

Conference: ProfsoUX 2020

Location: St. Petersburg

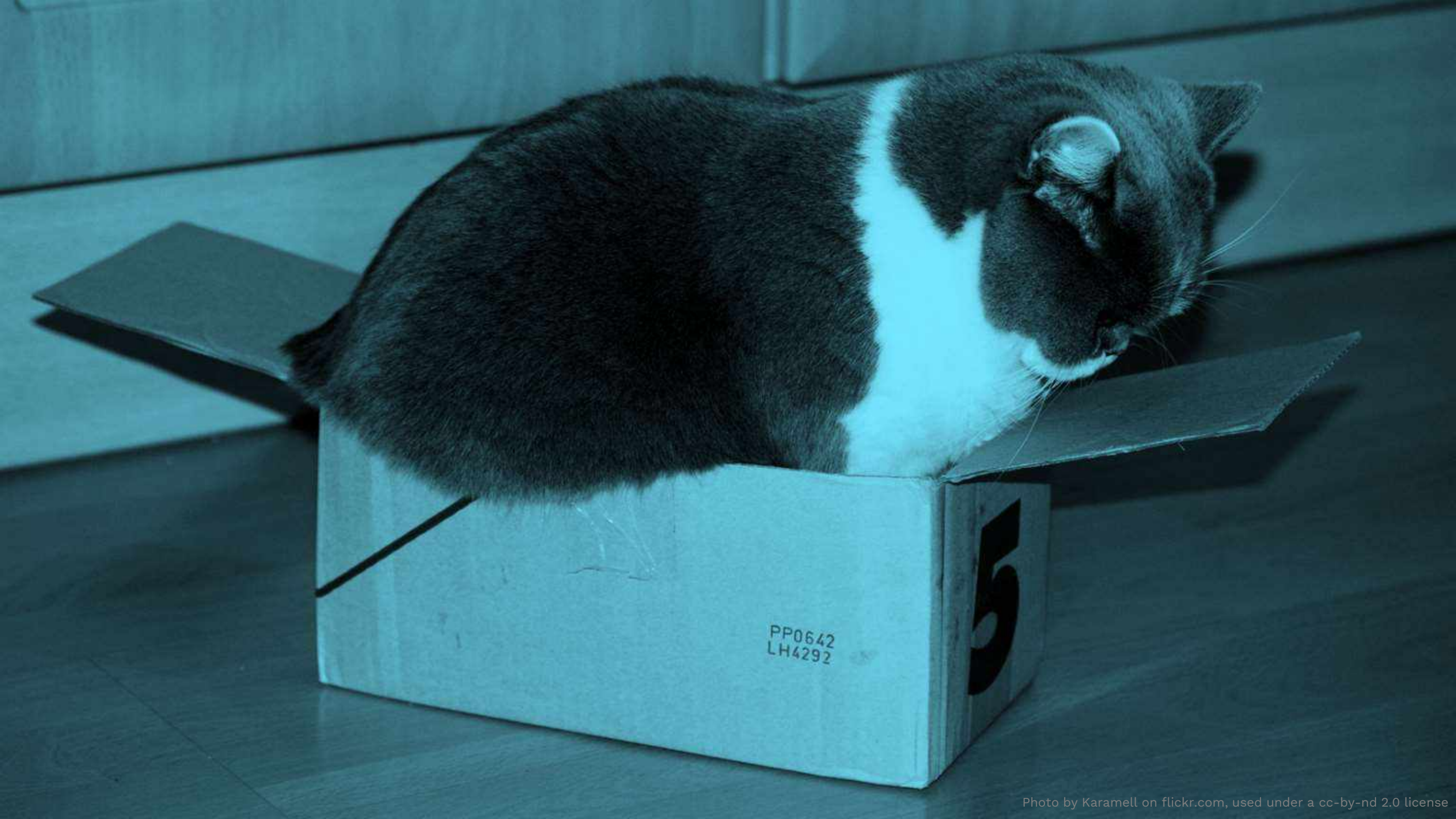
Description: a talk about creativity and how we generate ideas.

