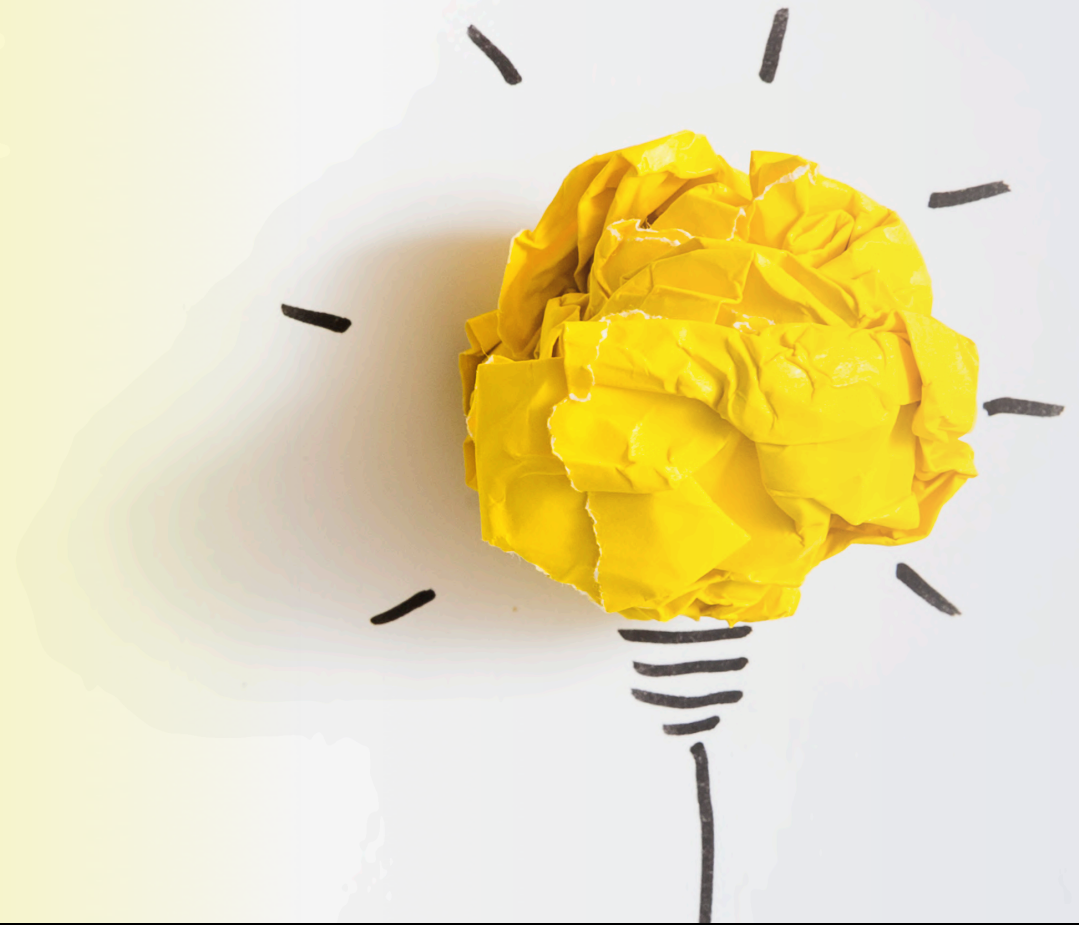
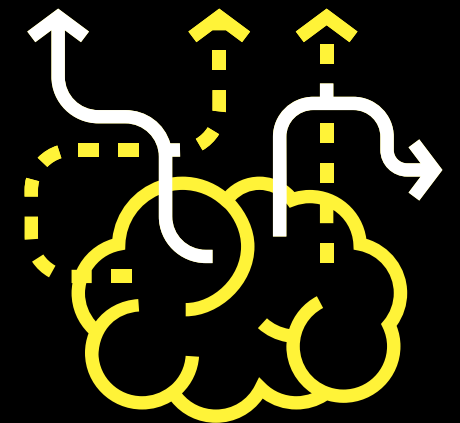


