

Creativity

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What is creativity?

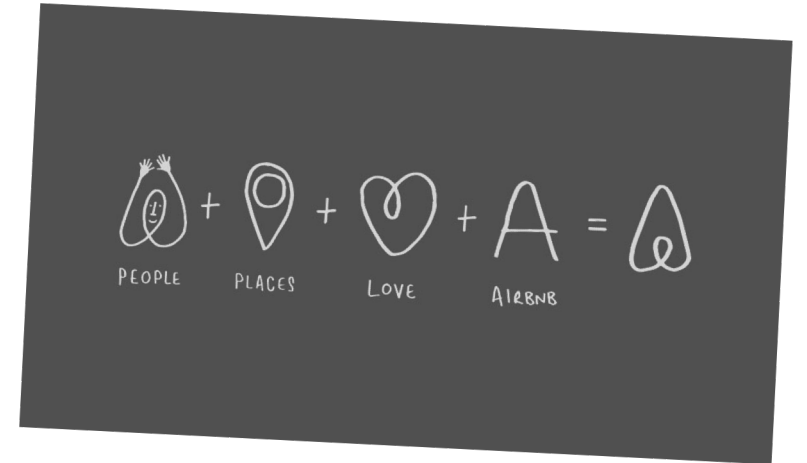
- Creativity is defined as "the use of imagination or original ideas, especially in the production of an artistic work.
- There are three types of creativity: combinational, exploratory and transformational creativity.

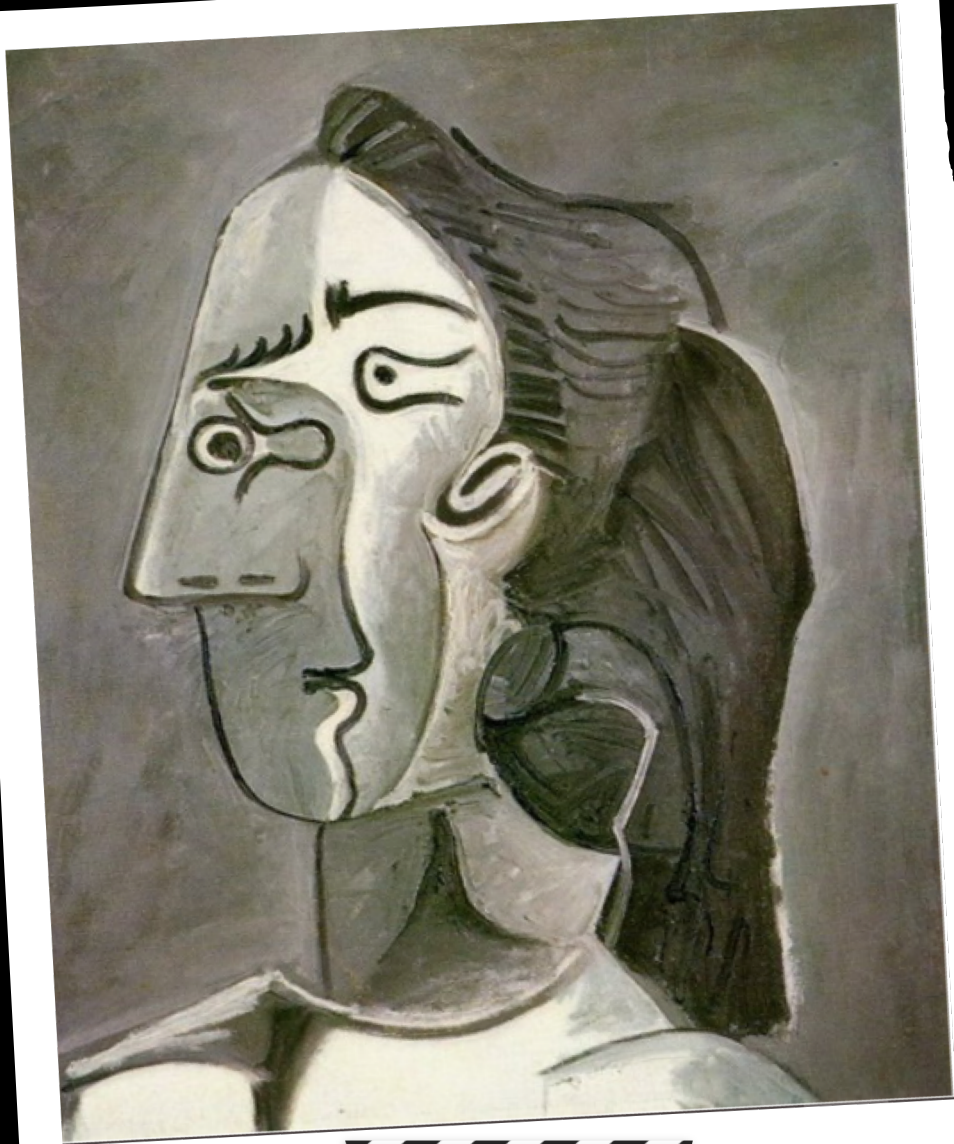


Combinational

Creativity

- Combinational creativity is the process of combining old ideas to come up with something new
- "Originality is undetected plagiarism" - Willaim Inge
- Problem- Driven: an approach to create a bridge between a problem and a current solution by combining old ideas
- Similarity- Driven: stems from items reminding you of other similar items such as a spoon and a fork which created the spork
- Inspiration- Driven: combining completely unrelated ideas to form a new one.





Exploratory

Creativity

The process of searching an area of conceptual space governed by certain rules

People move through conceptual space to find out what is there

Genres in art and music are examples of conceptual space





Transformational Creativity

- Transformational creativity is the idea of assuming that an idea in your head is wrong then trying to find results from accepting
- Transforms the ground that the search takes place on



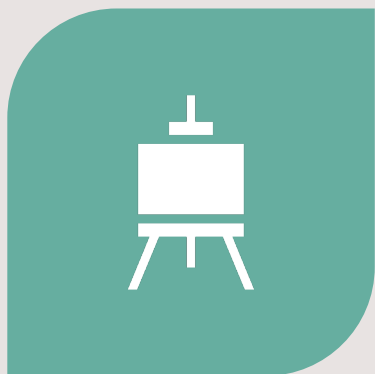
Ways Creativity is expressed

ART!

- Art and creativity are inextricably linked
- In all forms of art there is creativity, and all in all forms of expression is art



Creative hobbies



ART



SPORT



ENJOY





Creativity and Humanity

Creativity is not a tool, but an innate quality of all human beings. We are born creative, but lose confidence as adults.



Sources

- <https://nesslabs.com/combinational-creativity>
- <https://creativelylondon.wordpress.com/tag/exploratory-creativity/>
- dude trust me