Working title: ~~Designer's Fear of the Blank Paper and Muse's Kisses~~

PROF SOUX
2020 - LUTZ SCH
MITT - CREATIVITY - B
LANK TRAPPE ANMUTS KUNST





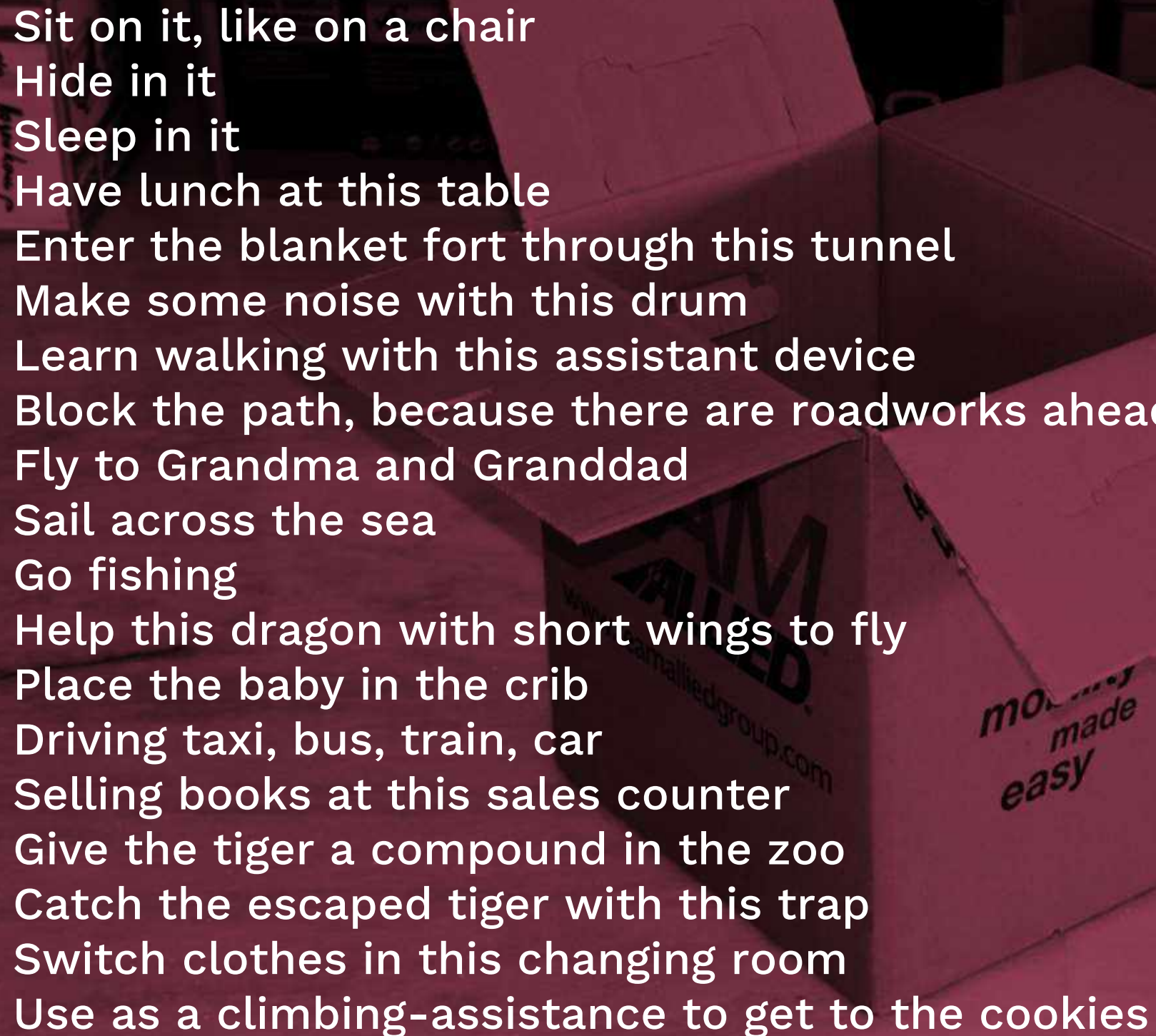


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5

An open cardboard box is the central focus, lying flat on a light-colored floor. The box is printed with the 'TEAM ALLIED' logo, the website 'www.teamalliedgroup.com', and the slogan 'moving made easy'. The background shows a warehouse setting with other boxes, some labeled 'OFEN' and 'Approved'.

What can you do with a cardboard box?



Sit on it, like on a chair
Hide in it
Sleep in it
Have lunch at this table
Enter the blanket fort through this tunnel
Make some noise with this drum
Learn walking with this assistant device
Block the path, because there are roadworks ahead
Fly to Grandma and Granddad
Sail across the sea
Go fishing
Help this dragon with short wings to fly
Place the baby in the crib
Driving taxi, bus, train, car
Selling books at this sales counter
Give the tiger a compound in the zoo
Catch the escaped tiger with this trap
Switch clothes in this changing room
Use as a climbing-assistance to get to the cookies

