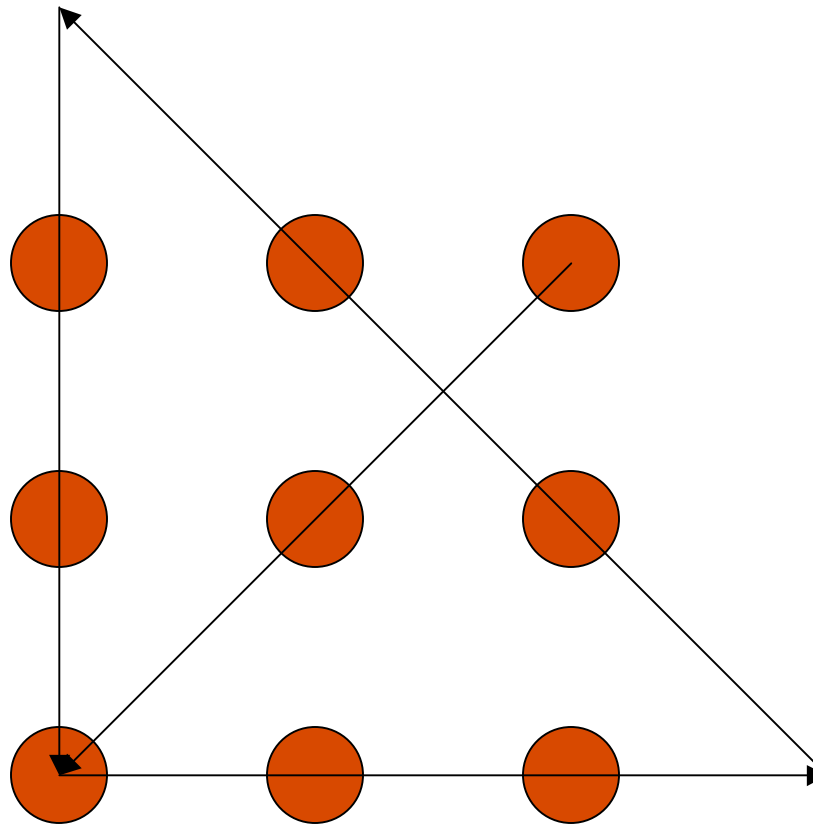




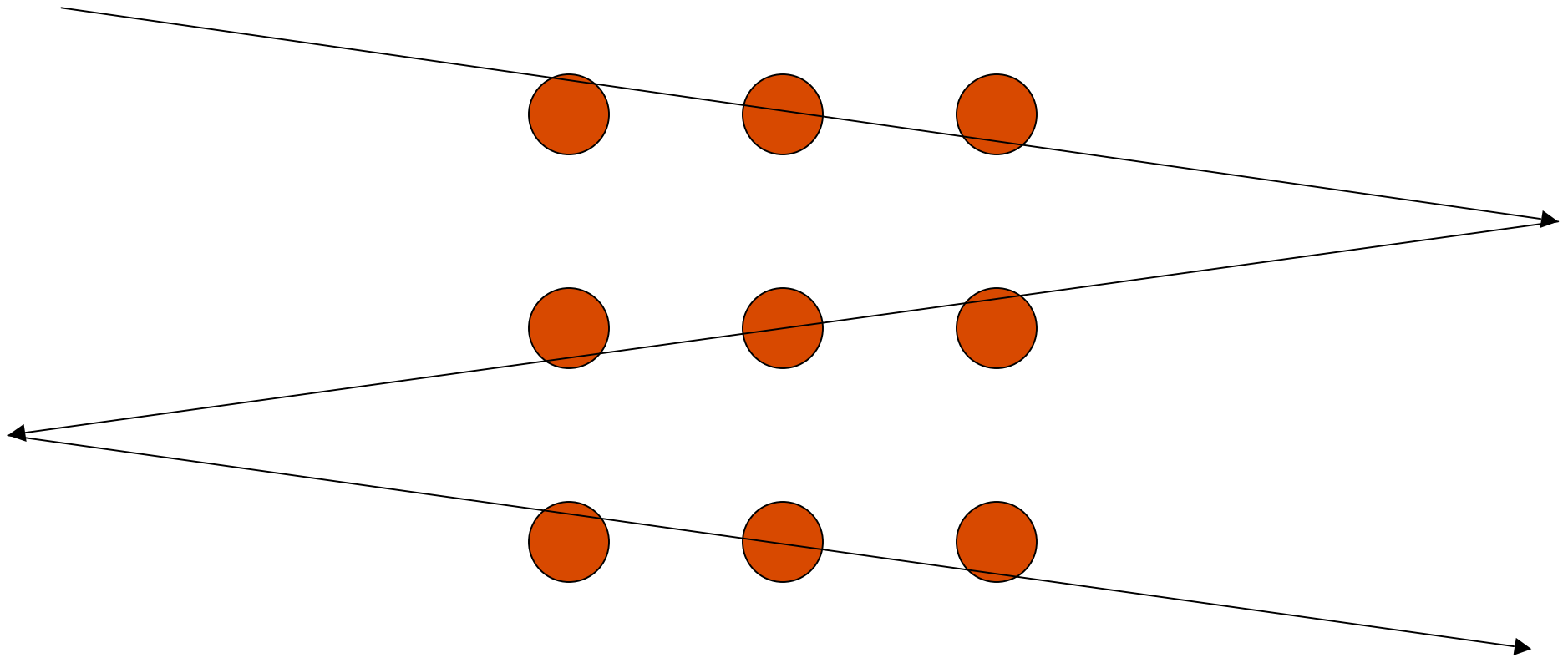
Two innocent exercises (I/II)



