

CREATIVITY

Open your mind to your artistic abilities.....



Why do we need creativity in our lives?

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10 Things That Will Boost Every Graphic Designer's Creativity

1. Collect everything

Every time you see a design work that inspires you, take a photo of it and put it in your collection, or when you see it online save it for later. Believe me, that one day you will definitely need them. You can just get inspired from them, take a little part from each of them and create an awesome design.

2. Read design blogs

Internet is just a huge source for design related information and inspiration. For example if you read other designers' blogs or look some tutorials, your creativity will just boost.

3. Join the design community

If you are a freelance designer, the first thing that you should after reading this article is to join an online designers' community. It not only will provide you with the latest news and trends of design world, but will also give you the chance to upload your works and get some feedback for it. You should always be ready for critique, in order to improve yourself.

4. Create fake works

When you are free, try to create some fake projects. For example you can create logo, website or app for a company. It's good because later on, it is possible that you will need them in one of your projects and because it always keeps your creativity awake.

5. Copy others' design

Sometimes it is a very good idea to redo other designer's design. It will not only help you get mastered in design, but also will give you the chance to understand what was done wrong in that design and what can be improved.

6. Copy your old designs

Sometimes, we look at the works we have done before, and we think that we should get rid of them immediately. However, it is very important to keep them in order to see your progress and to improve your skills. So, instead of throwing them away, try to rework on them and make them better.

7. Interact with other designers

Another important way of boosting creativity is to communicate with other designers. You should always speak to the ones who are better than you, who are more experienced in that area in order to learn some new skills from them. I know that it is hard to admit that there is someone better than you, but if you want to really move forward, you should accept it and get the best of them.

8. Take some classes

There are many colleges and universities that let you attend classes without full-time enrollment. During these classes, you will definitely learn many new things and will work on your creativity.

9. Travel a lot

You will definitely agree with me, that every time you go to another country, you return back with excitement, with a lot of energy and with creativity. When you discover other country and their culture, it opens your mind and boosts your creative thinking.

10. Keep a sketchbook

It is very important for every graphic designer to have a sketchbook with him/her all the time. It is natural that sometimes ideas come to you when you don't really expect them. So, it is better to have a sketchbook in order to work on ideas quickly rather than leaving them for later.



Role of Creativity in Graphic Design

by Johnny Kilhefner

Creativity plays a major role in defining the job of the graphic designer.

A Job Description for an Architectural Designer Intern

Graphic designers create, but it doesn't necessarily mean they're creative. The role of creativity is vital, especially for designers, whom most people consider creative simply by virtue of their work. While creativity is subject to multiple definitions, it must work in tandem with other concepts before it can be taken advantage of.

Broad Creativity

If the act of designing is a creative act, then anything that goes into that act is a creative process. By its nature, graphic design is broadly creative. This may be a too convenient definition, however, as every process in a creative act can't be considered creative. Especially if it is used repeatedly in a process-like manner.

