best ones.

RULES FOR CONDUCTING BRAIN STORMING

- No criticism is allowed during brain storming.
- Quality of ideas is important.
- Wildness is good. Crazy ideas are welcome.
- Many times craziest ideas turn out to be the best ones.

CONDUCT OF SESSION

- Groups may be set up in advance or on the spot.
- Specify each groups task.
- Ask participants to introduce themselves to each other before beginning their discussion.
- Let groups discuss for no more than 20 minutes.
- Warn them two minutes before the end.
- Gather the results of the discussions. It should be brief and focused.

USES

- A large number of ideas can be collected in a short time
- Each participants have an opportunity to speak.
- Active participation is stimulated for the next activity.
- Provides valuable feedback information to resource person.

BRAINSTORMING HELPS

- Encourage your students to speak.
- Encourage your students to share ideas.
- Improve student's group work skill.
- Improve student's confidence.
- Encourage them to learn from others.
- It show you what your students already know.

THANK YOU