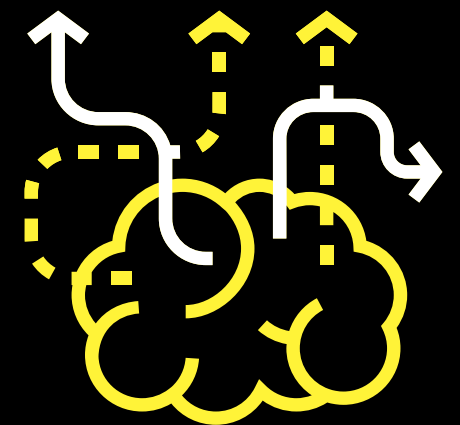


# *Sources of inspiration*



**BOOST YOUR**

**C@Σ@T!v!TY**



# Learning outcomes

## **AFTER COMPLETING THEME 2: SOURCES OF INSPIRATION, STUDENTS WILL BE ABLE TO**

- *Explain and discuss the role of sources of inspiration in a creative process, including understand the importance of actively searching for inspiration, not just wait for a 'good idea'*
- *Analyse and discuss the use of sources of inspiration in a given creative assignment*
- *Search for, store and utilise sources of inspiration as a creative resource*

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# *Use of inspiration in your everyday life*

What do you think of when you hear the words “inspiration” or “sources of inspiration”?

When have you recently searched for inspiration? Why?

How do you use sources of inspiration?

Where do you typically find inspiration?

# *Sources of inspiration historically*

## **Ancient times (approx. 750 BCE - 400 CE)**

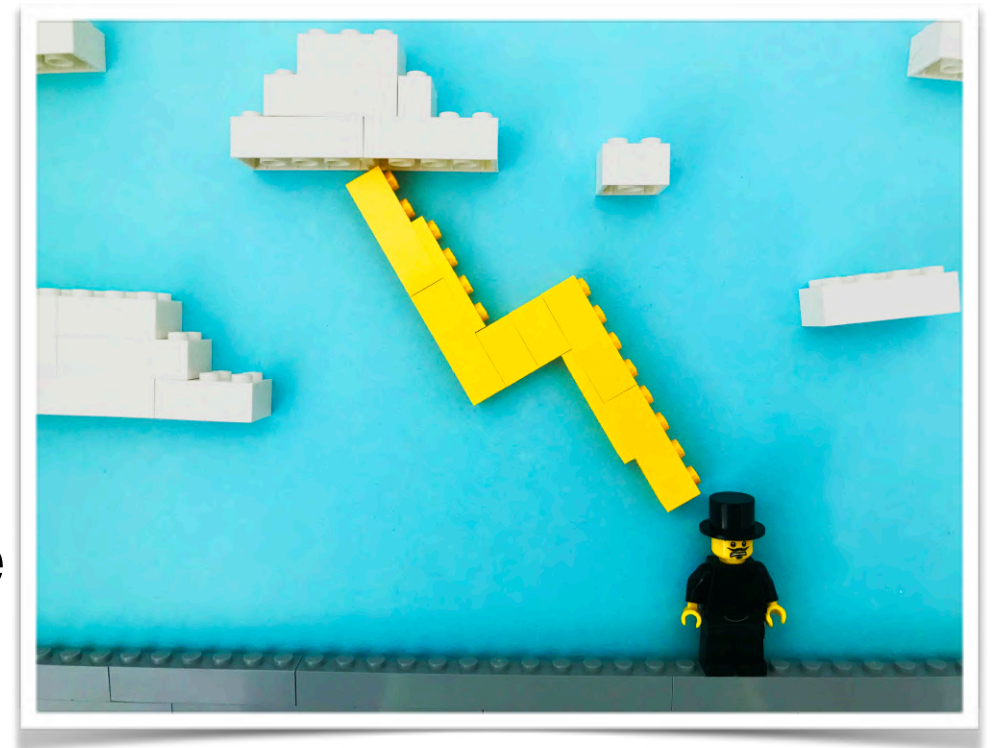
- Ecstasy (furor poeticus): divine rage or insanity
- Involuntary and uncontrollable, directly from the muses
- Epiphany: voluntary and conscious processing of divine inspiration
- The individual as a tool for the muses