Ideation



BOOST YOUR

C@Σ@T!v!TY



Learning outcomes

AFTER COMPLETING THEME 1: IDEATION, STUDENTS WILL BE ABLE TO

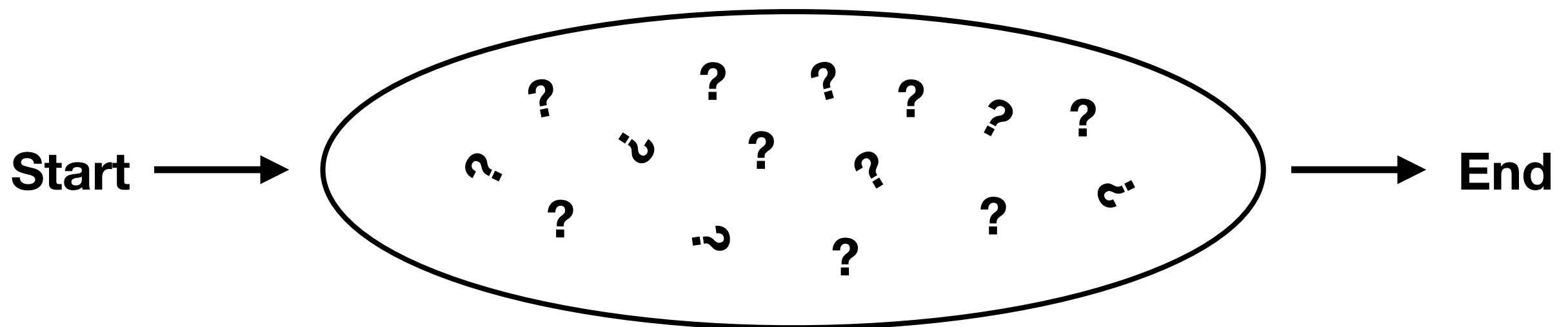
- *Explain and analyse the way in which the opportunity space in a creative process alternates between expansion (divergence) and contraction (convergence)*
- *Identify and discuss the need for ideation in one or more phases of a creative process*
- *Select and apply simple techniques for developing ideas as a resource for creating a wider opportunity space in a creative process*

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The creative ideation process

What does a creative process look like?



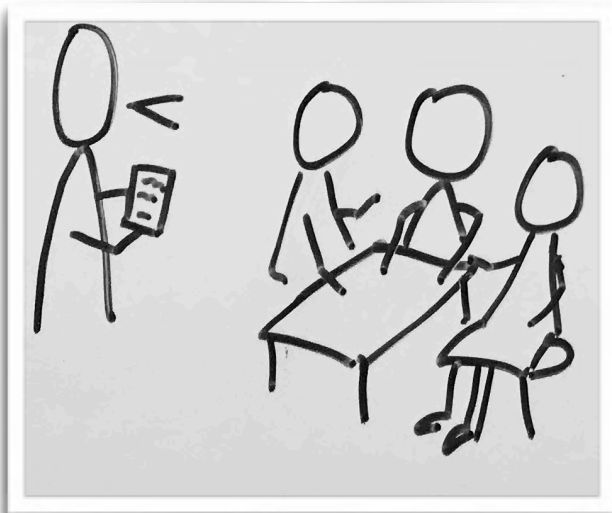
What should you do to find a solution to a creative problem?

The creative ideation process

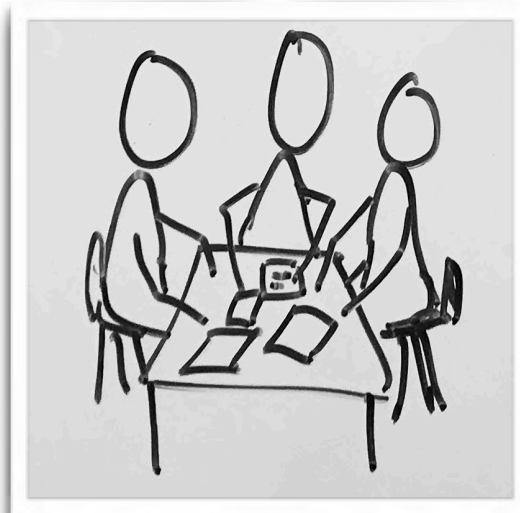
It is tempting to see the creative ideation process as linear...