Can you do it again only with 3 strokes?



Two innocent exercises (I/II)





Why was this exercise tricky?

- Adams, J.L.(1986). *“Conceptual blockbusting: A guide to better ideas”*. Reading, MA:Adisson-Wesley.
- Creativity blocks
 - Perceptual
 - Emotional
 - Cultural/environmental
 - Intellectual/expressive
 - ...

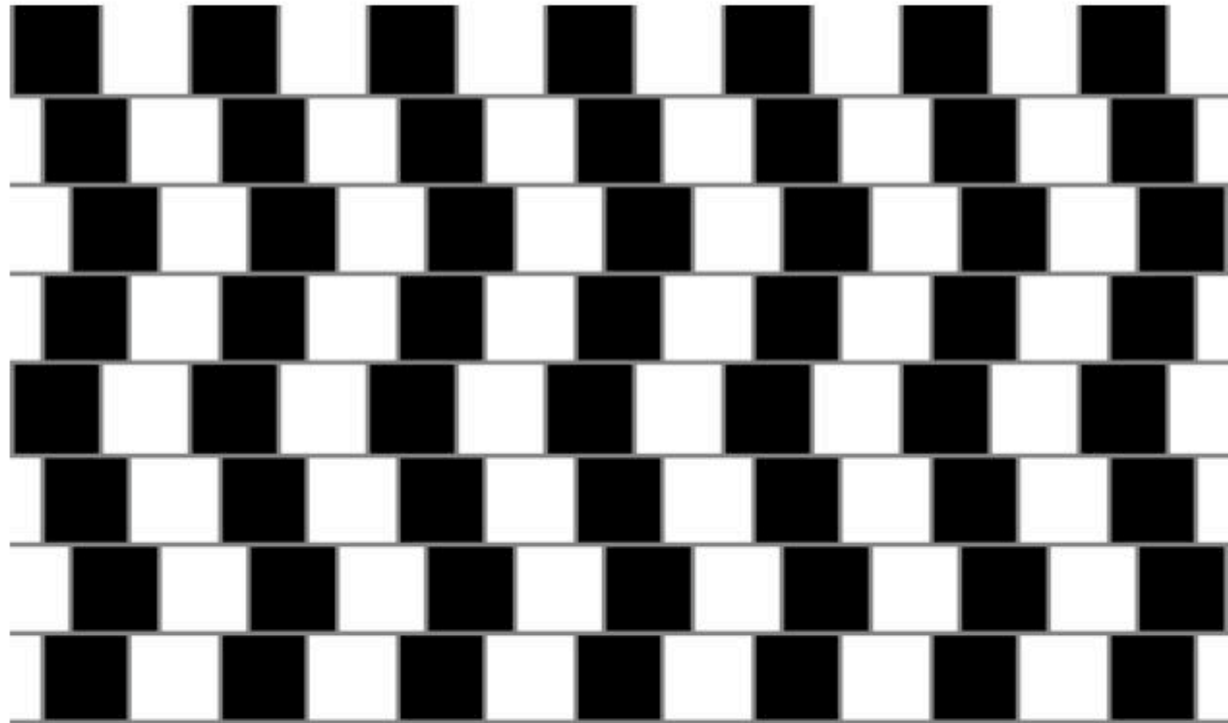


Perceptual blocks

- Types of blocks
 - Stereotypes: seeing what is familiar