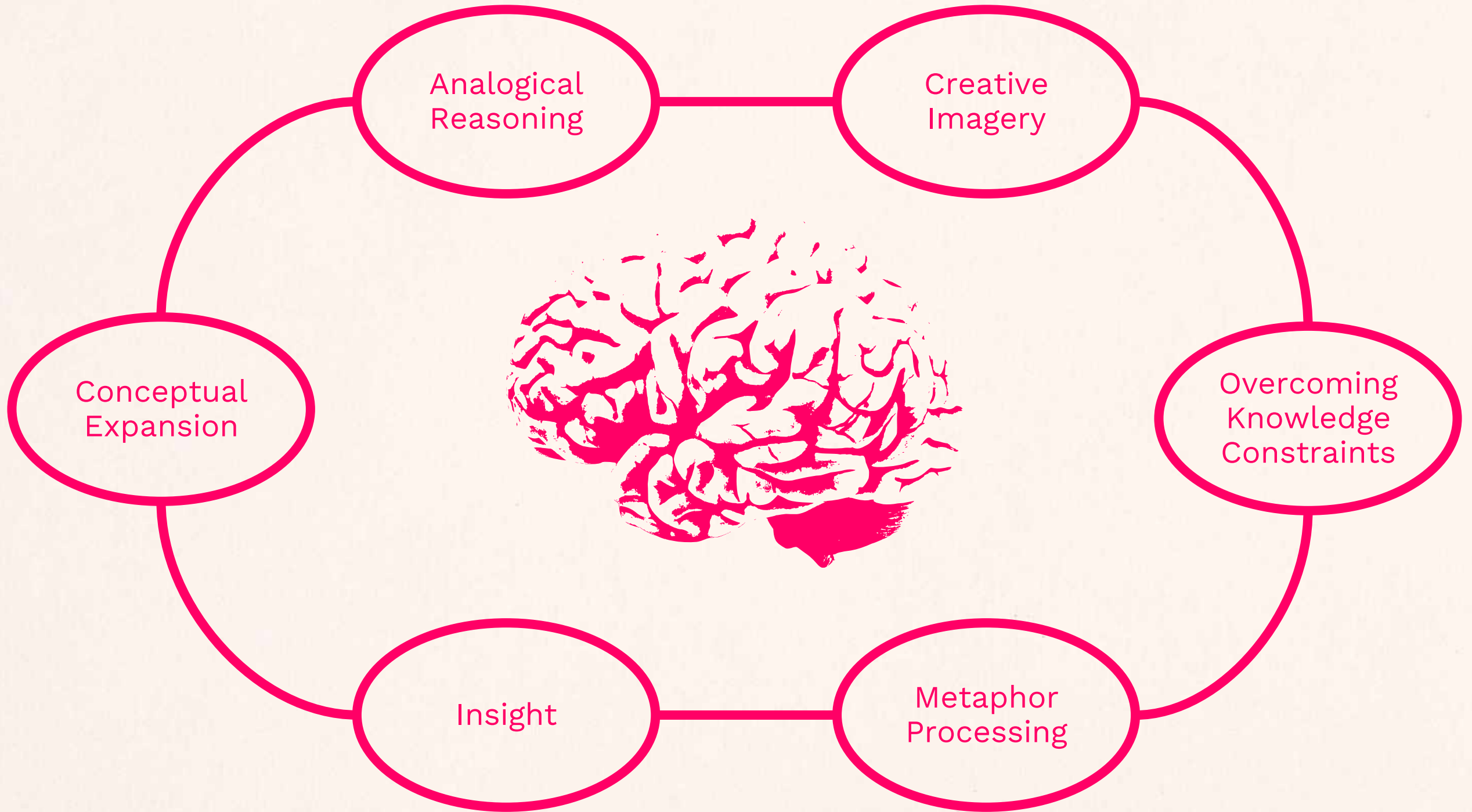


What is a creative idea?



How does creativity work?







Analogical
Reasoning

Creative
Imagery

Overcoming
Knowledge
Constraints

Metaphor
Processing

Insight

**Conceptual
Expansion**





Left is **not** for logic

right **not** for creativity



Novelty-Routinization (Goldberg & Bilder)

