

I **create** therefore I am

Dr. CHAN, Man Ho
(SES)



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Myth 1: Creativity comes from the unconscious?

- Original idea: “creative expression is a direct link into the unconscious of every individual”
- New idea: “creativity is mostly conscious, hard work!”



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Myth 2: Children are more creative than adults?

- Original idea: children are more pure, closer to nature, and that society gradually corrupts them as they grow to learn its customs and ways
- New idea: Schools and society don't squash creativity. In fact, they make it possible.



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Myth 3: Creativity is spontaneous inspiration?

- Original idea: artist is a person who rejects convention
- New idea: formal training and conscious deliberation are essential to creativity.
“Chance favors the prepared mind”.



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What is creativity ?

4P

Product

Person

Process

Press (environment)



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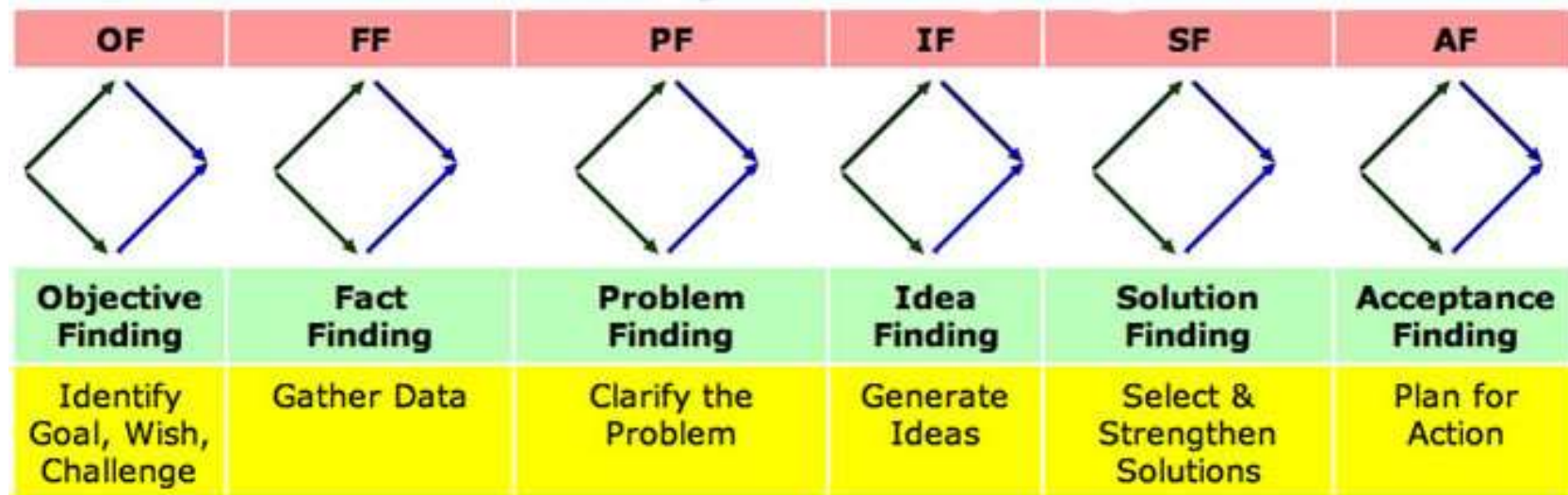
4P's of creativity

- Product: surprising, original, beautiful, useful, ...
- Process: improve, innovate, insight, imagination, ...
- Person: ability, self-control, hard work, confidence, right mindset (openness to experience), ...
- Press: autonomy, relatedness (constructive challenge of ideas), purpose, ...



