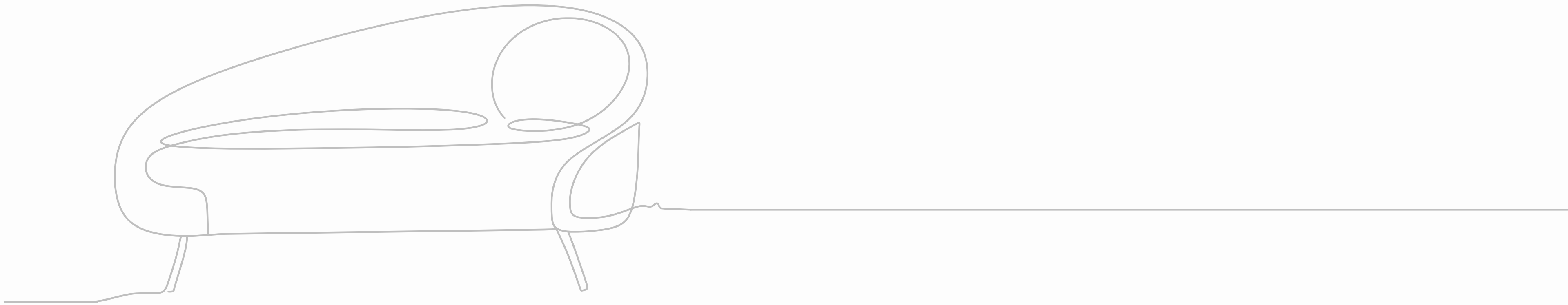


# *Creativity* *101*





# *Content*

- 1- History & Definitions
- 2- Waves of Creativity
- 3- Creativity and Imagination
- 4- Creativity: the meaningful application of imagination