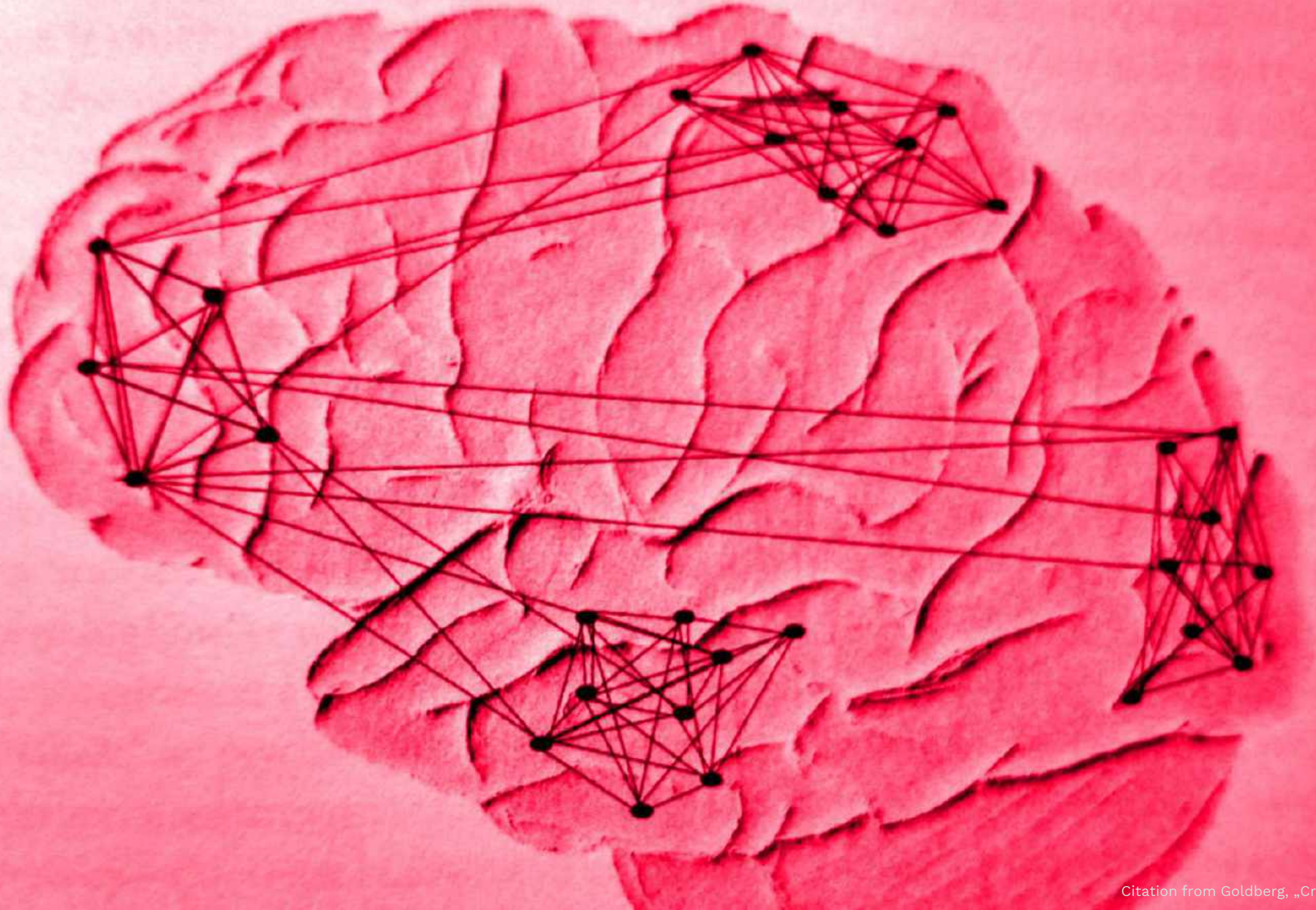


The new kid in the block

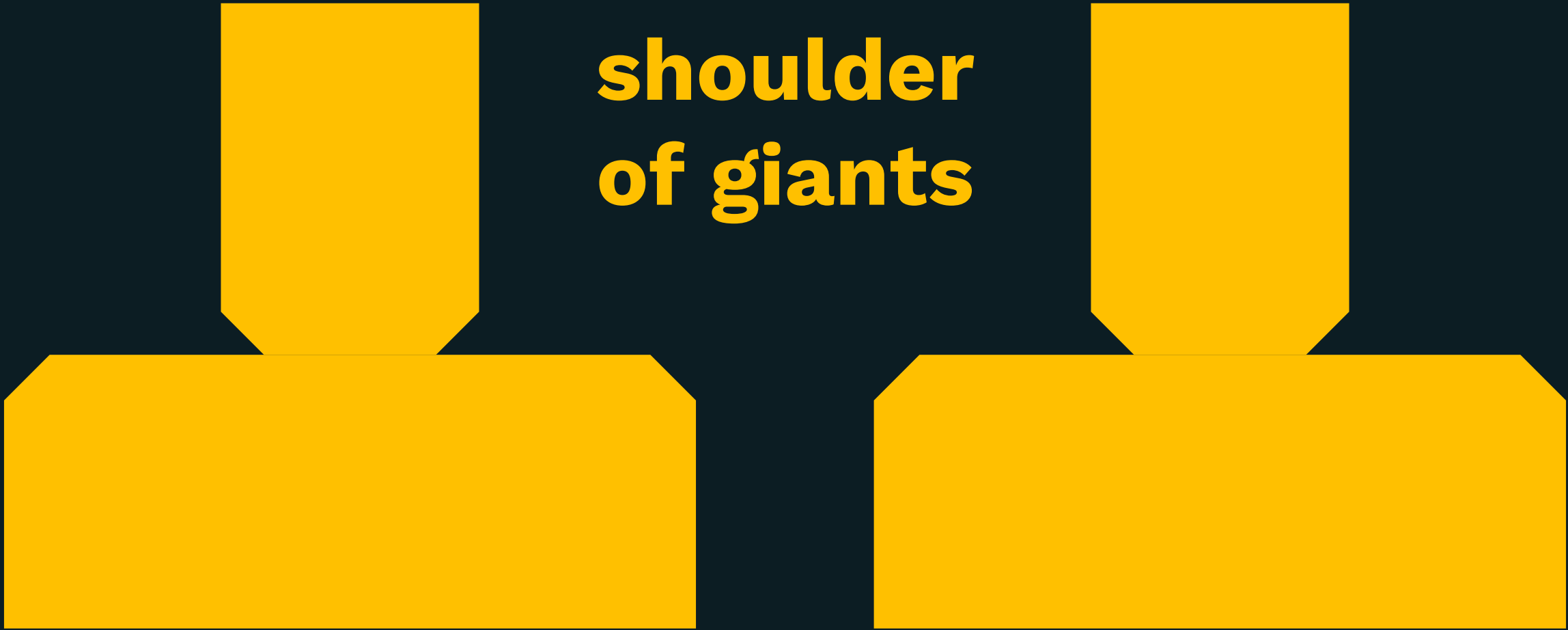


