

Creative Development

FAIMER Global Health Matters Forum

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Creativity Questions

What is Creativity?

Who has creativity? Who doesn't?

How do you get it? Build it?

Practice it?

Do we all have it?

Creativity

Working Definition:

The ability to think of something in novel and unusual ways, and come up with unique, effective solutions to problems

Intelligence and creativity (conjoint hypothesis vs. disjoint hypothesis)

- **Is there a relationship? Are they part of the same process?**
 - IQ scores do not predict creativity
 - Supposed relationship between giftedness (high IQ score; < 130) & creativity
 - Lots of literature examining the creative output and practices of highly intelligent people

Creativity

The way we think can demonstrate creativity.

Divergent vs. Convergent thinking

- Divergent: thinking that produces many answers to the same question; characteristic of creativity
- Convergent: thinking that produces one correct answer; characteristic of the kind of thinking required on conventional intelligence tests

Relationship between Intelligence and Creativity

Intelligence

Convergent thinking

Uses skills already
acquired to solve a
problem.

Creativity

Divergent thinking

Finds multiple (and
potentially novel)
ways to solve a
problem

Creative Development

What does it mean to develop creatively?

In what ways are you creative?

How did your creativity develop?

- How was it fostered? And by whom?
- What did it develop in spite of?

Creative Development

A theoretical crash course

Developmental Considerations

- Creativity is in the domain of all people (Jung, Erikson, Arnheim, Goodenough, Kellogg, Gardner)
 - Age/stage theories exist for creative arts domains
 - Milestone markers exist and define skills for the development of visual art/drawing, music and auditory processing, movement/dance, play/drama

Creative Development

Piaget- Theory of Cognitive Development

- Schemas, or mental representations of ideas, are easily identified in the work of children
 - Use of symbols and images mirrored cognition

Maslow- Hierarchy of Needs

- Creativity is a part of self-actualization; not tied to products
- Creative people are “less afraid of what others might say, less afraid of their own impulses, more self-accepting” (Maslow, 1968).

Vygotsky- Zone of Proximal Development; Scaffolding

- Drawing is the language of visual thought

Cognition and Drawing

Viktor Lowenfeld-

Theory of Creative Development



- Believed that art was analogous to the process of organizing thoughts and development of cognitive abilities
- Art expression indicate growth in motor, perceptual, symbol formation and spatial orientation.
- Creative and Mental Growth (1947)- outlined 6 stage sequence of drawing development
 - Paralleled Piaget's theory of cognition

Creativity in the days of COVID-19

Creativity during a pandemic: More important than ever

While healthcare professionals are doing what they do, artists are doing what they do- making art.