Creative by Originality

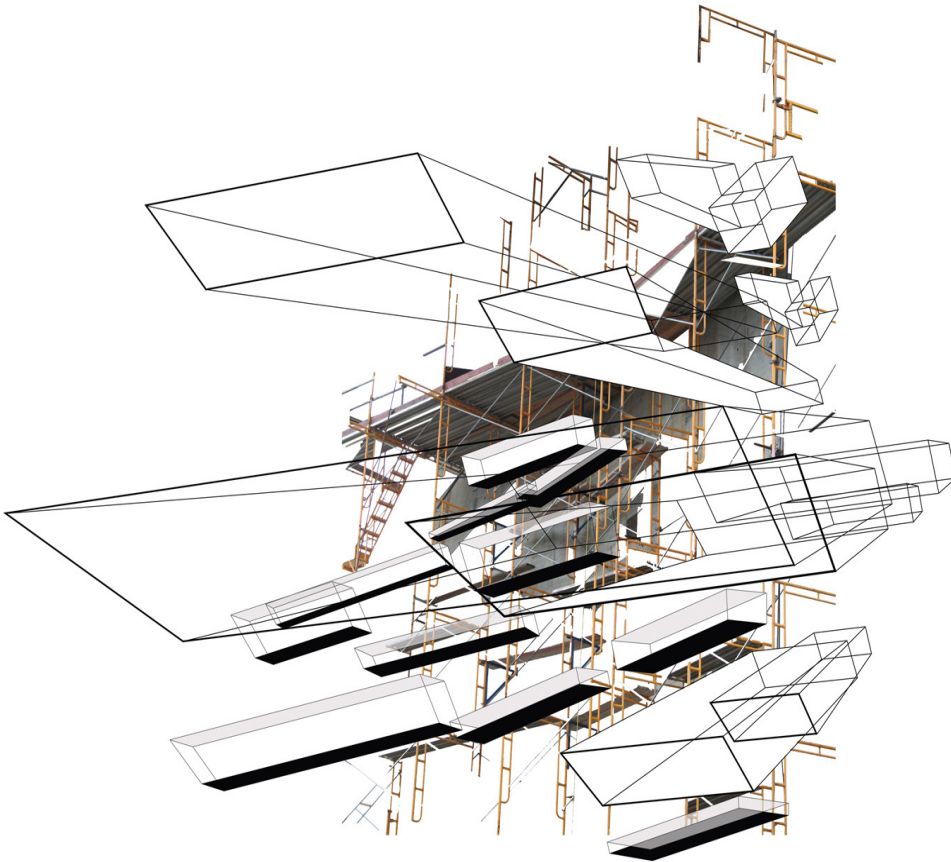
Creative geniuses produce completely original ideas. This definition of creativity isn't the process of creation, but the ability of designers to conjure original thoughts and implement them in novel ways. It can also mean expanding on the established rules to create something wholly different from its original form.

Creativity and Critical Thinking

Creativity needs to be tempered with critical thinking. Critical thinking provides the filter that sifts through the creative process and pulls out what is usable and what isn't. Graphic designers should be able to use both their creativity and critical thinking skills together. This can be in two stages, where the creative part is an "idea dump" of sorts and the critical thinking is the sifting through to find what sticks. Or it can be done simultaneously in a flow-like state of concentration that true designers master.

Creativity and Artistic Skill

The graphic designer should have an artistic sensibility. This sensibility is what drives the designer to use certain colors, compose work in certain ways and use specific kinds of typography. How designers use their artistic sensibility depends on how creative they are in wielding it. Unlike critical thinking, which filters creativity, artistic sensibility multiplies it.



What exactly is creativity?

By KAREN KERSTING

Paint and brushes everywhere

Not all creative people are alike, which makes defining creativity a challenge and assessing it a monumental undertaking.

The traditional psychological definition of creativity includes two parts: originality and functionality.

"You can't be creative unless you come up with something that hasn't been done before,"

says psychologist Dean Keith Simonton, PhD, of the University of California, Davis. "The idea also has to work, or be adaptive or be functional in some way; it has to meet some criteria of usefulness."

And in the U. S. Patent Office, which approves intellectual property rights for products and ideas born of inventors' creativity, there's a third criterion, Simonton says: The creative idea should not be an obvious extension of something that already exists.

But the study of creativity by psychologists, active since the beginning of the 20th century, has taken that definition and expanded it, complicated it and questioned it.

The personality creativity connection

There is, for example, a distinction to be made between "little-c" creativity and "big-C" creativity, Simonton says. Little-c creativity, which is often used as an indicator of mental health, includes everyday problem-solving and the ability to adapt to change. Big-C creativity,

on the other hand, is far more rare. It occurs when a person solves a problem or creates an object that has a major impact on how other people think, feel and live their lives.

"At the little-c level, creativity implies basic functionality," Simonton says. "And at the big-C level, it's something that we give Pulitzer and Nobel Prizes for."

In addition to this distinction, Simonton notes a difference between the kind of creativity that helps a painter create masterworks and the kind that helps a physicist develop new theories on the origin of the universe. Both types require similar mastery of skills, but personality differences lead individuals to particular pursuits, he says.

