



Module III. Soft skills

Developing
Creativity
course

Topic 1. Creative Thinking

Lesson 1. Creativity and
Problem Solving



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In this lesson, we will learn...

The definition of creativity and its key characteristics: relevance and novelty.

Through examples by brainstorming and six hats tools, the student will learn how to enhance the quantity and quality of the creative ideas.





The objectives of this lesson are the following:

- Understand the concept of creativity based on the level of relevance and novelty.
- Explore the use of the brainstorming tool to make a list of ideas and discover how creativity emerges.
- Develop the concepts of novelty and relevance and learn how to find the most creative and valuable ideas.



To conclude...

Creativity is the resolution of a problem with a high degree, both in relevance and novelty.

When crafting new ideas, the idea generation can be graphed in a double bump figure.

If we show, we sensitize ...
If we sensitize, we protect!

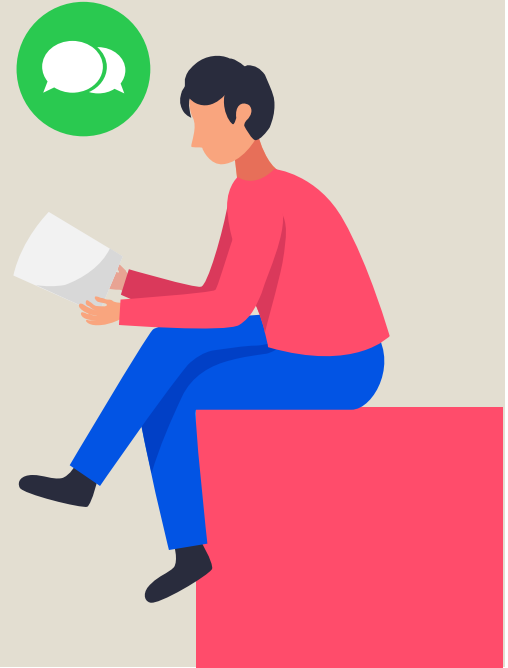




The first bump describes the first group of ideas that usually come early and fast and are relevant to solve the problem but typically lack novelty.

The second bump corresponds to a second and harder stage that sparks around a new divergent idea put onto the table when the first ones are exhausted. This second torrent of ideas is more creative.

To obtain creative ideas, it is easier to pull down an absurd idea that pushes forward a relevant one. Several examples of innovative ideas have been shared in the lesson as an example.



CREDITS

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