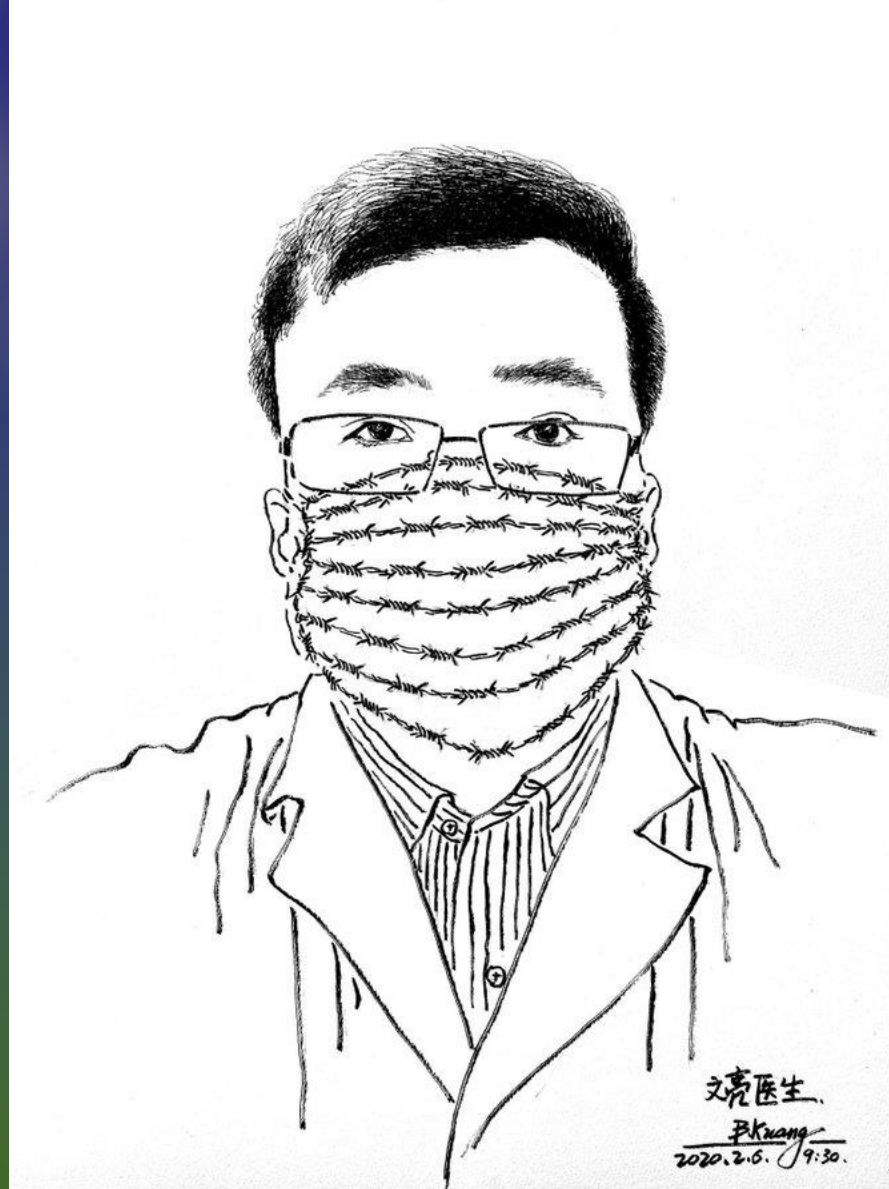
Raphael dons a face mask (edit by Jasmine Weber for Hyperallergic)



This image "Meanwhile in Hong Kong" by Tommy Fung, is an example of how artists contribute imagery and situations that makes us wonder if Life is imitating art, or art is imitating life. The 2011 thriller movie called Contagion is in the top spot on Netflix views this month, and is another great example of this.



Another Tommy Fung work, this one is called "Nowadays when you see someone coughing and not wearing a mask". Reminds us that artists create work that provides social commentary, invites us to look at ourselves, and each other, and sometimes serves as a tool to advance a cause, or advocate for change.

