Jamie Skinner (1900676)

Research in Practice

ADAD5004

Name: Jamie Skinner

Student Number: 1900676

BA Course Title: BA Creative Advertising

Word Count: 2,334

Lecturer's Name: Donna Williams

Date: 28.04.2022

Keywords: Creativity, communication, and capability

Introduction

This essay will conduct an investigation that will examine the meanings of the words that I have chosen; creativity, communication, and capability concerning web design. I will be using artists such as Noma Bar who has such inspirational artwork to help communicate his story. This research will work towards comprehending these keywords to structure a question in preparation for my independent inquiry.

Creativity

The Collins Dictionary (2020) definition of creativity is "the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc; originality, progressiveness, or imagination" (2020). This perfectly defines creativity because of how it creates meaningful new ideas and a way of using skills such as imagination and problem-solving.

Soviet psychologist Lev Vygotsky's book *Imagination and Creativity in Childhood*, (2004) said,

> "When we consider the phenomenon of collective creativity, which combines all these drops of individual creativity frequently are insignificant in themselves, we readily understand what an enormous percentage of what has been created by humanity is a product of the anonymous collective work of unknown inventors" (Vygotsky, 2004, pp. 7-97)

This quote states clearly that without creativity we won't be able to be using what we use in our everyday lives. Vygotsky also emphasizes that imagination skills are the key indicator of creativity. The meaning of imagination from *The Collins Dictionary* (2020) states that "your imagination is the ability that you have to form pictures or ideas in your mind of things that

are new and exciting, or things that you have not experienced" (2020). Vygotsky touched on this is where "imagination, as the basis of all creative activity, is an important component of absolutely all aspects of cultural life, enabling artistic, scientific, and technical creation alike" (Vygotsky, 2004, pp. 7-97). Imagination is the key aspect of being creative because it will allow people to think of new ideas that could make a difference to themselves or to the world. I think that imagination has got us to where we are today in terms of our material possession.

Many creative thinkers have proven to use creativity skills within their specialist jobs, such as Isaac Newton, Steve Jobs and Albert Einstein. A quote stated by Albert Einstein from a blog said that "Creativity is seeing what everyone else has seen and thinking what no one else has thought" (Johnson, 2017). This quote is such a good description of what creativity is because Einstein, Jobs and Newton were people who invented or discovered things that have never been thought of before, and it is proven to be successful to this day.

Moving on to the theory side of things, in the book called '*Creativity theories and themes: research, development, and practice*,' (2007) it highlights all theories and themes about creativity. What I have found is that the writer named Mark Runco talks a lot about the importance of children's creativity. What I have learnt from reading his book is that it is, "very likely the debate about children's creativity exists because it can be so difficult to judge children's thinking" (Runco, 2007, p. 411). This is exactly what Einstein is saying in his quote about creativity, because children will think creatively during their imagination play, which will prove a point that children will think all sorts of things that adults don't tend to think of. It is said that there are a few people who "believe that children are less creative than adults, and perhaps cannot be creative at all" (Runco, 2007, p. 410), this is a big

statement as those people who are adults think they could creatively think better than children. But there are others who, “Believe that children and adults each have the potential to be creative that there is no group difference reflecting age” (Runco, 2007, p. 410). I am finding that people would think that adults and children think the same things, I don’t think so, as “others believe that children are more creative than adults” (Runco, 2007, p. 410). Also, to conclude these statements from the book, it really gives us an idea that gets us thinking because of how we think as humans. This comes to a point of how well web designers use their creative skills to help produce a fine web design; it is proven that it can be done due to the number of websites there are on the internet. Here are a few questions that I would like to explore more within my further studies which are, how does creativity help a web designer create a fine website that proves to be effective? Does creativity require unconscious processes, or can it be deliberate? To add to this, “Creativity can be used every day” (Runco, 2007, p. 410), which is tangible because every day humans will have to decide what we do; therefore, we are being creative. “It may be that it must be used every day if we are to fulfil our potential!” (Runco, 2007, p. 410). This is where creativity can be used when we are working on a project whether there is a need to change a format of a web design. Therefore, “there is a need for creativity, and in particular a need for proactive creativity” (Runco, 2007, p. 410). I agree with what Runco had to say here because there is a need for creativity, just like the three key examples like Isaac Newton, Steve Jobs and Albert Einstein, they have made a difference to the world due to them using their creativity skills.