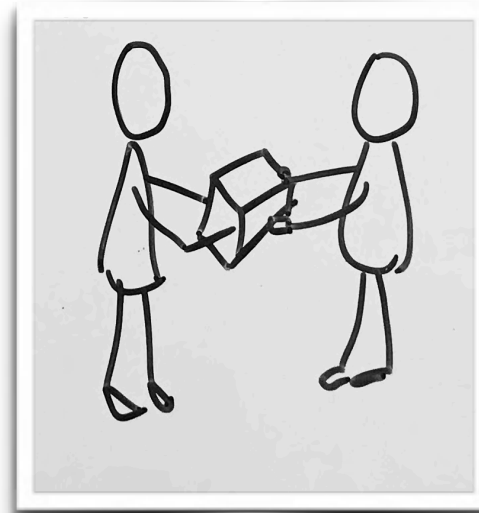
...maybe a test...



A creative task is given...



...discussed...



...solved...

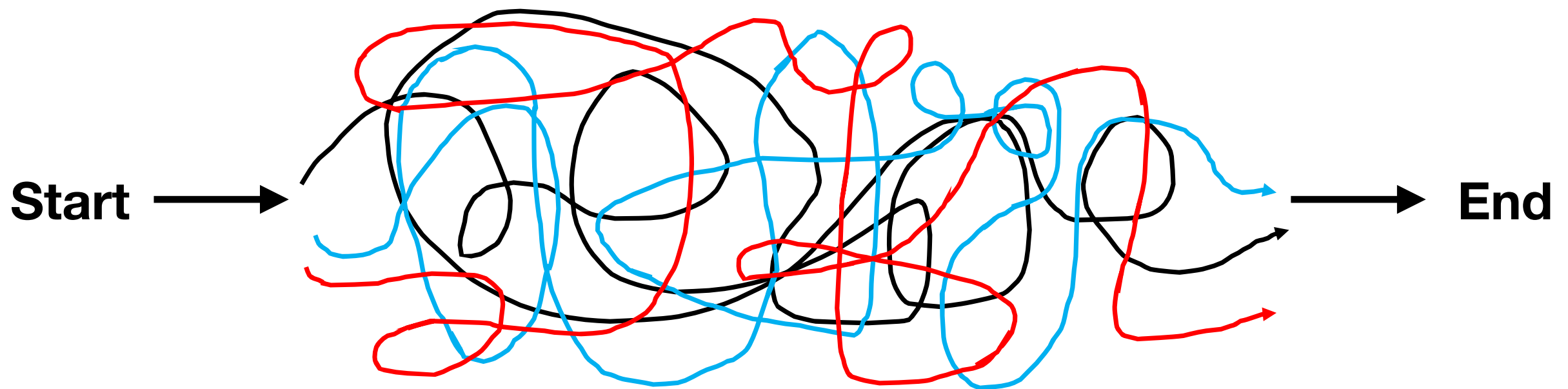


...and then celebration!

Reality

...but, creative processes are often complex, because tasks

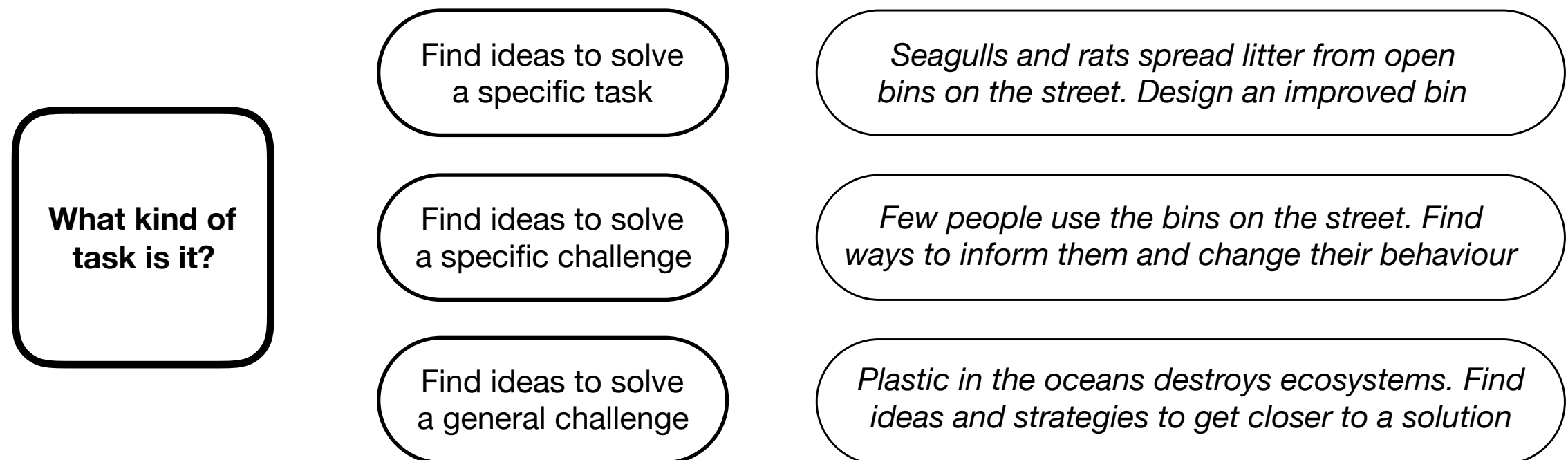
- are not well-defined
- are marked by confusing (or even contradictory) information from different sources
- have several known and unknown stakeholders
- are affected by changeable norms, values and traditions
- have many solutions, including good, bad and in-between