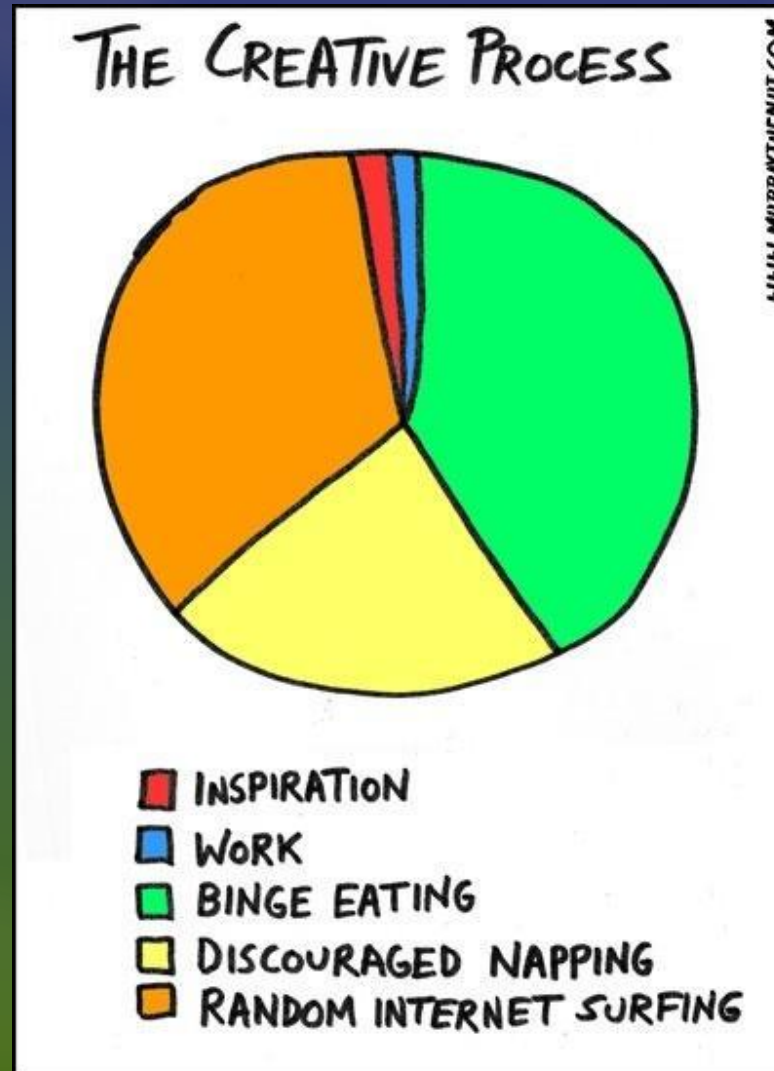


This image was created by Kuang Biao, a Chinese political cartoonist who responded to the death of the coronavirus whistleblower Dr. Li Wenliang, who warned of the virus via social media. Political cartoons had been a mostly invisible artform in China until this image was released and has gone viral on Weibo (Chinese social media).



These are images of healthcare masks being sewn by just one of many pop-up art collectives who are responding to the call for protective gear put out by many hospitals and healthcare providers in who are insufficiently protected.