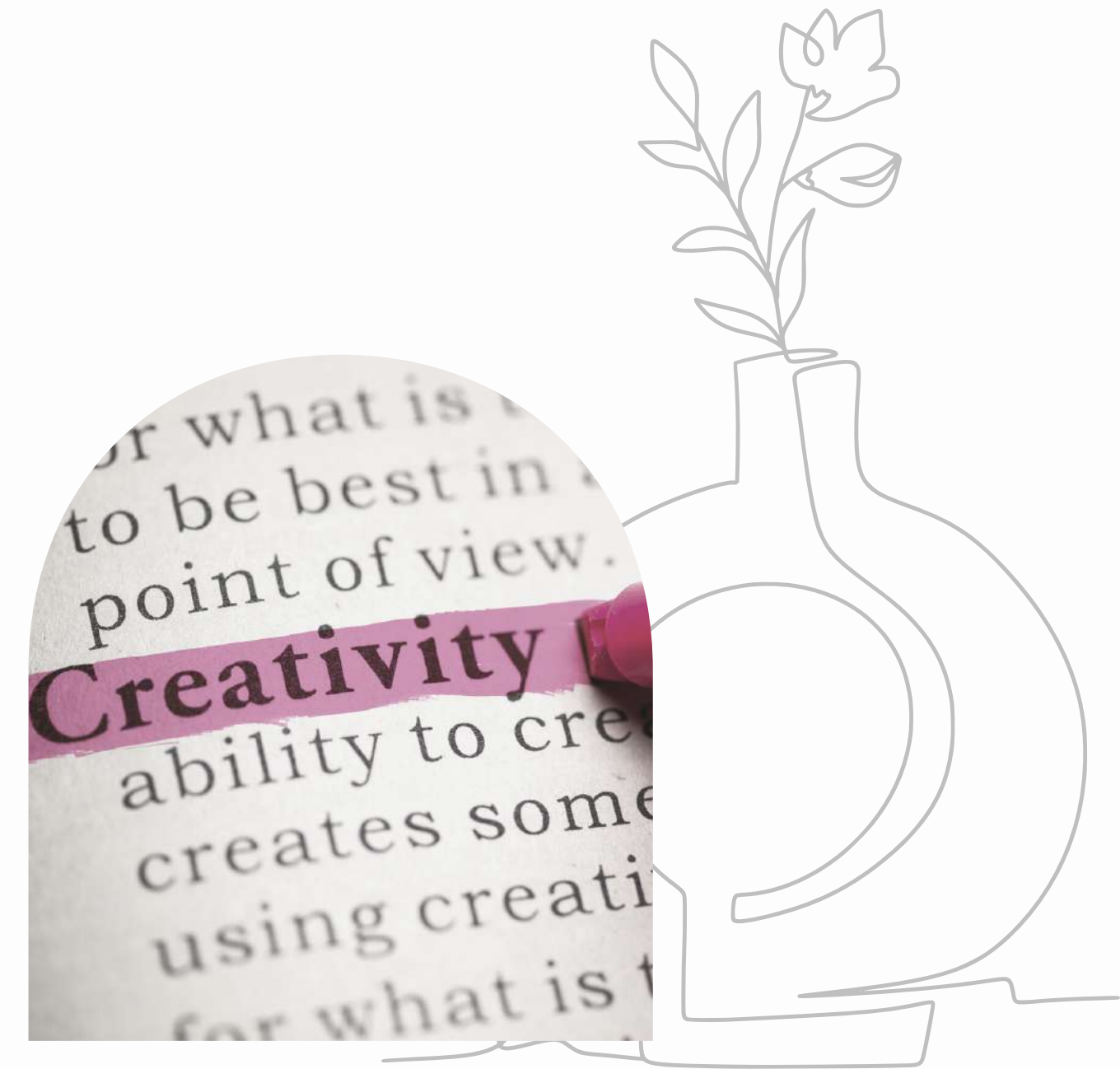
# *Creativity*

## History & Definitions

Creativity can be defined as a new combination of mental activities expressed in the world (individual level; bottom-up approach; reductionism)

Creativity can be as the creation of a novel idea that is valuable to society (social level; top-down approach; holism).

The social view contends that creativity not only emerges from individual human minds but also emerges from social processes.



# *Creativity*

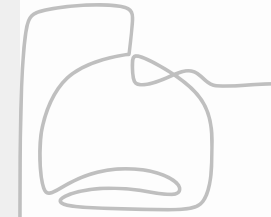
'In Csikszentmihali's system view, there are three components to the creative process:

**1. Domain:** a set of knowledge - rules, methods, assumptions (.e.g., math, history, engineering, economics, education, medicine, or sub-domains. The domain is where the acceptance of the creative idea leads to change.

**2. Field:** a group of experts who determine if a new idea should be accepted as part of the domain (e.g., physicians or chemists, or historians – usually the experts in the field like researchers.

**3. Individual:** the one who generates the idea(s).

"The individual who comes up with a great transformative idea has first mastered the domain – she/he understands the domain deeply and the rules by which it is organized."