The creative ideation process

Therefore, your creative ideation process will depend on the given task and situation (context).

Creative tasks or problems even within a small domain will often vary greatly in complexity. This makes it important to include and reflect upon many considerations and choices.

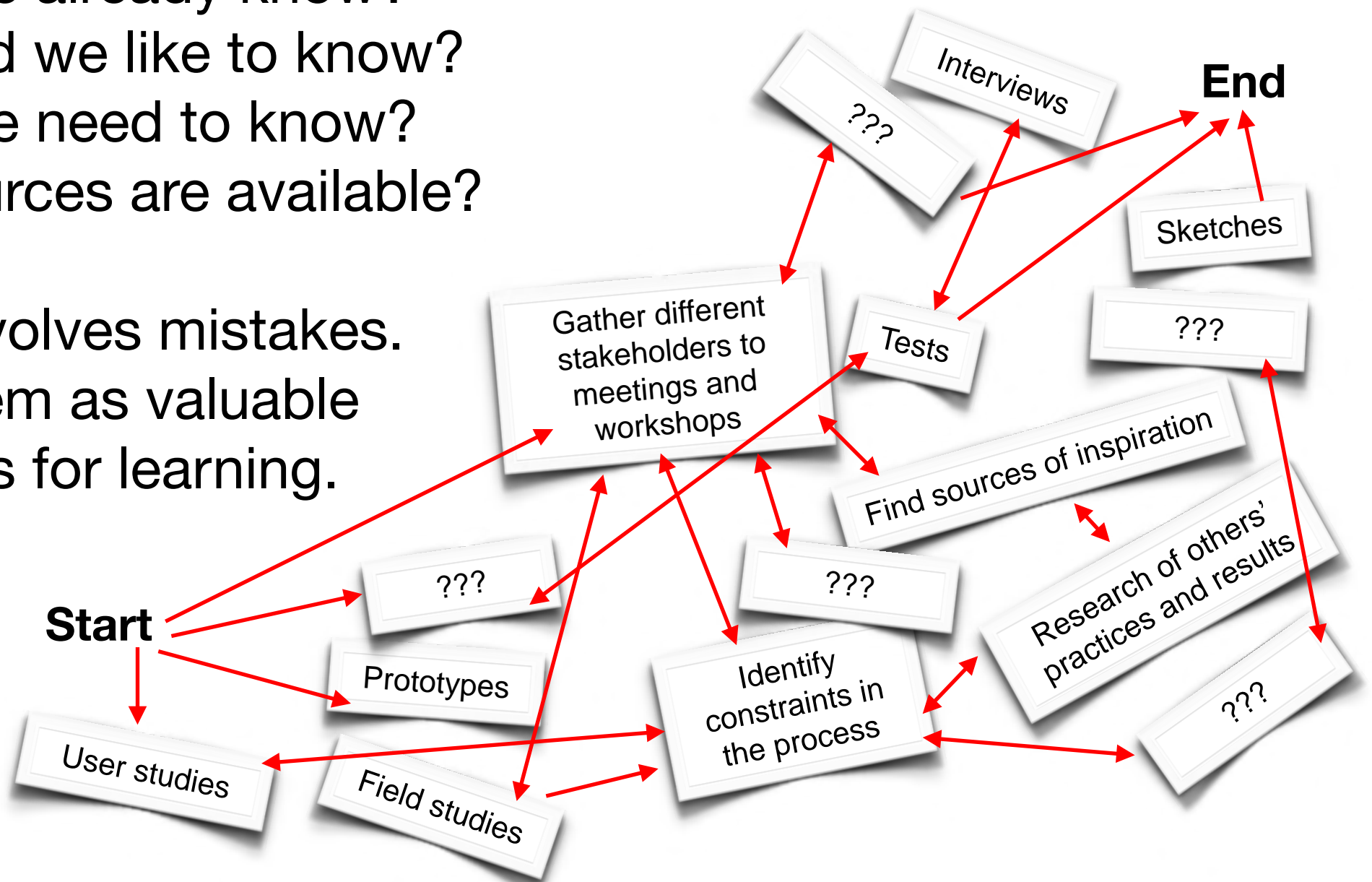


The creative ideation process

To begin a creative ideation process, consider the following:

- What do we already know?