# *Sources of inspiration historically*

## **Early Christianity**

- Inspiration is a gift from the Holy Spirit
- The individual is overwhelmed by God, Who speaks through the individual independent of his/her will or imagination
- According to Paul the Apostle, the Bible was written in this way



# *Sources of inspiration historically*

## **Romanticism**

- Return to Ancient ideas and the mystical and demonic
- Inspiration is greatly based on madness and irrationality
- The artist (mainly poets) is unique and able to receive divine, mystical messages and visions





# *Sources of inspiration historically*

## **Toward modern theories**

- Theories of the artist as special and wounded have been replaced
- No longer a strict distinction between left-brainers (logical, rational) and right-brainers (creative, imaginative)
- A greater focus on cognitive abilities in general and cognitive fluency in particular
- Most creative experts have strategies for collecting, storing and utilising sources of inspiration



# *You might need inspiration*

If you start up a creative process

If you are assigned a task that proves difficult

If you feel you are stuck (fixation)

If you are unsatisfied with your result

If you wish to revise and improve your creative solution

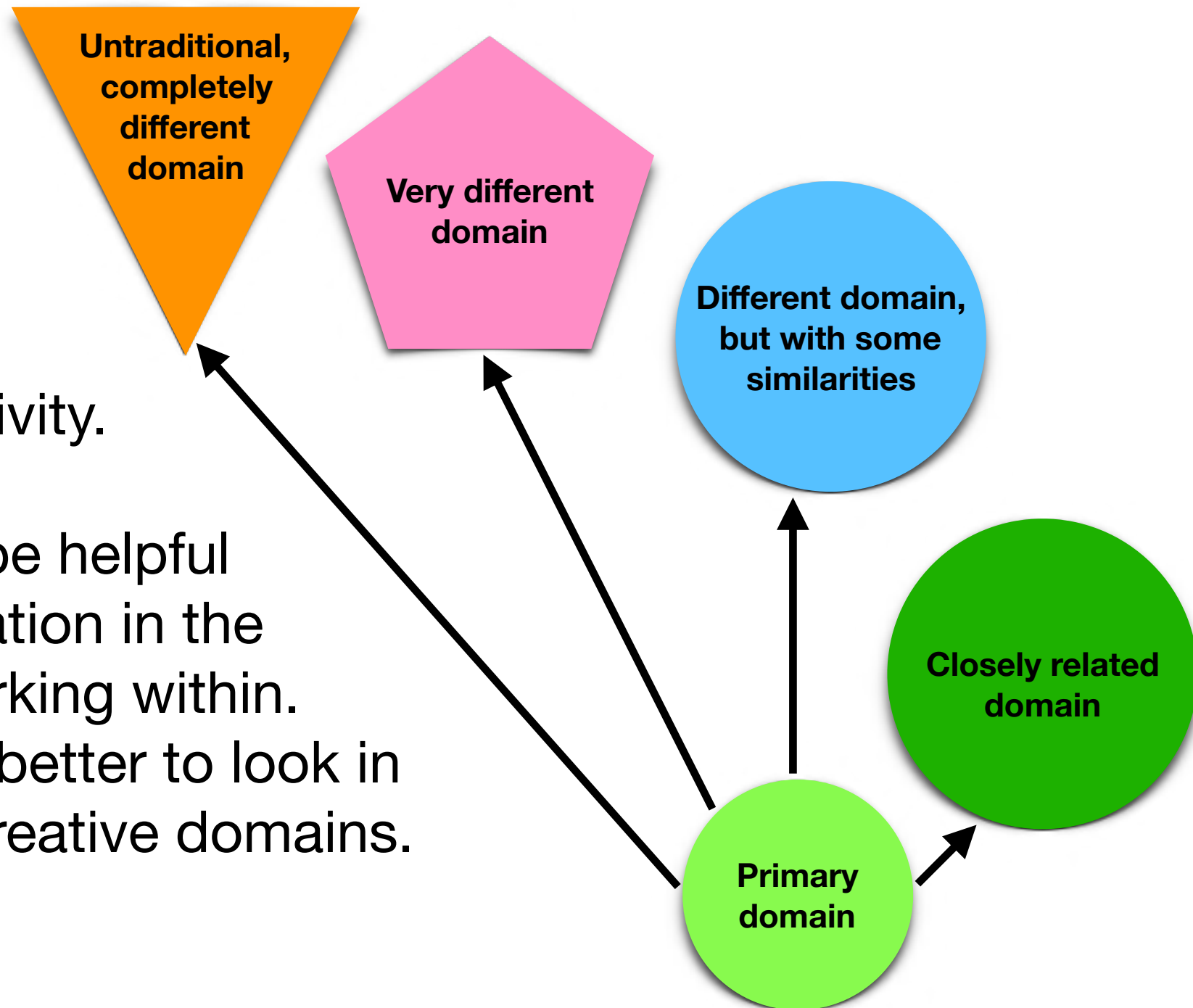


# Where to find inspiration

## Explore domains

You can take an active choice about where to search for, and hopefully find, inspiration for creativity.

Sometimes, it can be helpful to search for inspiration in the domain you are working within. At other times, it is better to look in various dissimilar creative domains.



# Where to find inspiration

## Examples

What might be the source of inspiration here?





# Where to find inspiration

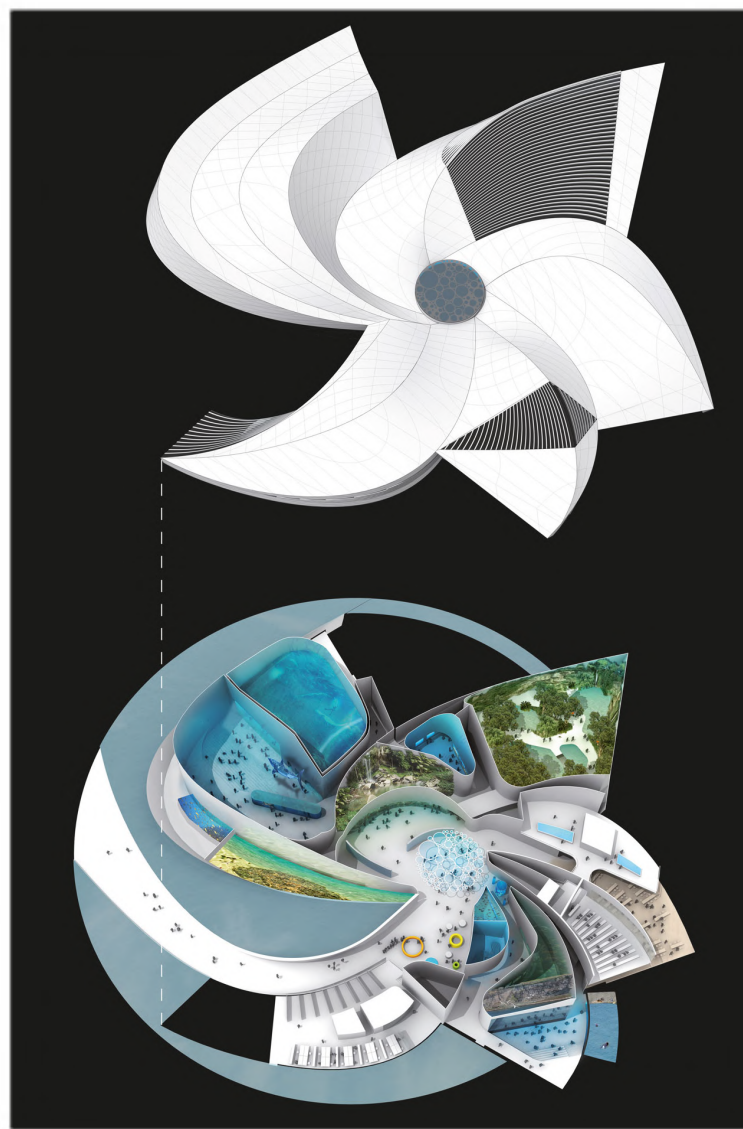
## Examples

What might be the source of inspiration here?

*Den Blå Planet  
(The Blue Planet)*  
Ocen Aquarium,  
Copenhagen, Denmark.

3XN Architect Studio.

Inspired by sea and  
marine animals.



*Porcupine Dress.*  
From the collection:  
*Defensive Gowns.*  
*(The Blue Planet)*

Amisha Gadani.

Inspired how animals  
protect themselves.

# Where to find inspiration

## Example of a study

Where do car designers find inspiration?