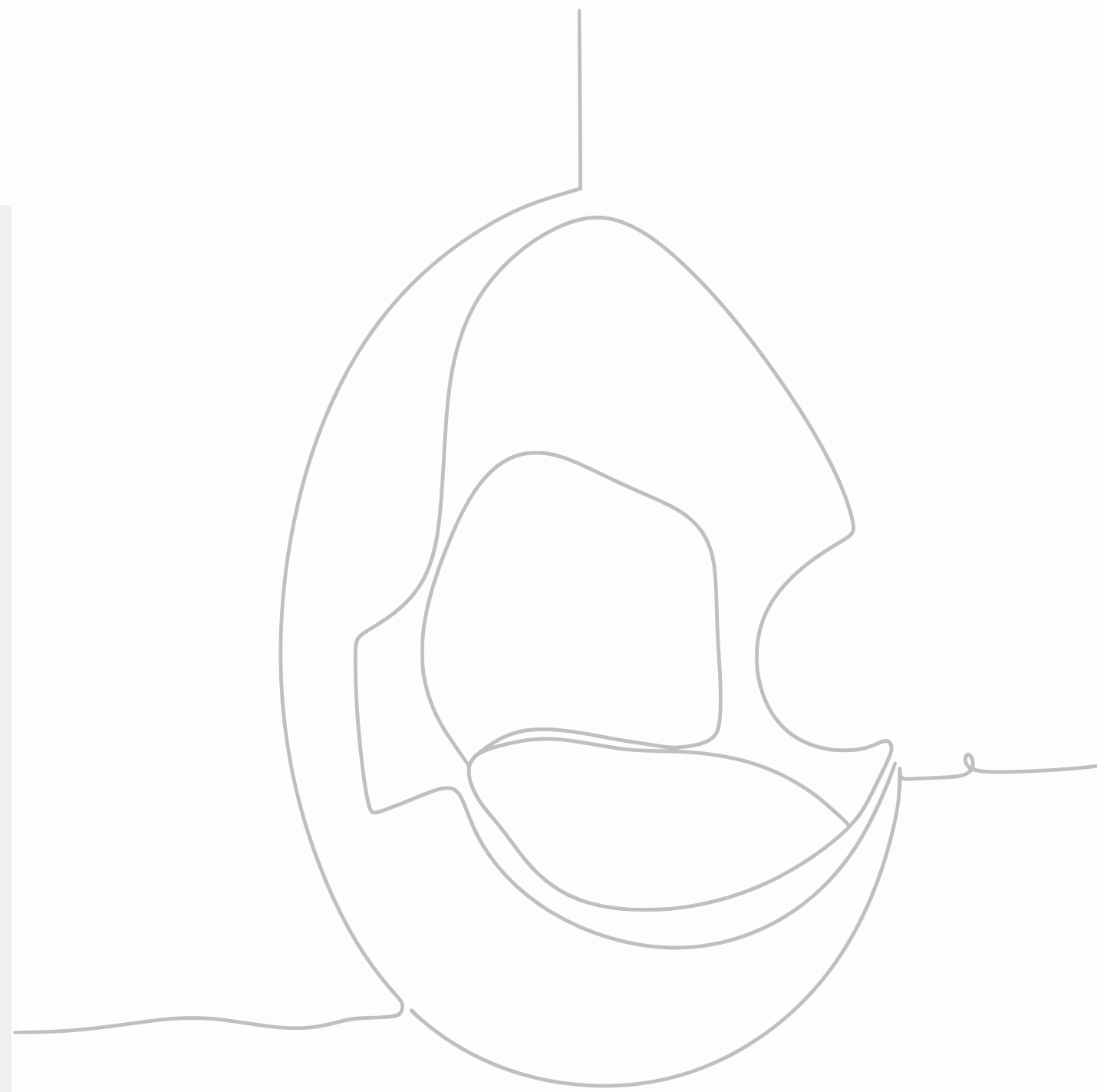


- The word creativity first appeared in English in the 1875 text *History of Dramatic English Literature*, by Adolphus William Ward (Weiner, 2000, p. 89).
- Engel (1981) and Taylor (1989) state that the concept of imagination emerged from England and Germany during the late 18th Century and it was viewed as a quality of the mind responsible for originality and is central to the modern Western concept of creativity.
- Given all this, other definitions of creativity could be: the meaningful application of imagination or the process of generating original ideas that have value to society.

# Waves of Creativity

'The formal study of creativity is new and has occurred in four major phases, according to Sawyer (2012):

- First wave (1950s and 1960s): focus on studying personality traits (personality approach)
- Second wave (1970s and 1980s): focus on studying mental processes (cognitive approach)
- Third was (1980s and 1990s): focus on studying creative social systems(sociocultural approach)
- Fourth wave (1990s to present): integrative study of creativity (interdisciplinary approach)