Creative process: Creative problem-solving process - CPS

Osborn-Parnes' CPS model



A combination of **divergent and convergent** thinking

- <http://www.creativityland.ca/category/blog/creativity-research/page/2>

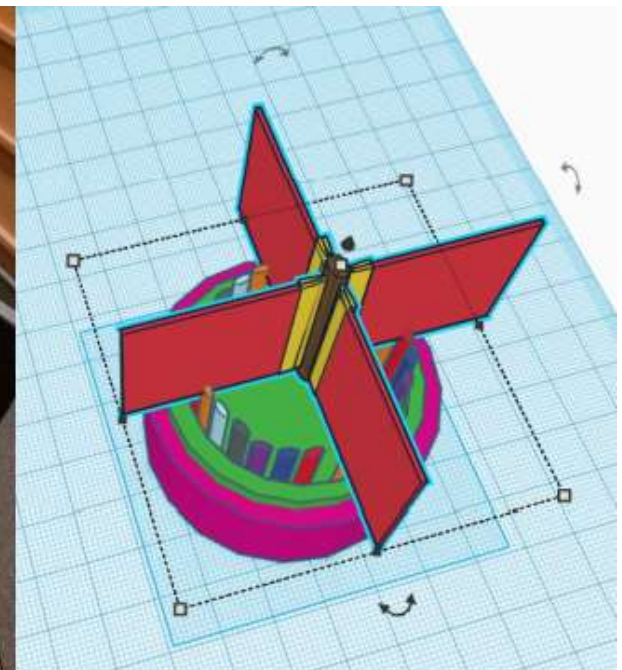
Stages of creativity development



Some examples

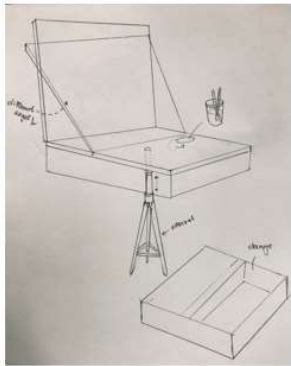


“Spin it up” – a vertical spinning photo album

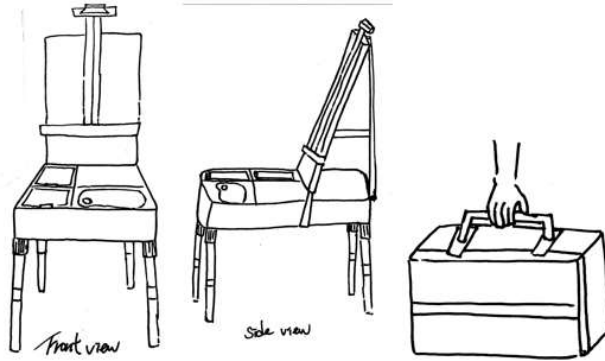


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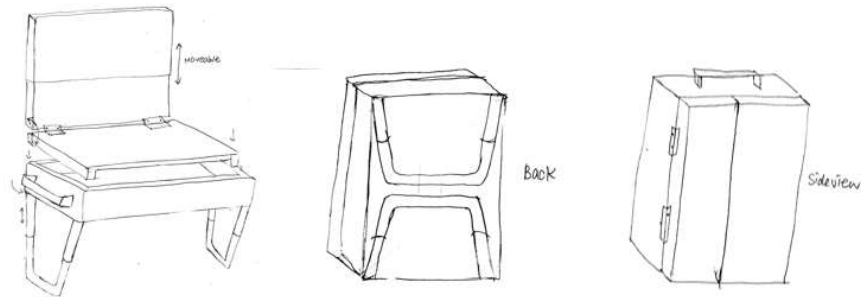
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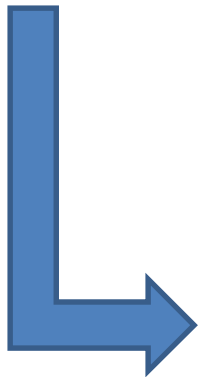
(1st draft of the multi-functional box)



(2nd draft of the multi-functional box)



(3th draft of the multi-functional box)