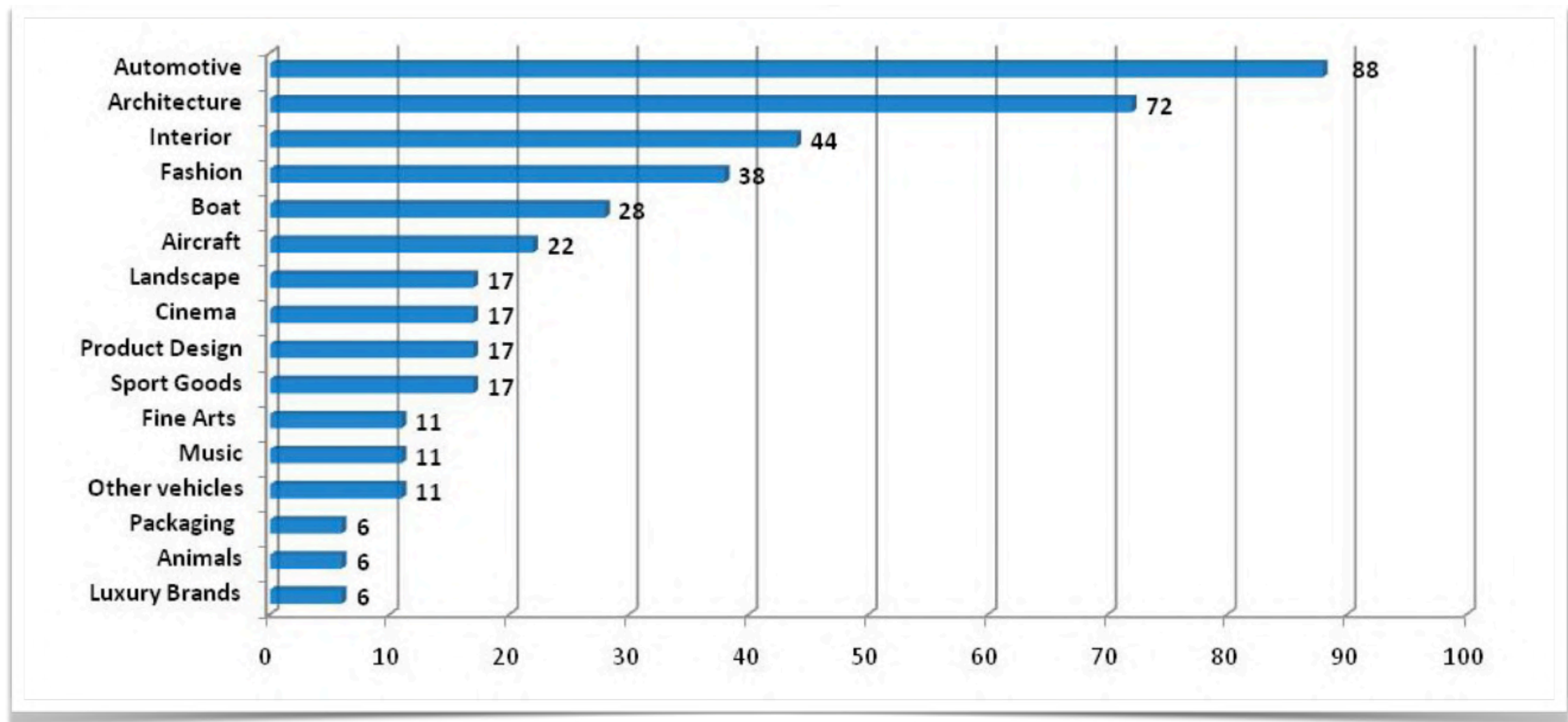
Mougenot, C., Bouchard, C., Aoussat, A., & Westerman, S. (2008).

Inspiration, images and design: an investigation of designers' information gathering strategies. *Journal of Design Research*, 7(4), 331-351.

# Where to find inspiration

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# *How to use sources of inspiration*

## **You can use sources of inspiration to**

- Define a particular context for a creative project
- Imagine new ideas by combining already existing ones
- Create a shared language and a range of references to support participants in a collaborative creative process
- Express values, moods and concepts that might be difficult to articulate clearly
- Set constraints and goals for a given creative process