 - Isolating the problem
 - Delimiting the problem too closely
 - Inability to have multiple views of the problem
 - Saturation
 - ...



Perception Tricks



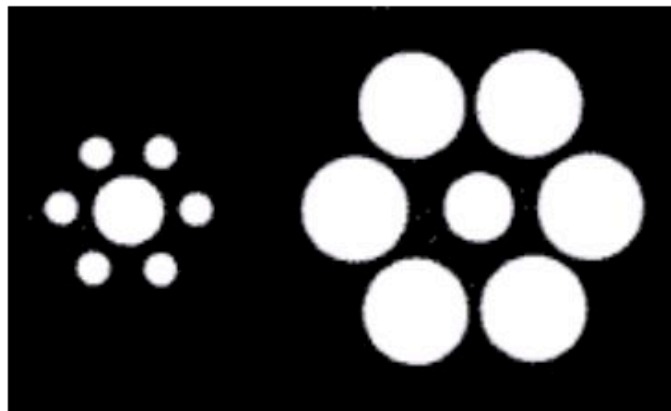
Are the horizontal lines parallel or do they slope?

<http://www.washburn.edu/cas/psychology/pmacdonald/perceptiontricks.html>



Perception Tricks

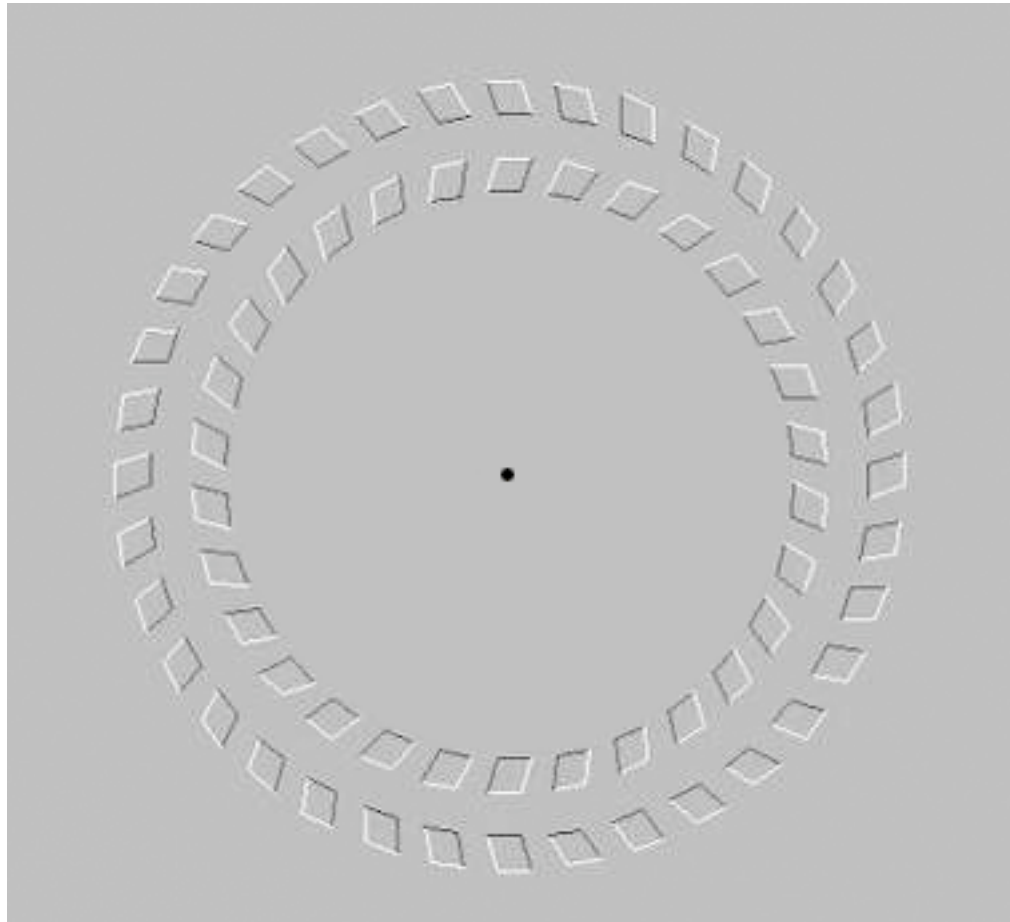
Is the left center circle bigger?