"The major criterion is how much restraint there is in the creative process," Simonton explains. "Science has to be constrained to scientific process, but there's a lot less constraint on artists. Many artists come from more chaotic environments, which prepares them to create with less structure."

In the same sense, artists tend to show higher rates of mental illness and related symptoms than the average population, Simonton says, citing numerous empirical studies, including recent work by Arnold Ludwig, PhD, Kay Jamison, PhD, and James Kaufman, PhD (see page 42). "If you look just within the arts, there are styles that are very realistic and more expressionistic--the more expressionistic the art form, the more likely the artist is to have a mental illness," he says.

Motivation and intelligence

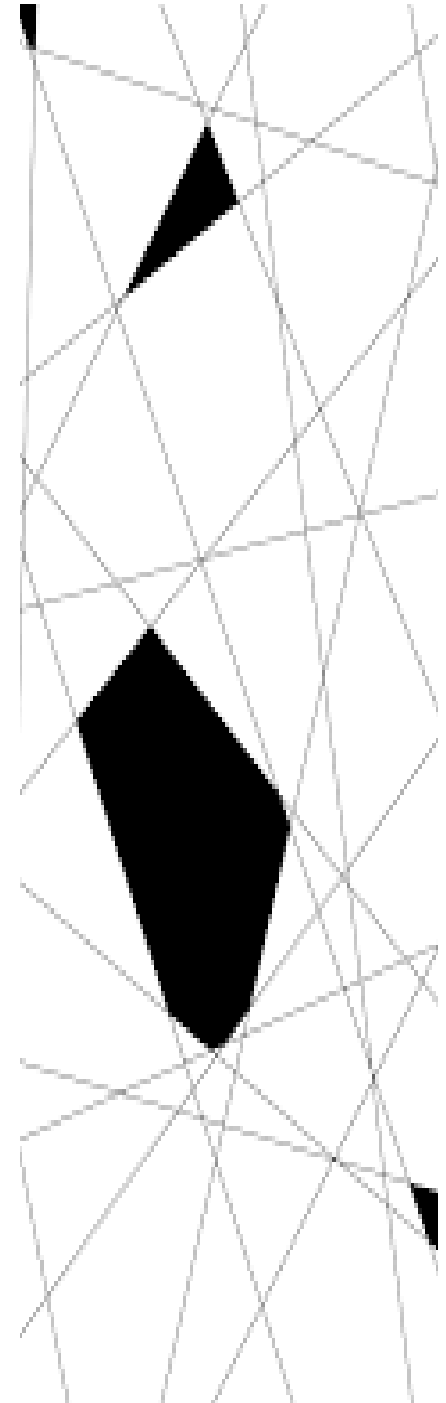
There are other components of creativity--domain-relevant skills, quality processes and intrinsic task motivation--according to a componential theory of creativity developed by psychologist Teresa Amabile, PhD, of Harvard University. But Amabile points out that environmental factors such as freedom, support and positive challenges also play a key role in fostering creativity. Another important factor in creativity is intelligence, but contrary to beliefs at the turn of the 20th century, it is not the only factor, says Simonton.

In the 1920s, psychologist Louis Terman, PhD, began looking at the relationship between intelligence and creativity. In a longitudinal sample of intelligent children, not all ended up developing their creative abilities, he found. That's when psychologists started to realize more than intelligence was required--also critical is having an ability to see things from a different perspective, Simonton says.

"You need an IQ of around 140 to learn enough physics to be truly creative in it,"

Simonton says. "But once you have that minimal IQ, there's still something else that must be there for a person to be truly creative."

That "something" still eludes specific definition, but with a renewed APA emphasis on creativity from APA President Robert J. Sternberg, PhD, and a recent name change for Div. 10 from Psychology of the Arts to the Society for the Psychology of Aesthetics, Creativity and the Arts, Simonton hopes more psychologists will join the ranks of creativity researchers.



