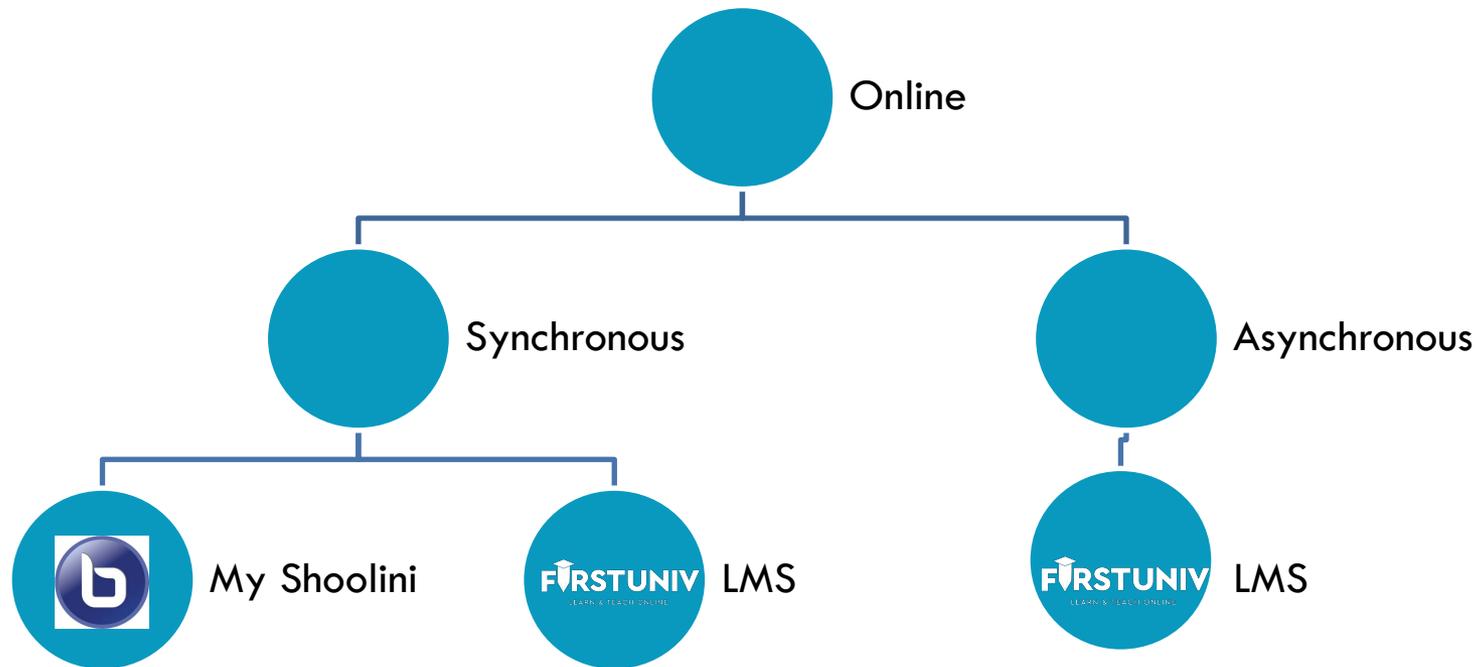

An Introduction to Creativity



Course Logistics



CREATIVITY DECODED - LEARNING FROM THE MASTERS

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Ashoo Khosla Last updated 15 August 2020

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Creativity Decoded - Learning From the Masters

Best Seller



191 students enrolled 0 topics

You're enrolled

You are currently enrolled in this course.