Communication

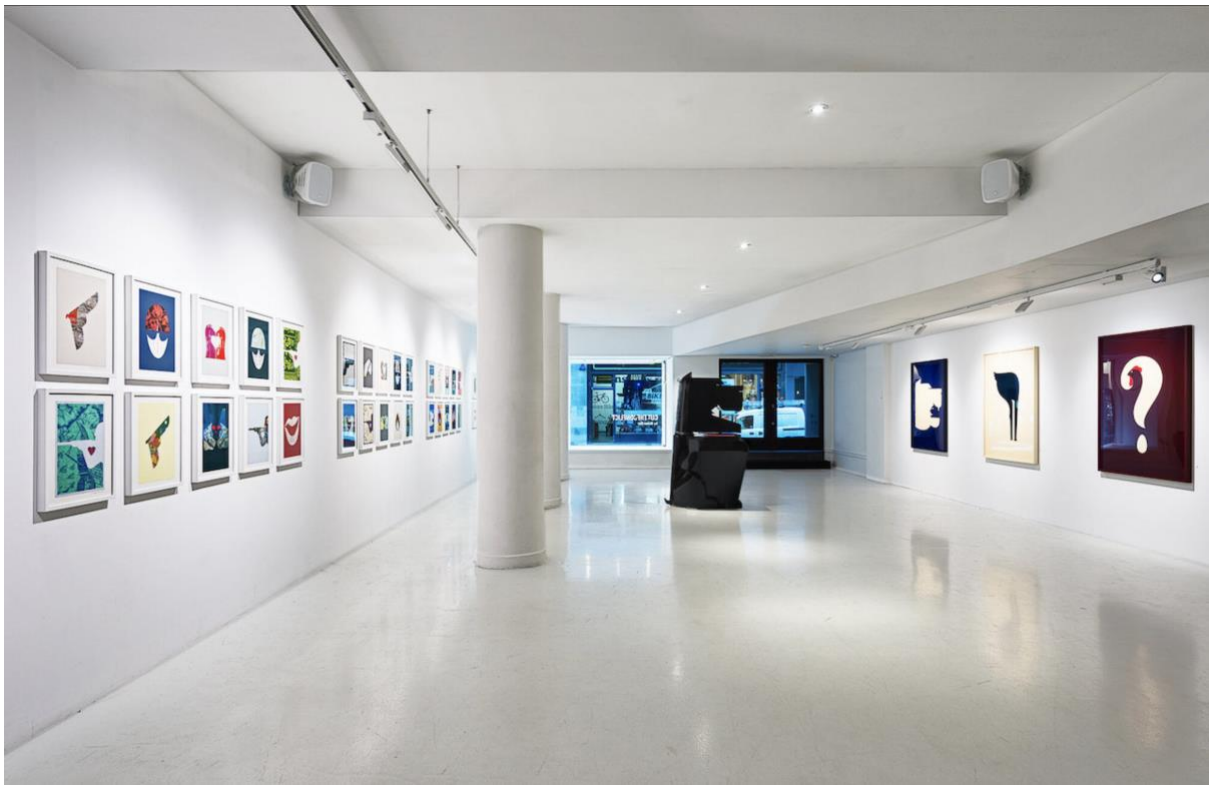

Fig. 1 Noma Bar. (2021) *Exhibition in London*

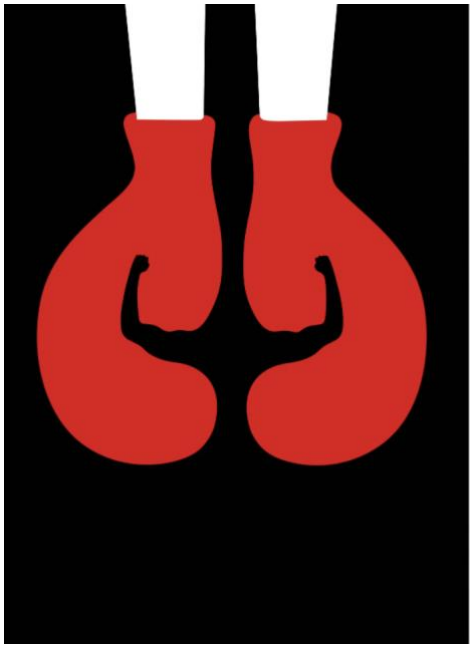

Fig. 2 Noma Bar (2022) *Power to The People*

There is an artist named Noma Bar who creates extraordinary artwork, figure one shows an exhibition that Noma Bar has set up. He is an Israeli animation director, graphic designer, illustrator, and artist, located in London. Bar's work is known for having minimal detail and using the negative space to create images which can communicate two different meanings into one design. The reason I have chosen Bar as my artist is because his work is such a great example of how he communicates his thoughts on literally anything. Noma Bar was quoted on a website saying, "I am after the maximum communication with minimum elements" (Dutch Uncle, 2022). This is evident by how effective Noma Bar has designed his work in a way that can be political or to communicate something meaningful. For web designers, the work that Bar has done, is a great example of how communication is such a powerful aspect when wanting to use web pages to tell a story or give information. To help you understand, figure two shows a perfect example of the design of how his work communicates effectively because coming back to the five senses, Noma Bar works around the sight as he understands that sight is the best way forward when it comes to communicating a storytelling piece. The piece is called the *Power of The People*, (2022) visually looking at the design it clearly shows a boxing glove with a negative space design in showing the strength of the person's arm in black.

Therefore, communication defined from *The Collins Dictionary* (2020) as, 'the act or an instance of communicating; the imparting or exchange of information, ideas, or feelings" (2020). For a web designer, communication is a vital skill to have for many reasons.
To be a web designer, there are many skills that are required to achieve the goals of becoming successful. Communication is one of the most desired skills due to needing to be able to communicate to your clients, and effectively communicate your visions to them.

From a website that was found during the research, it says that 'it ensures a clear and unified message for visitors. It also ensures that the visitors who come to your website have a positive (UX) experience' (Noudelman, 2014). When it comes to creating an effective website, the designer will always have a mindset of making sure that the page is very clear with how they communicate with the reader. Therefore, communication is an exchange of information, ideas, or feelings which is stated in *The Collins dictionary* (2020).