CREATE

The Scientific Reasons Why Being Creative Can Make You Happier

NOVEMBER 5, 2013
BY SHANA LEBOWITZ

As a kid, whenever I'd hastily compose a picture of a cycloptic blob or attack an unoffending piece of paper with angry orange scrawl, I'd proudly shove the picture in my mother's face, already knowing what she'd say. "Ooh!" she'd gasp. "How... creative!"

There's no concrete definition of creativity, but most experts agree it's got something to do with the ability to come up with new ideas, new links between ideas, and novel solutions to problems (with or without destroying a pack of Crayolas). But here's the kicker: Forget the image of the brooding artist alone in a basement studio. Research suggests creative people are actually happier than everyone else.

Creating Smiles — Why It Matters

Not a singer, writer, or dancer? No problem. Experts say absolutely anyone can be creative, though different people may have different talents. "It really has to do with open-mindedness," says Dr. Carrie Barron, co-author of "The Creativity Cure," who says creativity applies to everything from making a meal to generating a business plan.

Advertising

inRead invented by Teads

But whether creativity means whipping up a spinach soufflé or tap-dancing for a Broadway audience, experts say there's a strong connection between creative expression and overall wellbeing. Key components of the creative personality, like novelty-seeking

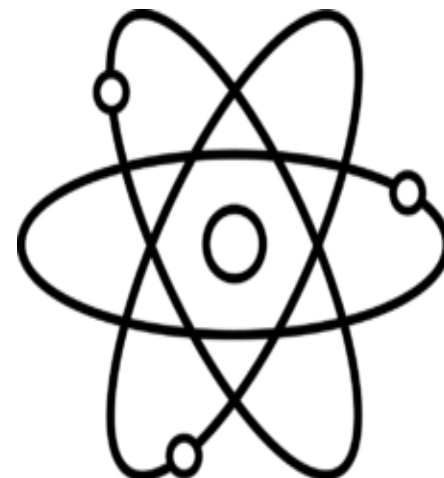
and perseverance, are also good predictors of life satisfaction. And it works both ways: People also tend to be most creative when they're in a good mood, possibly because they don't fixate on individual pieces of information and are able to think more broadly. And according to creativity researcher Dr. Shelley Carson, "Increases in positive mood broaden attention and allow us to see more possible solutions to creative problems." Some psychologists talk about "flow," or getting so immersed in creative work that we don't pay attention to anything else, like what time it is or how our body feels. These experts argue that getting into a state of flow can produce substantial happiness, the kind that lasts longer than the pleasure we get from eating a good cookie. But don't expect picking up a paintbrush to instantly solve life's problems.

Creation Nation? the Answer/Debate

Because people in a flow state are so immersed in their work, they might not necessarily feel happy while they're being creative. It's only afterward, when looking back on the creative process, that they get that warm, fuzzy feeling. There's also a substantial amount of research on the link between creativity and mental health issues such as depression. Studies suggest creative people tend to be more vulnerable to psychiatric issues, particularly bipolar disorder. Yet many psychologists say depression has nothing to do with the ability to be creative. Instead, creativity is associated with self-reflection, and that tendency to ruminate may be what's causing the feelings of depression.

In fact, far from promoting creativity, depression may actually make it harder for people to be creative, and they may only start to be creative again once their mood improves. But creativity might be a remedy for the blues: Barron suggests doing something creative (like writing about a bad experience) can help people get over feelings of depression.

As always, if depression is a serious issue, consider seeing a therapist. But when life has just got us in a funk, it looks like staying holed up in the bedroom blasting Alanis Morissette won't lead to any creative revelations. Instead, consider singing a new song, penning a poem, or trying to solve that damn Rubik's cube. Who knows what you might discover?



MAKE ART

This booklet was created to help those understand why creativity is so important in our everyday lives. Being creative is not just a talent, it is a therapy that brings us joy and helps us learn and have less stress in our lives. Creativity is a key part of life and it gives us an outlet to express ourselves without speaking. Be creative and be happy.



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