Tags

Beginner

C Off the Corporate Bus and Into the Creativity Boat

Watch later Share

Options



Course Content

Course start date: 13/08/20 Category: Foundation Courses

Your progress 

General ▾

 Announcements

 58  24

 Social forum

 207  39

 Introductory Video

 131  58



 Course Description

 61  25



Unit-A: Introduction to Creativity ▾

Unit B -Seeking an Artist's Mind ▾

 Options



Evaluation (Tentative)

i.	Attendance	5%
ii.	Assignments	10%
iii.	Quiz	10%
iv.	Mid- course group project(end of Quad 5)	25%
v.	Final group presentation (end of Quad 6)	50%

Books and Materials:

Text Books:

1. Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
2. Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)



Lecture 1& 2	
Pedagogy	<ul style="list-style-type: none"> • Pre class (Asynchronous) <ul style="list-style-type: none"> ○ Watch Videos <ul style="list-style-type: none"> - Why Learn Creativity - Defining Creativity - System's Model
	<ul style="list-style-type: none"> • Live Lecture (Synchronous) <ul style="list-style-type: none"> ○ Overview of course ○ Introduction to creativity PPT will be uploaded on eUniv after the class Live lecture video will be available on MyShoolini
Topics to be covered	<ul style="list-style-type: none"> • Overview of course • Why learn creativity • Defining creativity • 4 C Model • System's Model
Learning Outcome	<ul style="list-style-type: none"> • Understand the importance of learning creativity • Define creativity • Differentiate between different types of creativity using the 4 C Model • Understand the link between individual, domain and field using the Systems Model
Readings	<ul style="list-style-type: none"> • The Four C Model of Creativity: Culture and context-Max Helfand James C. Kaufman, Ronald A. Beghetto ,University of Connecticut • Off the corporate bus and into the creativity Boat- pg- 9-13
Case Study/Practical	
Assignment/Quiz/Project	<ul style="list-style-type: none"> • Assignment 1



Why Creativity?

“Without creativity, it would be difficult indeed to distinguish humans from apes.”