There are other ways of communicating which are the five senses that are used every day. Sight, hearing, smell, taste, and touch. But not all these elements of communication are used to communicate directly with others. Sight, hearing, and touch are mostly used in combination to communicate. Here is a summary of how each of these elements is used for communication. For sight, it allows the individual to see things whether that is looking at objects, people, or an action. For a web designer, it is crucial how the design looks, for example, the colour, typography, the size of the text, and any images. The sight will be the first element that needs to be targeted otherwise, the viewer will want to move on. The second element is hearing, this is a tricky one due to how can hearing be used to communicate for a web design. There are many areas that needs to be worked out but hearing is a way that allows the individual to hear things and obviously to use hearing to listen to people. Smell and taste are both not as effective as the other three, but smell is used to smell people, places, or things that can make a judgement of things. Also, with taste, it is the mouth and tongue that allows the individual to perceive taste. Taste brings four sensitivities under the sense of sour, salty, sweet, and bitter. Lastly, touch is an element that brings the experience when expressing emotions.

Capability

A key thinker named Amartya Sen who has written the book, *The Capability Approach: Its potential for work in education, (*1993). The book has two other authors that have contributed over time to the book, they are Melanie Walker and Elaine Unterhalter in 2007. Sen defines capability, "as a person's ability to do valuable acts or reach valuable states of being: represents the alternative combinations of things a person is able to do or be" (Sen 2007, p. 2). This is a great way in how Sen defined capability because it all depends on the person's ability and how a web designer could show their capability of what they can do. Thus, capability is defined from *Oxford Learner's Dictionaries* (2022) as "the ability or qualities necessary to do something." (2022). My first thought of what capability is, when doing a new job like a web designer, the manager will need to know if the web designer is capable of creating a fine website, therefore, what are their potentials? How does capability link in with being a web designer? Do you need to have capability to design a web page? In what ways can it be proven that web designers need to have the capability skill to create fine designs? Capability can be specified to an ability that exists in a web designer but can be improved upon. Therefore, how does the web designer get the humans to interact with their website? And giving them a good personal experience.