<http://www.washburn.edu/cas/psychology/pmacdonald/perceptiontricks.html>



Perception Tricks



http://en.wikipedia.org/wiki/Optical_illusion



Emotional blocks

- Types of blocks
 - Fear of mistakes
 - Inability to tolerate ambiguity
 - Premature judgment
 - Inability to incubate
 - Change as a problem or an addiction
 - Relation between fantasy and reality



Intellectual and expressive blocks

- Language (visual, rhetoric, formal...)
- Language as responsible for the wiring of your brain (Feral children, François Truffaut's 1970 film *L'Enfant Sauvage*)
- Language and its expressive boundaries
- Assumptions for free (remember the bounding box in the dots exercise?)
- Catastrophic: “*The exact formulation is the **only** way to go*”
- ...



Two innocent exercises (II/II)

- Exercise 2: Write down your answers to
 - Creativity is...
 - Innovation is...
 - What do I do to be more creative/innovative?
- BTW, did you entry your thoughts about the talks?
- So, what is your take on the questions above?



What is creativity?

- Definitions:
 - My Mac: “The use of imagination or original ideas, especially in the production of artistic work.”
 - Wikipedia: “Creativity (or creativeness) is a mental process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts.”
 - Google:
 - “Creativity is the ability to solve problems that are worth solving. It is the ability to create knowledge. Creativity is subject-specific: it is the meta-knowledge of how to solve a specific class of problems. So there is no such thing as raw, undifferentiated creativity.”



Let's break it down in to pieces

- Imagination
- Mental process
- Ideas (original ideas)
- New associations among existing ideas
- Problem solving oriented (What about Jackson Pollock, Salvador Dalí, Edgar Degas?)
- Problems worth to solve (Who decides?)
- Only possible in presence of a problem (What about activities?)
- Sharing! (social process)
- Iterative process (old gets revamp into something new)
- Reality construction
- A criminal activity!
- Diversity!!! (dancing and tomato chunks)



Levels

- Individual activity
 - How we can boost individuals creativity
- Group activity
 - If it can be boosted in individuals, why not to boost it in groups
- Social component
 - Creativity and its diffusion processes



Creativity and innovation?

- Let's make one distinction
- Creativity:
Create a new idea, concept, or association, from pre-existing or specifically created ones.
- Innovation:
“Creativity + commercialization = innovation”



Something to think about

- Read the definitions of creativity again. Think about blockbusting.
- **Homework:** Discuss in the DISCUS communities system the post about what assumptions can you identify in each of these definitions. Feel free to bring other definitions to the table for discussion.