Mihaly Csikszentmihalyi

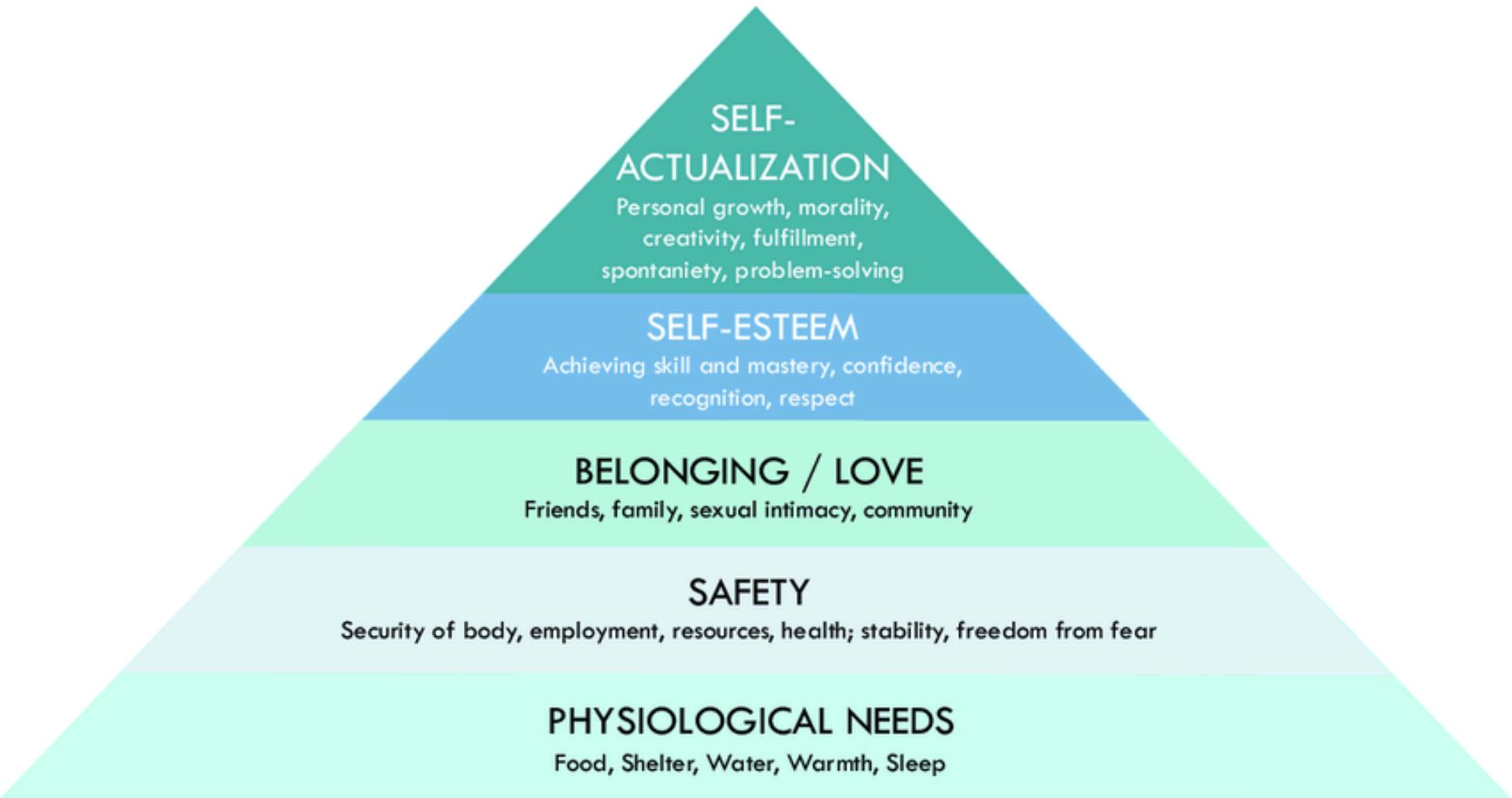


Creativity- The Subject

"I discuss the subject of creativity with considerable hesitation, for it represents an area in which psychologists generally ... have feared to tread"

~(Guilford 1950)





"What a man can be, he must be".

~Maslow

- Self actualized people
- Special traits, including creativity
- Metamotivation
- Peak experiences
 - joy, wonder, awe, and ecstasy



The Flow

Mihaly Csikszentmihalyi



There's this **focus** that, once it becomes intense, leads to a sense of **ecstasy**, a sense of clarity: you know exactly what you want to do from one moment to the other...

Sense of time

disappears. You forget yourself. You feel part of **something larger.**"



Overview

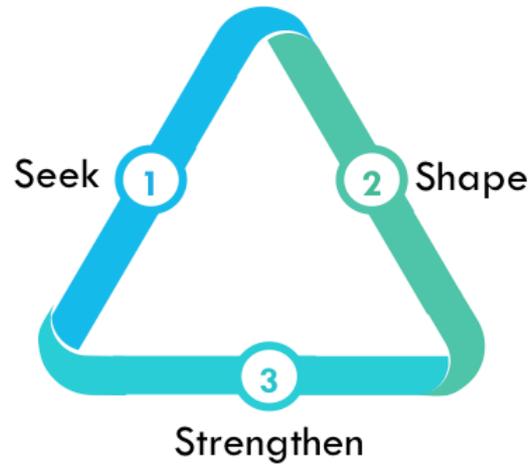
- Much needed yet less understood, utilized, taught skill
- Can improve all aspects of our personal and professional lives
- An ability that we all possess

This course will help you understand what creativity is, how it works, and how it can be consciously nurtured by following certain techniques



The 3-S model

A unique framework for personal creativity using techniques employed by artists



5 art domains

Learning creativity from...

- Photography
- Music
- Drawing
- Writing
- Science

Learning creativity through...

- Classroom sessions
- Meet the experts
- Activities and Exercises
- Group Project