## *Creativity & Imagination*

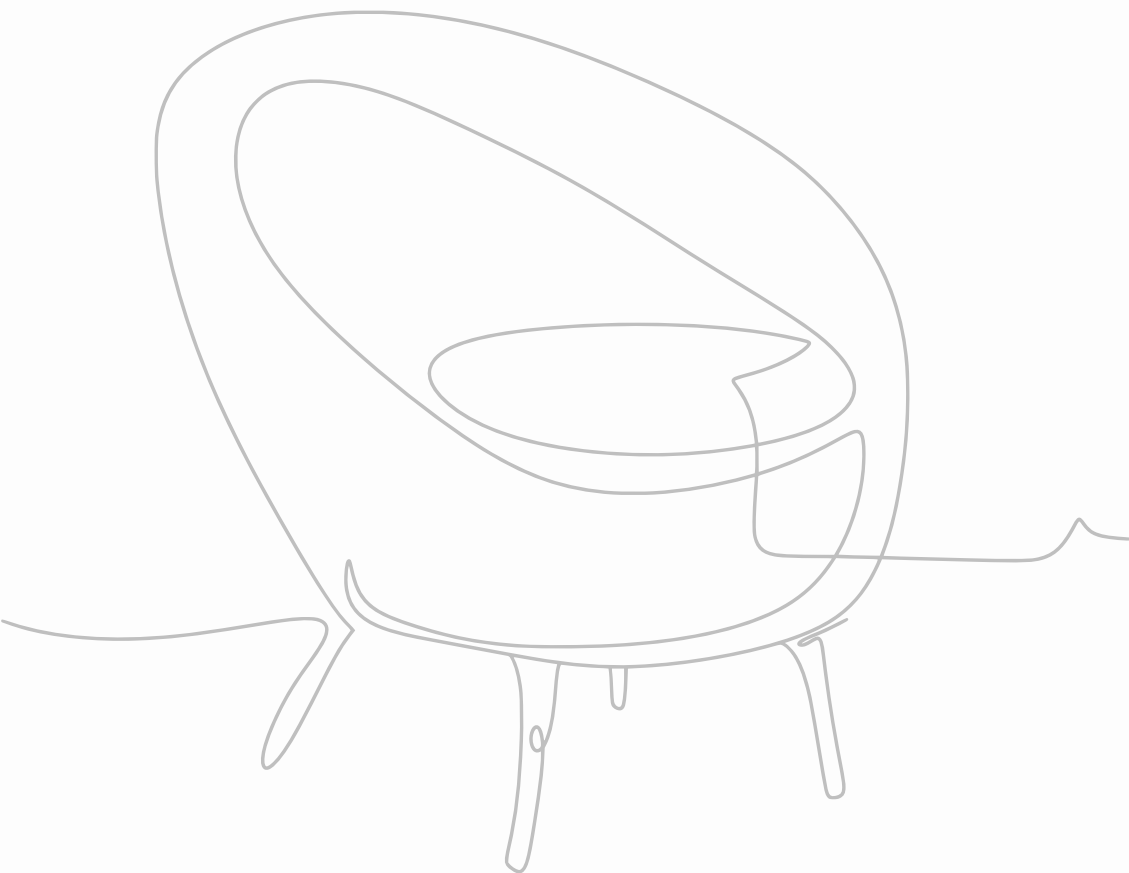
Creativity: the meaningful application of imagination

# *Creativity & Imagination*

- Imagination is the primary gift of human consciousness.

Sir Ken Robinson, *Out of Our Minds: Learning to be Creative*

- Creativity is a unique human quality and the essence of higher order thinking.
- Creativity is the result of a highly developed nervous system and cerebral cortex
- How do we use creativity in novel and meaningful ways to explore new possibilities for ourselves and for society?
- How do we foster creativity in an educational system defined largely by conformity, standardization, and hyper-specialization.





