

**Creativity: Using Variety and Imagination to improve detail**         /20

Throughout this course, you will be asked to use your own ideas to create artworks. Some people are very nervous about this because they think that they are not creative. In order to help with this, we can go through a number of exercises that help teach certain specific creative techniques.

For this course, we define a creative idea as an idea that is both unusual and effective.

I am interested to know your ideas and thoughts about creativity. Don't worry: I don't expect anyone to know the scientific research available around creativity - I just want to know what you believe to be true.

   /3 **A. Questions**

1. How do people come up with ideas?
  
  
  
  
  
  
  
  
  
  
2. Why are some people better at coming up with ideas than others?
  
  
  
  
  
  
  
  
  
  
3. What kinds of things can a person do to improve their ability to be creative?

   /3 **B. Drawing**

In the space below, please draw a building. Take about 20 minutes.



## Visual Arts

### Creativity: Using Variety and Imagination to improve detail

Normally, when we are asked to think of something, our minds jump to the most typical and ordinary version of that thing. For example, if I ask you to think of a cellphone, you are more likely to think of an Apple iPhone instead of the thick and heavy bricklike devices from the early 1990s. Both are cellphones, but one is more unusual and surprising than another. Creativity is often about deliberately choosing the most surprising and unusual ideas. Let's apply this step by step to your building.

#### \_\_\_/8 **C. More! More! The more the better! And unusual, too! (20 mins)**

For each of the following questions, please imagine a large number of possible answers to each question. The more, the better, and the more unusual, the better as well.

1. What is the building used for?

*For example: gas station, football stadium, nature interpretation centre, centre for alien research*

2. What are the architectural details, such as doors, windows, and roof like?

*For example: heavy doors made of oak with iron bands, gleaming mirror-like window, copper staircase*

3. What is the weather, season, and environment like around the building?

*For example: sandstorm, early spring, twilight, wealthy neighbourhood, in a dome under the ocean*

4. What kind of action is going on in and/or around the building?

*For example: over-dramatic breakup, signing of a peace treaty, championship game, televised performance*

   /3 **D. Not all ideas are created equally (5-10 mins)**

Most of the ideas we come up with are pretty standard. Go back and choose the most surprising or unusual three or four ideas from each of the four sections above and circle them.

   /3 **E. Drawing, again**

You have more ideas now. In the space below, please draw a building. Take about 20 minutes.