The prefrontal cortex





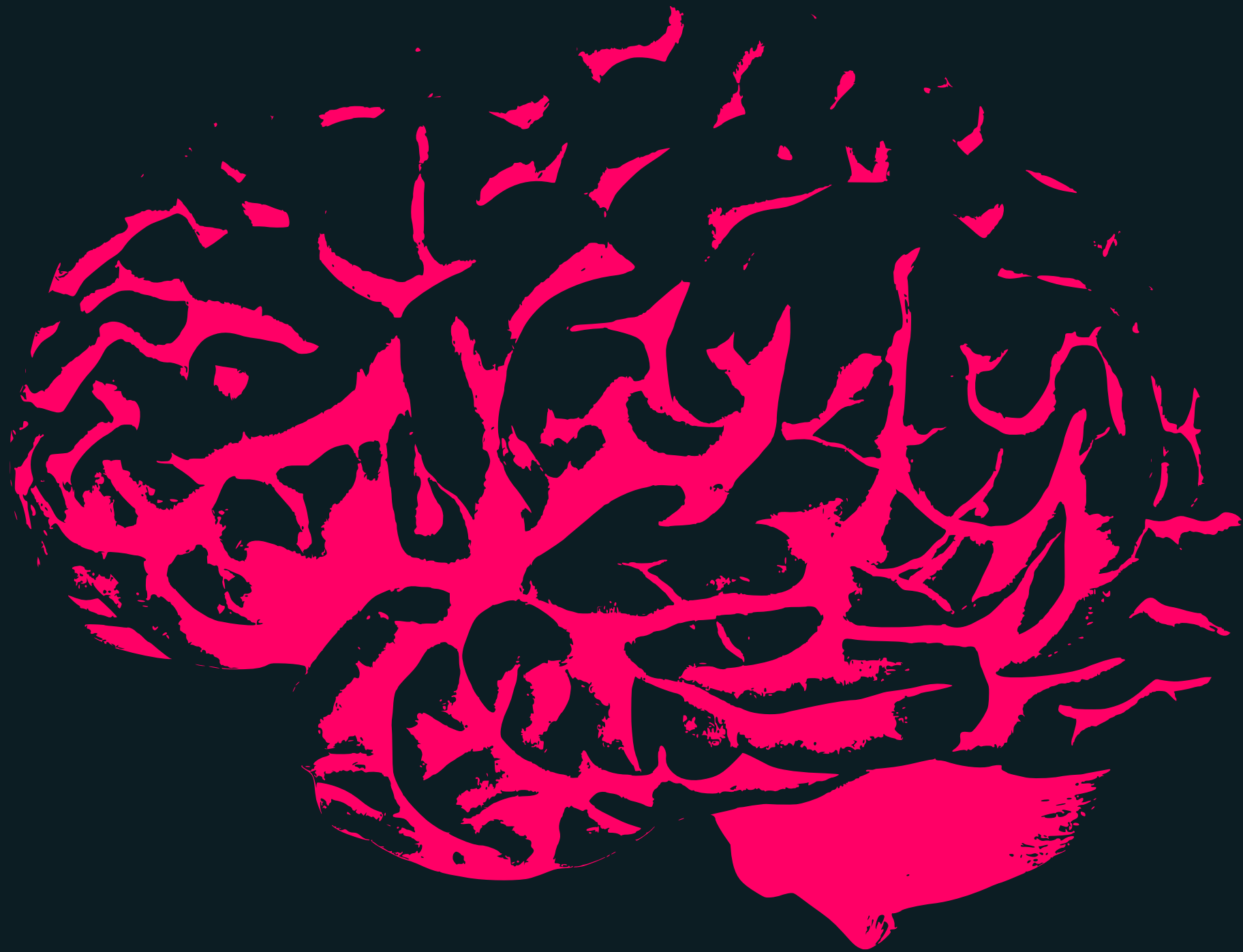
**We're
standing
on the
shoulder
of giants**