Creativity Process



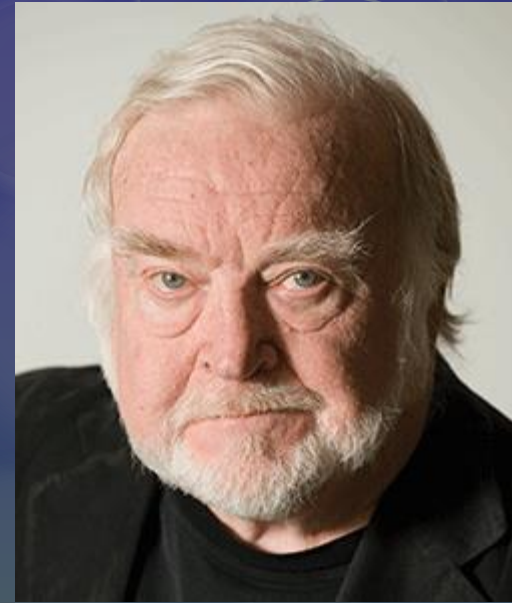
Creativity Process

5 Step Sequence

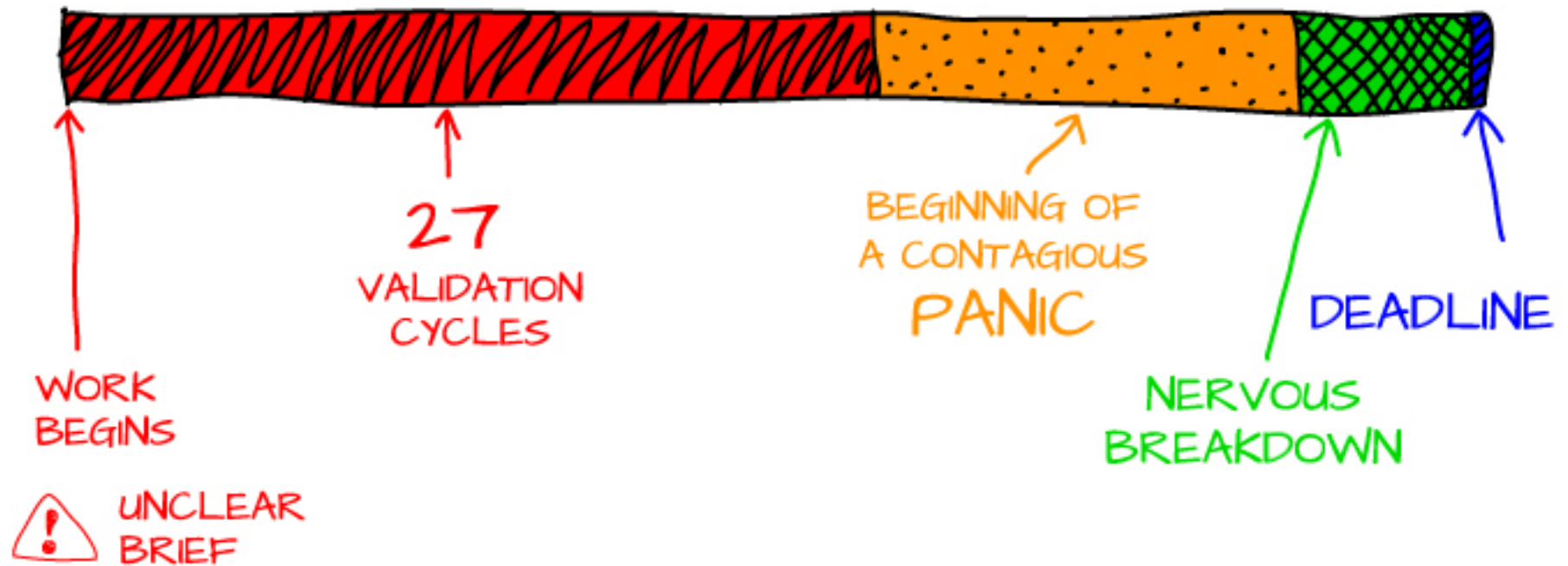
(framework; not always linear)

- Preparation- immersed in problem or issue; curious
- Incubation- develop ideas
- Insight- “Aha!” moment
- Evaluation- is idea valuable? Useful? Novel?
- Elaboration- work of implementation and execution

(Mihaly Csikszentmihalyi; 1996) [ME-high CHICK-sent-me-high-ee]