*Beeson ka sar kaat
liya
Na maara na
khoon kiya*



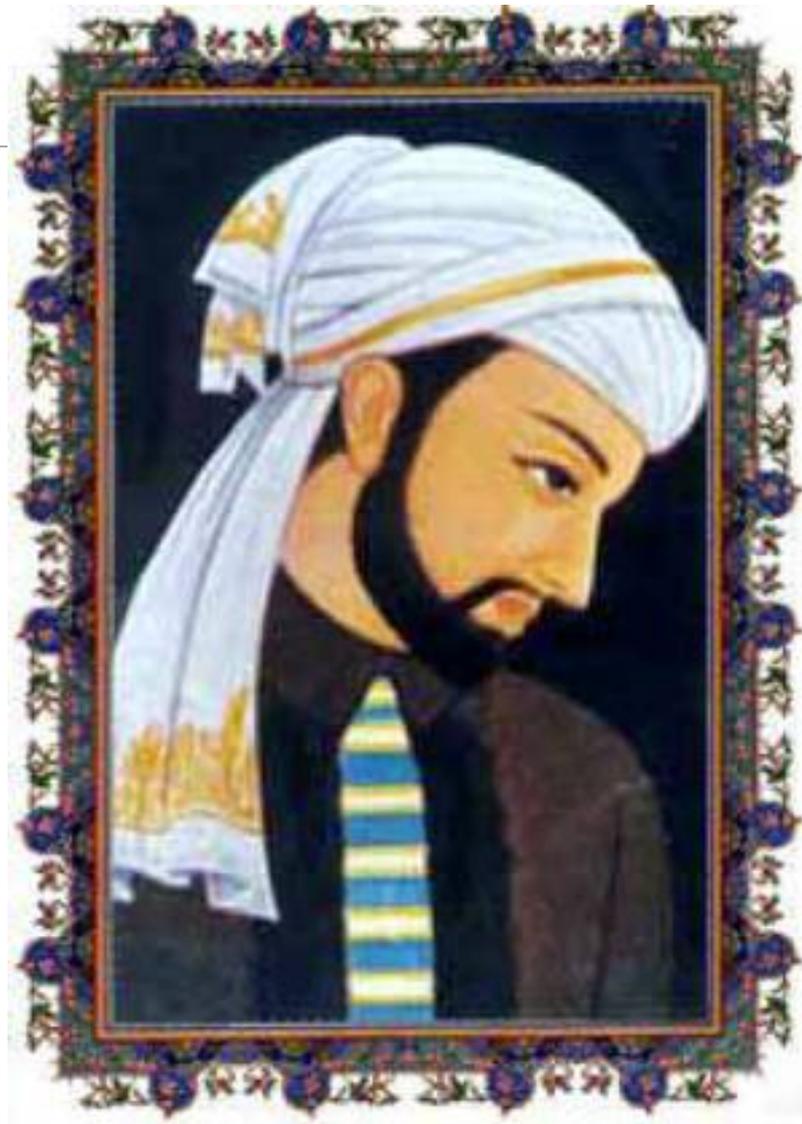
A. Tansen

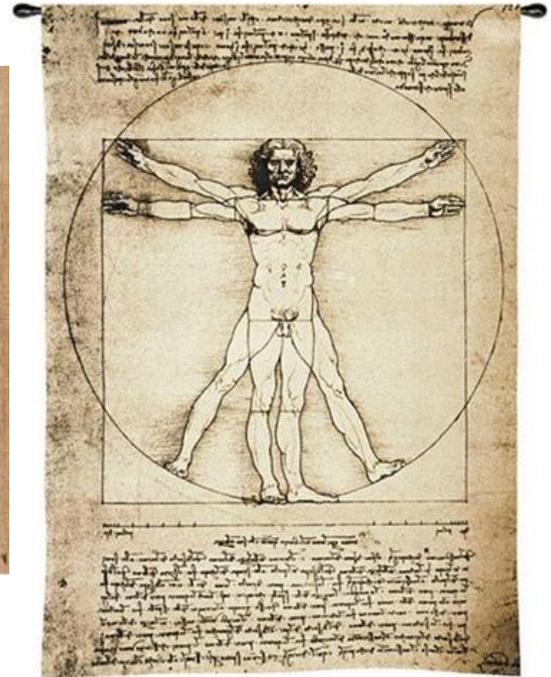
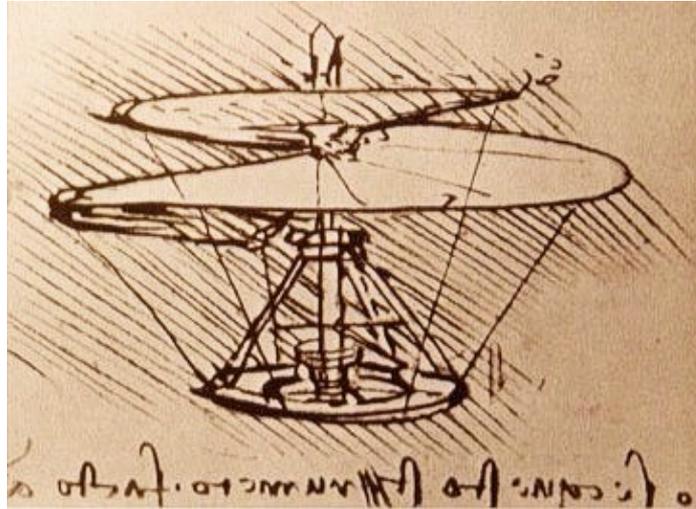
B. Amir Khusro