SALIENCE

SALIENCE





Little-C

MIHALY

CSIKSZENTMIHALY

Big-C

Little-C

Mini-C

Pro-C

Big-C

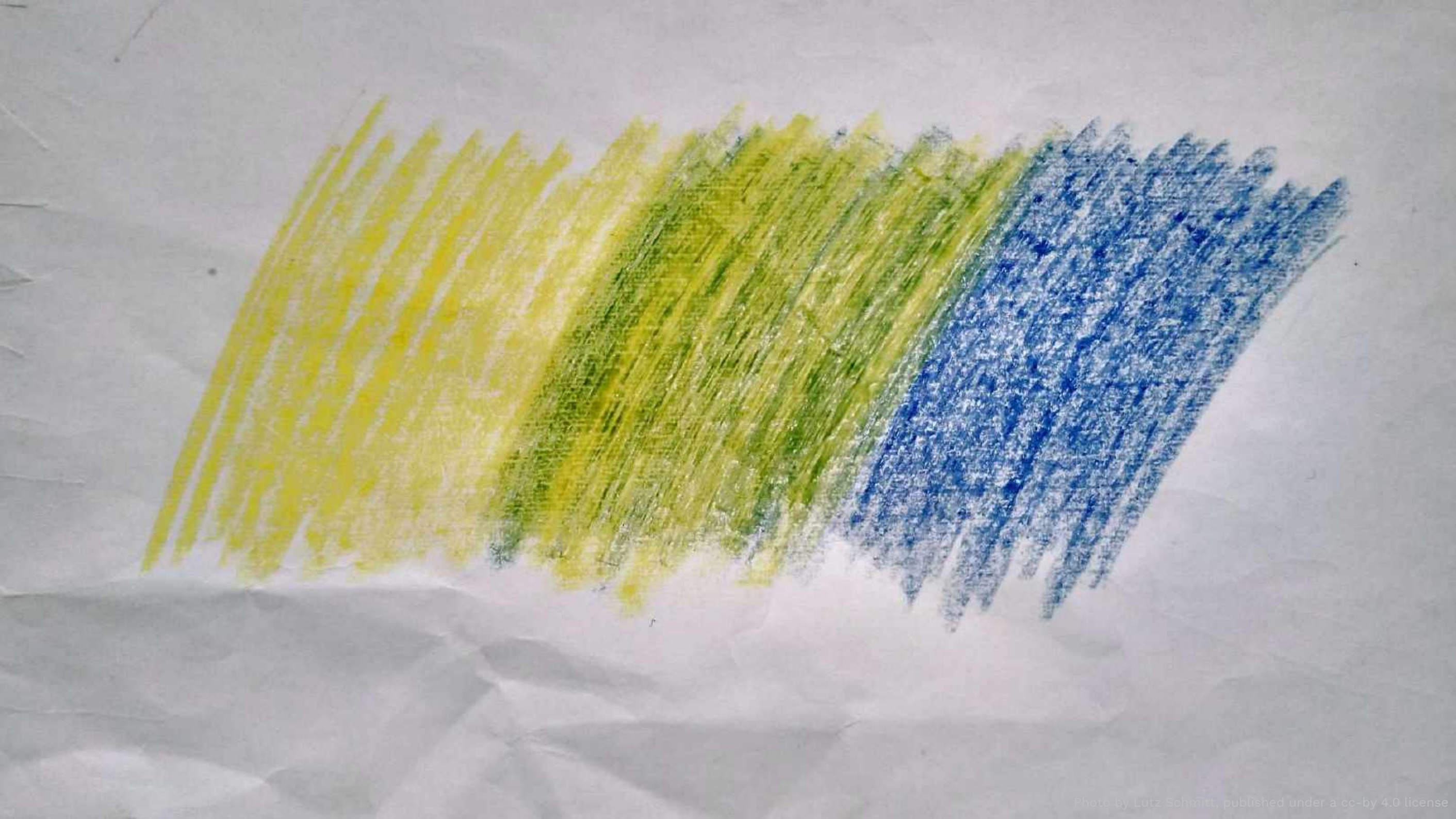
THE FOUR C MODEL OF CREATIVITY



EVERYDAY INNOVATION
LITTLE-C CREATIVITY

An aerial photograph of terraced green hills, showing a series of concentric, curved ridges and valleys covered in lush green vegetation. The perspective is from a high angle, looking down at the landscape.