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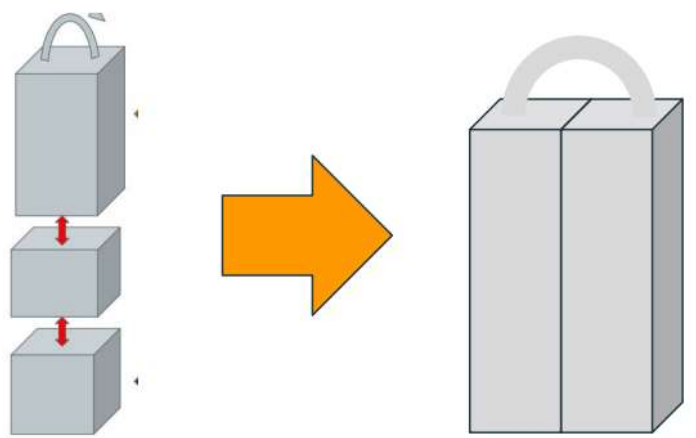
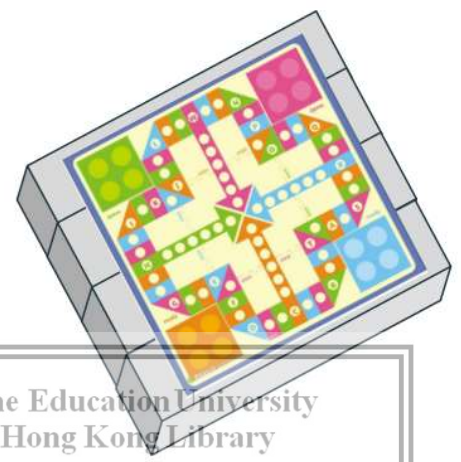
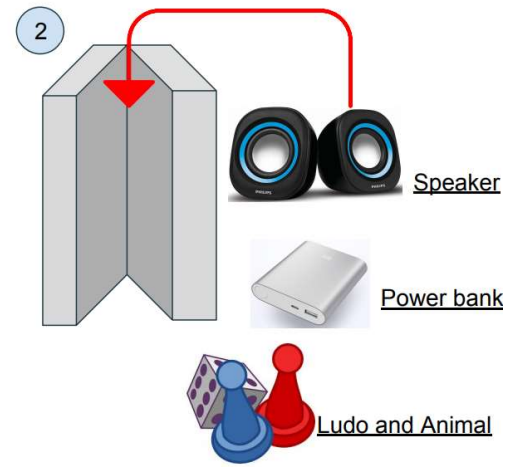
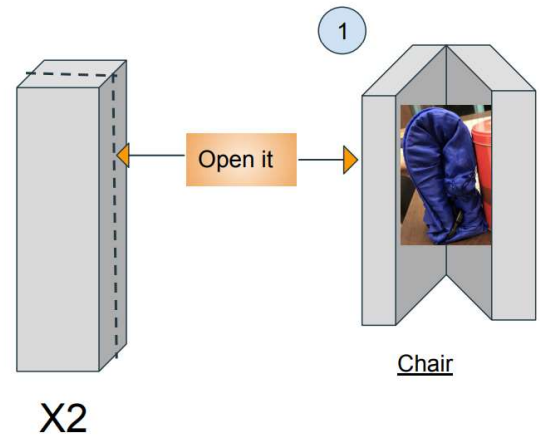
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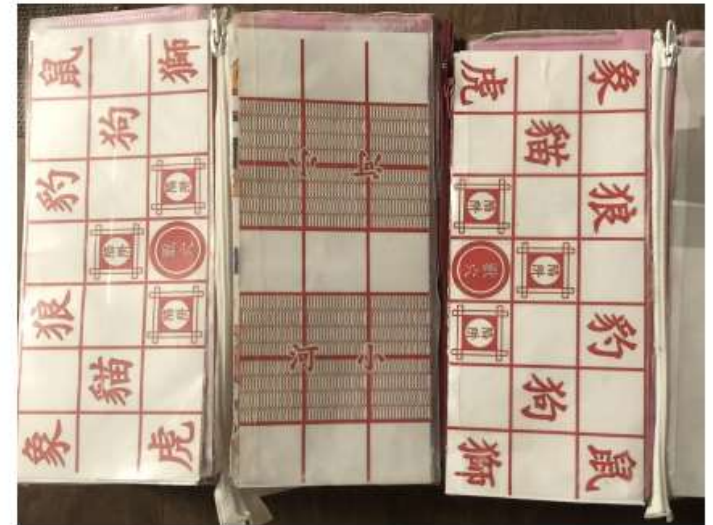
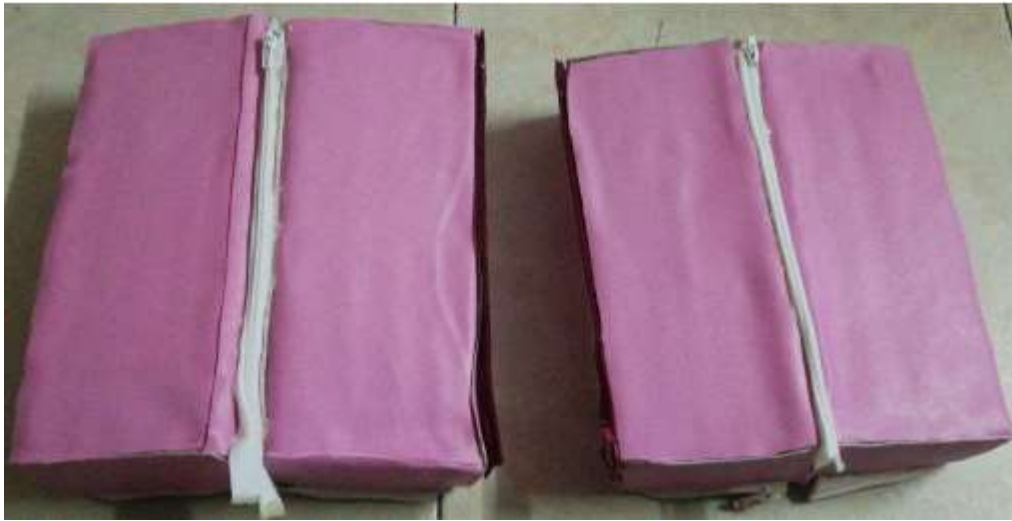


High Heels

Functions

- 1. Removable heels
- 2. Speaker
- 3. Chair





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Creativity for/in/on action

1. Present original ideas → comments and feedback → evaluation → revise the ideas
2. Present revised ideas and prototypes → comments and feedback → evaluation → fine tuning
3. Final presentation → comments and feedback → evaluation and reflection

Trial and error + open to change + evaluation



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Reflection from students

Having an **open mind** will put yourselves into the world of new ideas. In the presentation, we received **opinions from our classmates** and lecturers. The notes were written down carefully and precisely and we gathered to discuss the possibility behind. What we want to do is to listen to the voices from others, who are the **potential users, and improve our design through trials**. Truly, open mind may not guarantee you to reach 100% success. But it can help yourselves to discover more in the process when the product is being promoted and actualized in the real-life situation.



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Reflection from students

“..... creativity is allowed when one is given **space and autonomy** to a large extent to create something original and useful.....”



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Come and join us!

INS 3035 Creativity in action



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