C. Tanras Khan

D. Akbar the Great







A. Wright Brothers

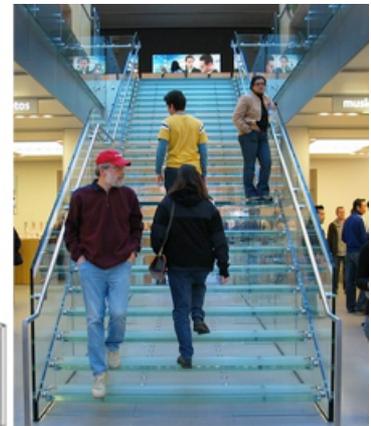
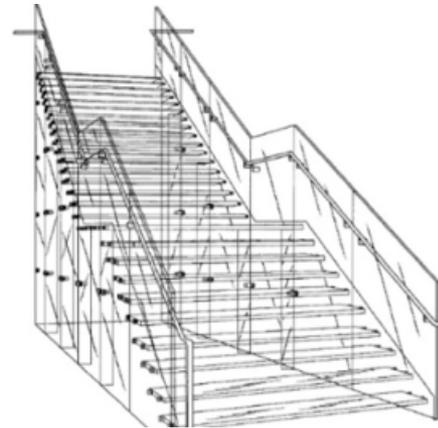
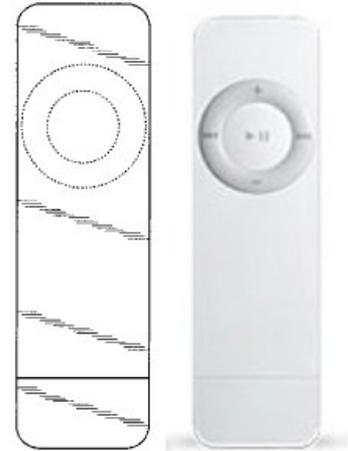
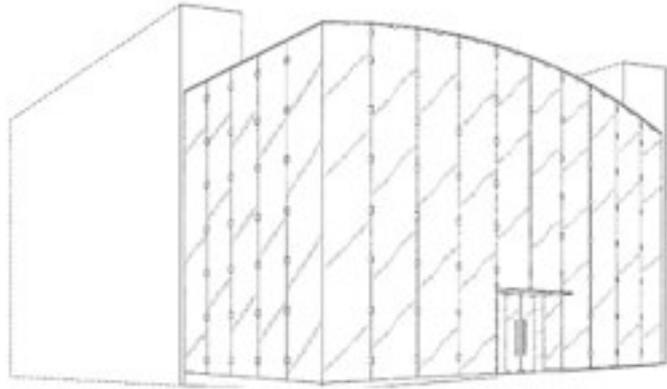
B. Picasso