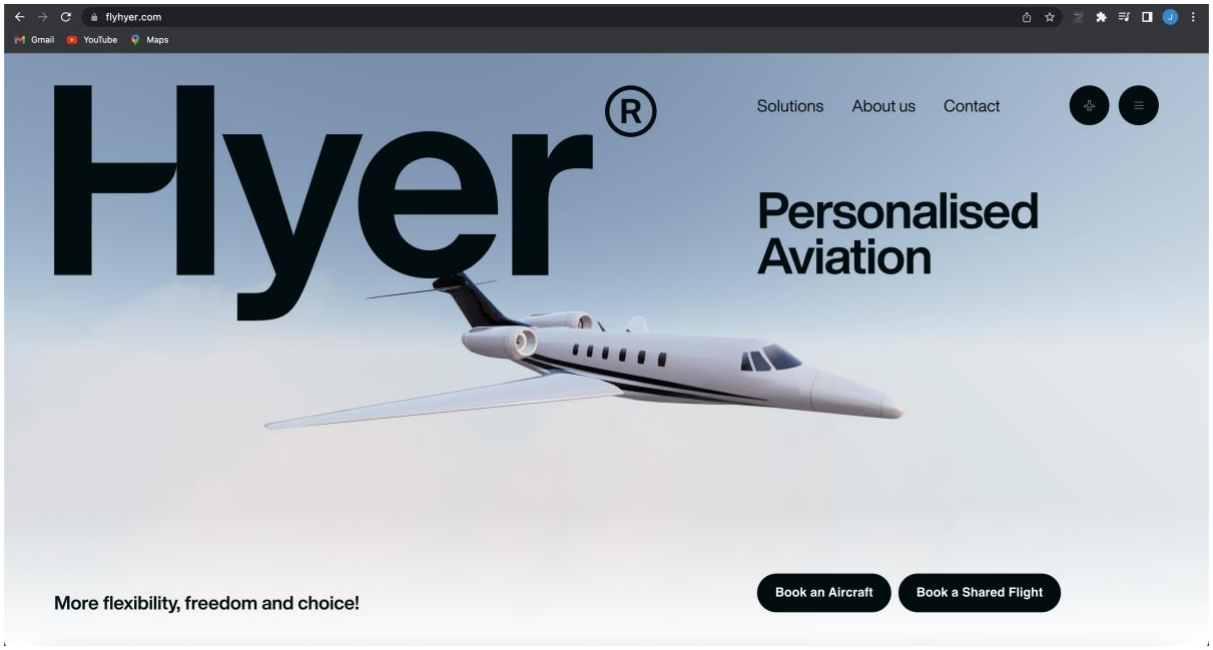

Fig. 3 Flyhyer (2022) *Home Website Page*

This is where Figure 3 is an image taken from a website, that shows a perfect example of showing the capability of the designer that designed that fine looking website. In the experience of using this webpage - https://www.flyhyer.com/, as you scroll down the illustration of the airplane, it gets bigger, and then goes close to you. The key theme for a web design is done in a way that pursues the users to register themselves in and book a flight. The human interaction here is when they see the plane move forward, which comes back to the skill of communication where this website touches on the sight. The user experience here is pleasing to the eye. How will I use my capability to best develop a web design just like figure 3?

Conclusion

I have purposely chosen keywords that link in with the kind of practice I want to explore more of, for my further studies. As part of this investigation, I have examined the meaning of creativity, I found that creativity is more than one element. I learnt that creativity is based on developing new ideas that haven't been thought of before. Therefore, for web designers they must use their creative skills to ensure that their designs are proven to be effective. I wish to explore ways how creativity is being used and to find out how the successful web designers work their way around producing such effective websites. There are a few questions that I may want to explore that could help with my independent project, how do web designers put together such effective web designs when they need to consider the skills that need to be used? Communication is another big component when it comes to being a web designer, whether that is communicating one to one when dealing with a customer, or even how the web page is set due to the page communicating to the viewer with important information. My research shows clear examples why it is crucial to use communication skills. The other keyword that I explored was capability. Here are a few questions that I may consider, how does capability link into how web designers use their skills to design a page that is proven to be successful? Does capability need to be used to help the users to engage with the website? From the investigation into my three keywords, I am moving towards the direction whether creativity, communication and capability are the main aspects of being a successful web designer, if so, how could I apply the keywords in the future and web design itself. In conclusion, for my final question that I have developed from my research is, how does creativity help a web designer create a fine website that proves to be effective?