THE CREATIVE PROCESS



THE CREATIVE PROCESS

INSPIRATION



CREATION

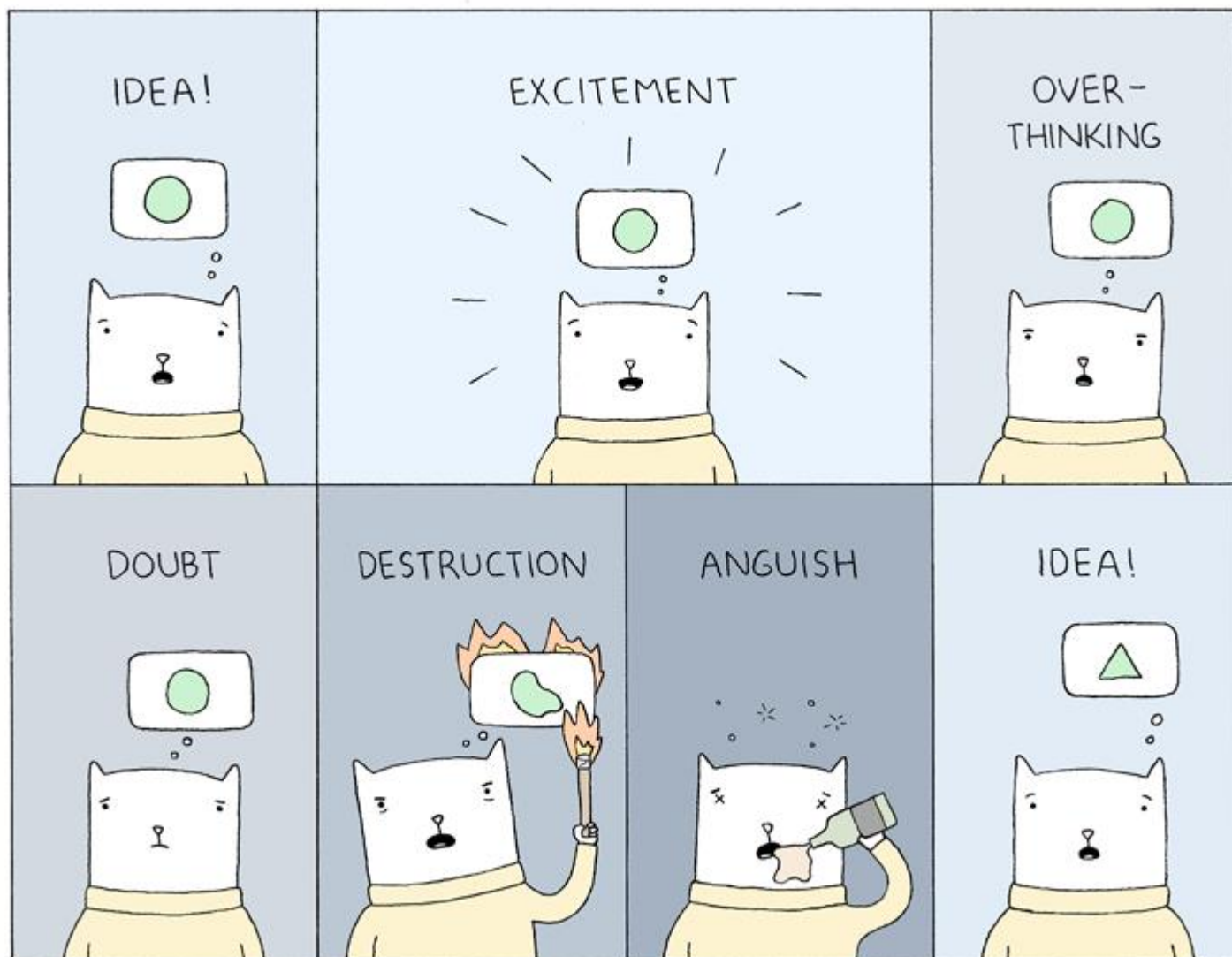


SELF-LOATHING



TOM FONDER

HAPPYJAR.COM



Creativity Process, cont'd

Other models:

- Preparation, Incubation, Illumination, Evaluation, Implementation (*Richards-Gustafson*)
- Preparation, Incubation, Illumination, Verification (*Kaufman*)
- Preparation, Incubation, Illumination, Implementation (*Gilkey*)
- Gather new material, thoroughly work materials in mind, step away, let your idea return to you, shape and develop idea based on feedback (*Webb Young*)
- The hunch, talk about it, the sponge, build, confusion, step away, the love sandwich, premature breakthroughlation, revisit your notes, know when you're done (*Shlain*)
- Preparing, Investigating, Transformation, Incubation, Illumination, Verification, Implementation



the creative process:

- 1. This is awesome!**
- 2. This is tricky.**
- 3. This is terrible.**
- 4. I am terrible.**
- 5. This might be ok.**
- 6. This is awesome!**
- 7. I am awesome!**

Characteristics of Creative Thinkers

- Flexible and playful thinking
- Inner motivation
- Willingness to risk (make more mistakes, engage more possibilities, see failure as opportunity to learn)
- Objective evaluation of work

thank

you!!!

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