TRANSFORMATIVE LEARNING MINI-C CREATIVITY



PROFESSIONAL EXPERTISE PRO-C CREATIVITY



THE EMINENT - BIG-C CREATIVITY



THE FOUR

P
ROCESS

P
RODUCT

P
ERSON

P
LACE

OF CREATIVITX

P
ROCESS

P
RODUCT

P
ERSON

P
LACE

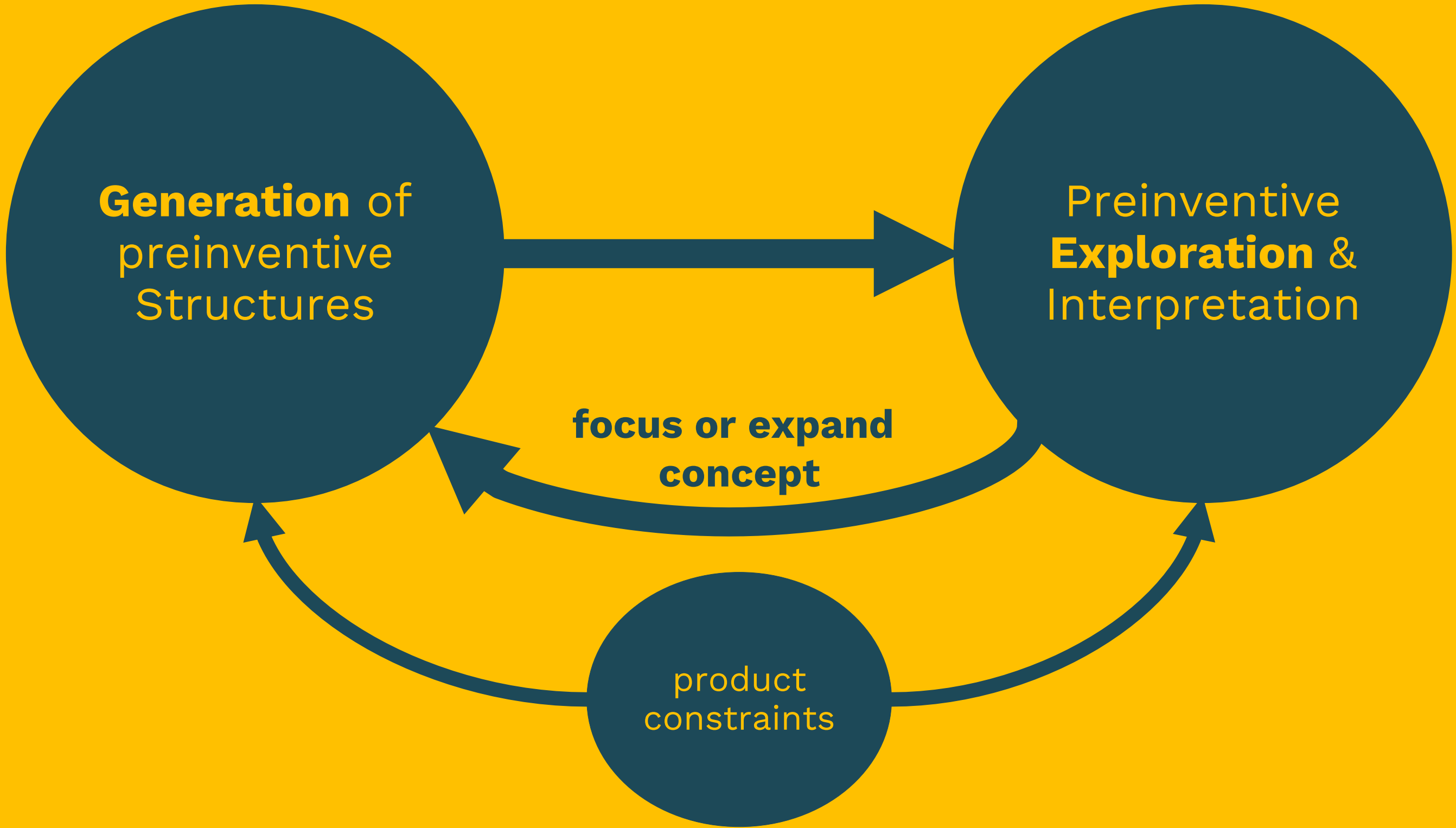
WALLAS MODEL

PREPARATION

INCUBATION

ILLUMINATION

VERIFICATION





PROCESS **P**RODUCT **P**ERSON **P**LACE



THOUGHT COMMUNICATED IDEA EMBODIED PRODUCT

P
ROCESS

P
RODUCT

P
ERSON

P
LACE

DESIGNER





P
ROCESS

P
RODUCT

P
ERSON

P
LACE

MACRO

SOCIAL

CULTURAL

ECONOMICAL

POLITICAL

CHALLENGE

FREEDOM

RESOURCES

TEAMWORK

ENCOURAGEMENT

SUPPORT

MICRO

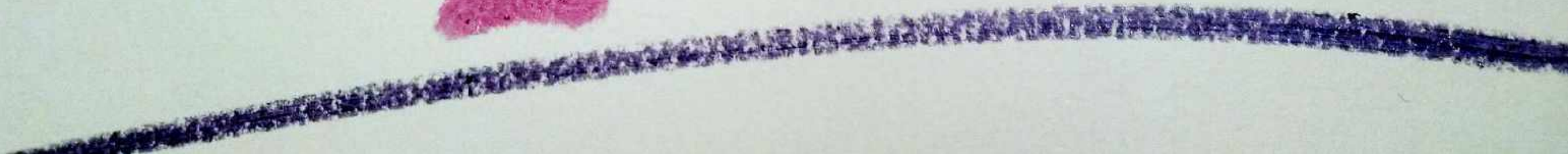


CREATIVITY

VISIT LUTZSCHMITT.COM,
FOLLOW ME ON TWITTER
[@LUXUX](https://twitter.com/LUXUX), AND DON'T THINK
ABOUT A PINK ELEPHANT.