References

Books

Runco, M.A. (2007) *Creativity theories and themes: research, development, and practice*. Amsterdam; Elsevier Academic Press.

Walker, M. and Unterhalter, E. (2007) '*The capability approach: Its potential for work in education*, in. p. 2.

VYGOTSKY, L.S. (2004) '*Imagination and Creativity in Childhood*,' Journal of Russian and East European Psychology, 42 (1), pp. 7-97. Doi.10.1080/10610405.2004.11059210.

Figures

Fig: 1 – Bar, N. (2021) *Exhibition* [Online]. Available at: https://www.dutchuncle.co.uk/noma-bar (Accessed: 22 April 2022)

Fig: 2 – Bar, N (2022) *Power to The People* [Online]. Available at: https://www.outline-editions.co.uk/collections/noma-bar/products/power-to-the-people (Accessed: 22 April 2022).

Fig: 3 – Flyhyer (2022) *Home Website Page* [Online]. Available at: https://www.flyhyer.com/ (Accessed: 28 April 2022).

Websites

Collins Dictionary (2020) *Communication.* Available at: https://www.collinsdictionary.com/dictionary/english/communication [Accessed: 20 April 2022].

Collins Dictionary (2020) *Creativity.* Available at: https://www.collinsdictionary.com/dictionary/english/creativity [Accessed: 19 April 2022].

Collins Dictionary (2020) *Imagination.* Available at: https://www.collinsdictionary.com/dictionary/english/imagination [Accessed: 19 April 2022].

Dutch Uncle, (2022), *Noma Bar.* Website. Available at: https://www.dutchuncle.co.uk/noma-bar [Accessed: 22 April 2022].

Johnson, C (2017), *17 Famous quotes on creativity to inspire your marketing,* blog, Available at < https://www.carlajohnson.co/17-famous-quotes-creativity-inspire-marketing/#:~:text=%E2%80%9CCreativity%20is%20intelligence%20having%20fun.%E2%80%9D&text=%E2%80%9CCreativity%20is%20a%20wild%20mind%20and%20a%20disciplined%20eye.%E2%80%9D&text=%E2%80%9CCreativity%20involves%20breaking%20out%20of,things%20in%20a%20different%20way.%E2%80%9D&text=%E2%80%9CCreativity%20is%20s

eeing%20what%20everyone,no%20one%20else%20has%20thought.%E2%80%9D>. [Accessed: 20 April 2022].

Noudelman, A (2014), *The importance of effective communication in web design.* Available at: https://irisemedia.com/blog/importance-effective-communication-web-design/#:~:text=Communication%20is%20essential%20in%20the,a%20positive%20(UX)%20experience. [Accessed: 20 April 2022].

Oxford Learner's Dictionaries (2022) *Capability.* Available at: https://www.oxfordlearnersdictionaries.com/definition/english/capability?q=Capability [Accessed: 28 April 2022].

Bibliography - books I read but not used.

Walker, M. (2005) '*Amartya Sen's capability approach and education*', *Educational action research*, 13(1), pp. 103–110. doi:10.1080/09650790500200279.

Walker, M., Unterhalter, E. (2007). *The Capability Approach: Its Potential for Work in Education*. In: Walker, M., Unterhalter, E. (eds) Amartya Sen's Capability Approach and

Vaid, H. (2003) *Branding : [brand strategy, design and implementation of corporate and product identity]*. New York, NY: Watson-Guptill.

Adair, J. (2007) *The Art of Creative Thinking How to be Innovative and Develop Great Ideas*. London: Kogan Page.

Adair, J.E. (2009) *The art of creative thinking: how to be innovative and develop great ideas*. Pbk. ed. London ;: Kogan Page Ltd.

Michalko, M. (2006) *Thinkertoys: a handbook of creative-thinking techniques*. 2nd ed. Berkeley, Calif: Ten Speed Press.

Art, design & communication in higher education. (2002). Bristol, England: Intellect.

Balsom, S., Dahn, J. and Baldwin, J. (2001) *Communication.* Aberystwyth: Francis Balsom Associates.

Chapman, N.P. and Chapman, J. (2006) *Web design: a complete introduction*. Chichester: John Wiley & Sons.

Converse, C. (2015) *Creating a Responsive Web Design: Advanced Techniques.* Carpenteria, CA: linkedin.com.