- What would we like to know?
- What do we need to know?
- What resources are available?

Creativity involves mistakes.
Embrace them as valuable
opportunities for learning.

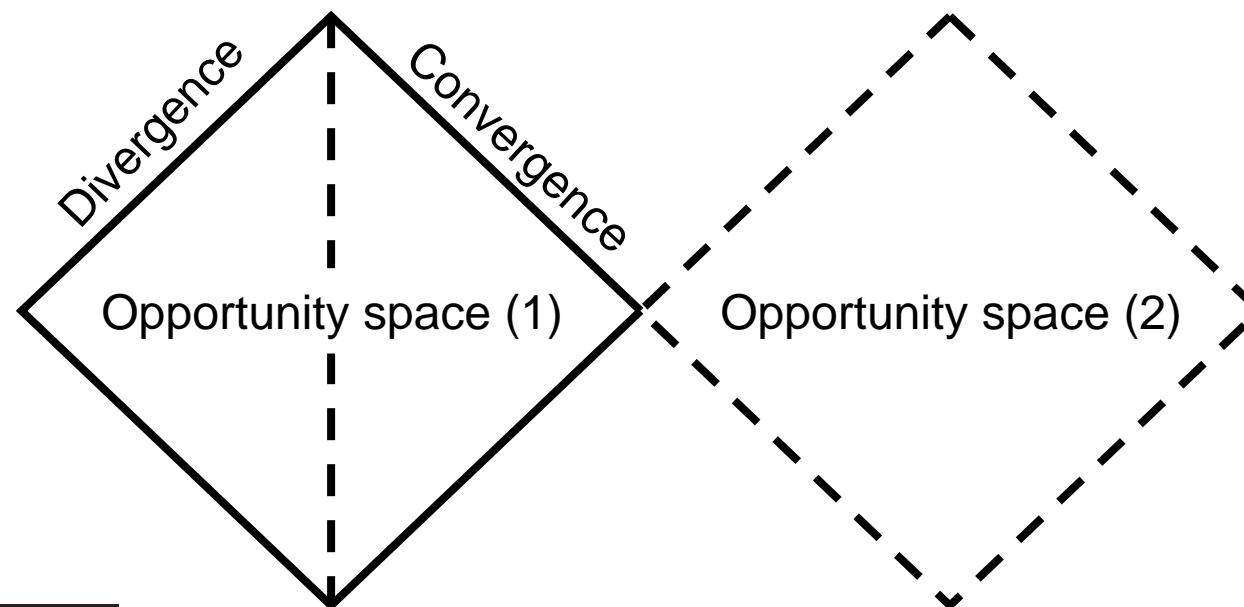


Divergent and convergent thinking

In the creative process, you move between *divergent* and *convergent* thinking through iterations.

Convergence: finding the best solution to a problem. Focus on decision making, information and reduction of ambiguity.