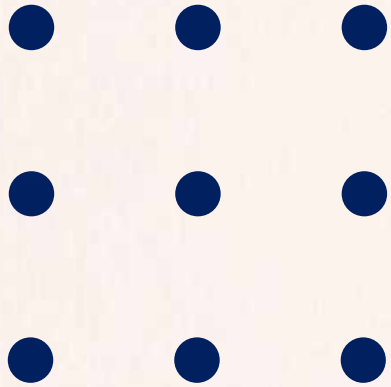
africa mammal endangered



The Nine-Dots-Challenge

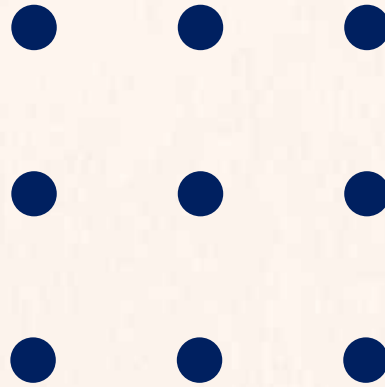
1

Connect all dots using only four straight lines and without lifting the pen.



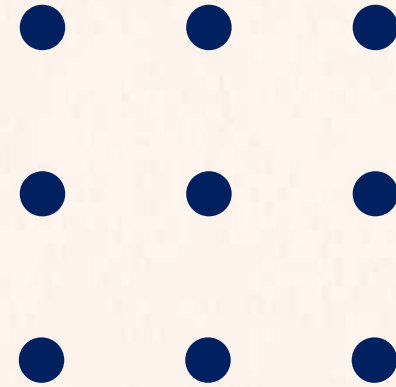
2

Now connect all dots with three straight lines.



3

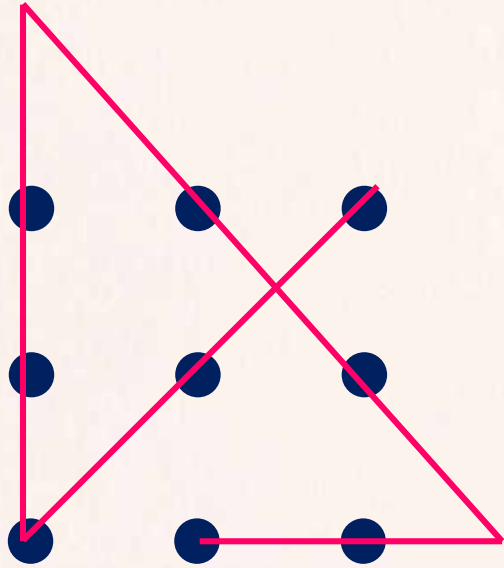
Now with only one line.



The Nine-Dots-Challenge

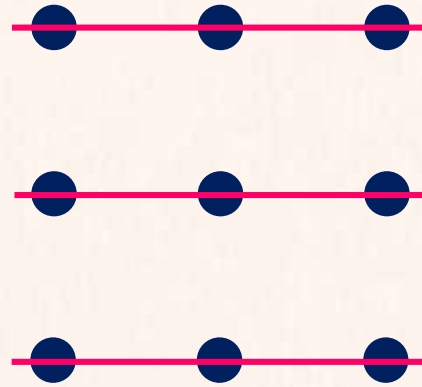
1

Connect all dots using only four straight lines and without lifting the pen.



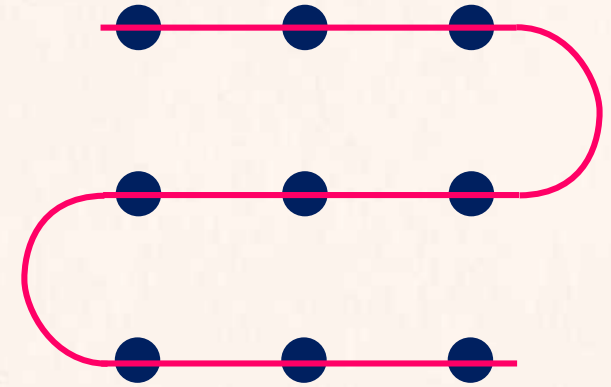
2

Now connect all dots with three straight lines.



3

Now with only one line.



Train your little-c creativity

How can you cultivate “small c” creativity? Here are a few ideas:

Use your daily environment as a source of inspiration and stimulus for creative ideas. When you do get ideas, be sure to record them immediately, so they don't get away.

Develop your “insight outlook” — the habit of becoming more aware of the implications or deeper meanings of the information that fill your day. Developing an insight outlook means not been satisfied with considering things superficially, but digging down deeper to discern the connections, associations and insights that lie within the information and stimuli we receive each day.

Get in the habit of asking your self open-ended questions, like “Why does this have to be done in this way?” or “What impact will this development have on the future needs of our customers?”

Don't be blinded by the desire to come up with one “killer” idea. Chances are, your brain may be serving up several or even dozens of “pretty good” hunches or insights each and every day. Take these “idea seeds” seriously; write them down; add them to your idea file or personal journal. You never know when they might come in handy!

REALISATION