C. Leonardo da Vinci

D. Albert Einstein

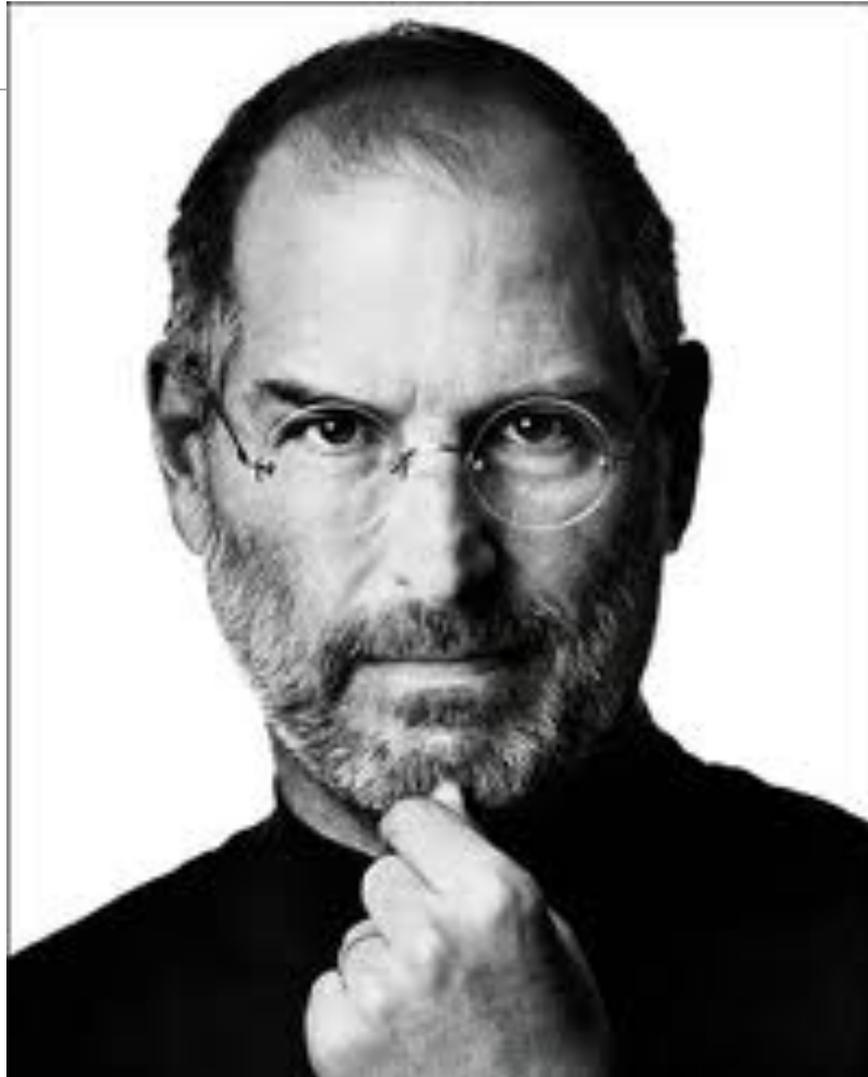






-
- A. Bill Gates
 - B. Jeff Bezos
 - C. Elon Musk
 - D. Steve Jobs





Big-C creativity

- Creative work that we all know about
- Has changed the world in some fashion
- Eminent creativity
- Most people think of it when it comes to creativity



Small-c or little-c creativity

- “everyday creativity”
- creative ideas that do not change the world
 - new recipe
 - decoration of a room
 - the way you wrap a gift



4-C Model

Four-C model of creativity
Kaufman and Beghetto (2009)



2 more C's

- Mini C – more original expression of everyday or small c creativity
- Pro C- Professional creators, professionally qualifications



You are creative too!



“Creativity is, in my view, something that is
impossible to define in words”

~David Bohm



Defining Creativity

- Creativity (to make)
- Novel
 - Original
 - Unique
 - Uncommon
- Useful
 - Effective
 - Value



Personal traits

- Genius
- Talent
- Divergent thinker



Creative output

- Practical
- Appropriate
- Relevant
- Worthwhile
- “Effective Surprise”



Which one is creativity?



A



B



C



More questions?

- Who judges creativity?
- Who are we being creative for?



The System's Model