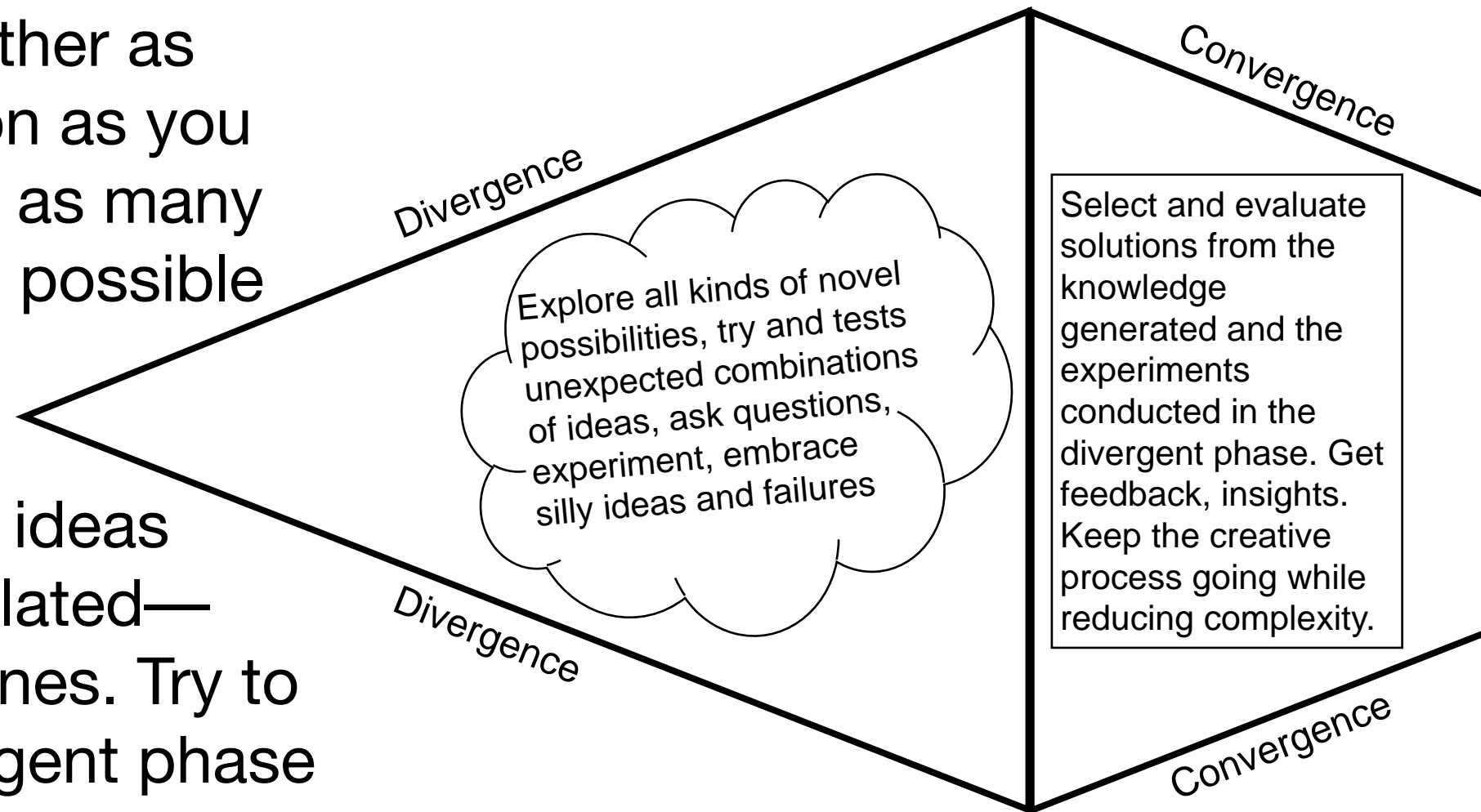
Divergence: producing (many) alternative solutions from available information. Focus on generating novel ideas.



A closer look at the creative process

A good point of departure for your creative ideation process is to gather as much information as you can and explore as many opportunities as possible

All your creative ideas should be articulated—good and bad ones. Try to stay in the divergent phase as long as possible. Ask many “What if...”-questions.



Remember:

All creative processes alternate between divergent and convergent phases through iterations

Ideation in a nutshell

"I know quite certainly that I myself have no special talent. Curiosity, obsession and dogged endurance, combined with self-criticism, have brought me to my ideas."

Albert Einstein (1879-1955), German-born theoretical physicist

"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."

John Steinbeck (1902-1968), American author

"New ideas pass through three periods: 1) It can't be done; 2) It probably can be done, but it's not worth doing; 3) I knew it was a good idea all along!"

Arthur C. Clarke (1917-2008), British science fiction writer

"A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one."

Mary Kay Ash (1918-2001), American businesswoman