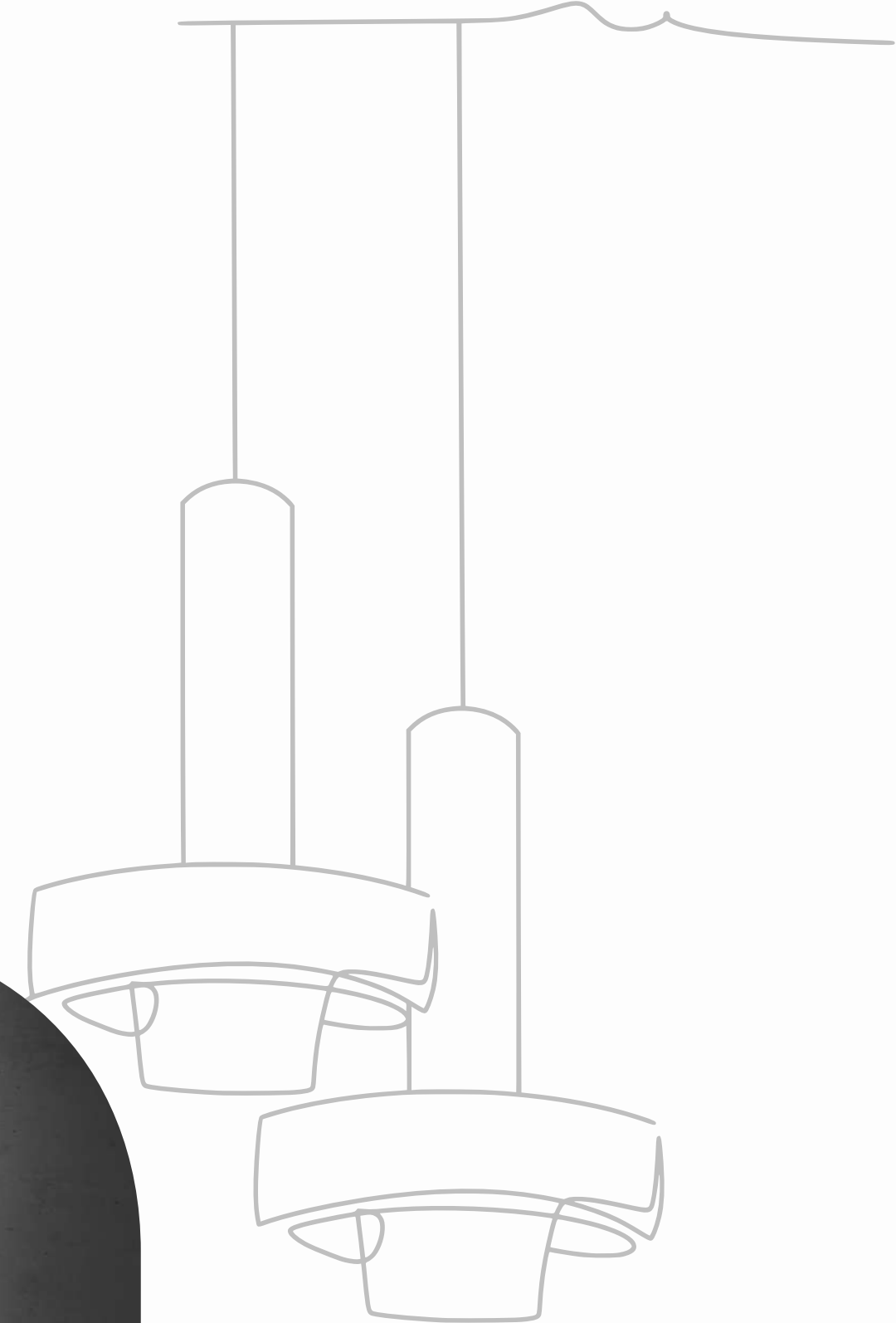
# *Creativity is important to humanity*

## **Creativity: the meaningful application of imagination**

- In a world where lifelong employment in the same job is a thing of the past, creativity is not a luxury. It is essential for personal security and fulfillment.

Sir Ken Robinson, *Out of Our Minds: Learning to be Creative*

- Creativity will grow in importance due to:
- Increasingly globalized world (e.g., politically, economically, socially, environmentally)
- Increasingly sophisticated information and communication technologies (ICT)
- Jobs that don't require creativity are being automated
- Increasing demand for creative services
- The most perplexing problems (e.g., wicked problems) confronting humans will require much higher levels of creative thinking
- No one discipline or profession alone can claim to have the best or only approach to solving life's most difficult and perplexing problems



*Thank you for  
listening!*

