

THE COGNITION OF CREATIVITY

The Cognition of Creativity (one-hour course)

Subject Code Index: 1.2 Theory & Creativity-Design Creativity

IIDA Course #7555 (1-hour session)

AIA Course #HAW522; Health, Safety, Welfare=N/A

Course Description: Are some people just born creative, or can the rest of us learn to be more creative? What are creative people doing when they're being creative? When being creative, do people "think" or "feel"? Are there some "tried and true" methods that anyone can follow to increase their creative potential and be more innovative? What about all that "left-brain, right-brain" stuff? These questions and more will be explored in this lively, interactive, experiential course.

This course will cover the following objectives:

- Define creativity and illustrate what it is and what it is not;
- Illustrate creativity from both historical and contemporary examples;
- Explore the cognitive processes that support creative behavior;
- Outline techniques that can make anyone more creative and increase their innovative potential.

Course outline:

1. Introduction
 - History of past and present approaches to defining and measuring creativity
 - Illustrations from noteworthy creative individuals and accomplishments
2. Description of the general characteristics of thinking creatively
 - Cognitive processes involved
 - The necessary integration of both cognition and emotion in originality, innovation and creative output and productivity
3. What happens in the mind of someone being creative?
4. Interactive activity with participants to illustrate the key ingredients to thinking and acting in original, innovative and creative ways that anyone can learn to apply in his/her work or personal life.
5. Summary and Conclusions: How both people and organizations can apply the principles of creativity uncovered by decades of research on creative people and aspects of their creative behavior to increase the incidence and impact of innovation and creativity for their business and their customers.