

Changemakers: Creativity and Value Creation

LAURA JENKINS

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Aims

- To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions

Learning Outcomes

Upon the successful completion of this module, the student should be able to:

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.



Creative Thinking

ONE OF THE MOST IMPORTANT
USES OF CREATIVITY US TO HELP
DRIVE CHANGE FOR THE BETTER
IN SOCIETY

How Creativity has Changed the World

- There is no single answer to the question of how creativity changed the world, but rather a multitude of answers that come together to form something greater than the individual parts.
- The most commonly cited example is probably the invention of the printing press, which allowed for the spread of knowledge and information like never before. But other, less tangible examples include things like the development of new painting styles or musical genres that pushed boundaries and opened minds. In essence, creativity can be seen as a force for change, driving progress and innovation in all aspects of life.
- So what are some ways that it's manifested itself over history? And what does that mean for its future?

Imagine a World without Creativity

- Creativity is our ability to think of something new. Now imagine a world without creativity.
- Think of everything you'll use in the next few hours: your phone, your laptop, your car, your computer, your kitchen, your bed – all created through deep and divergent thinking and outlandish a creative idea.
- It's truly amazing how much we rely on creativity.

“Creativity helped us evolve as a species and gave the human race an advantage over the rest of the animal kingdom”

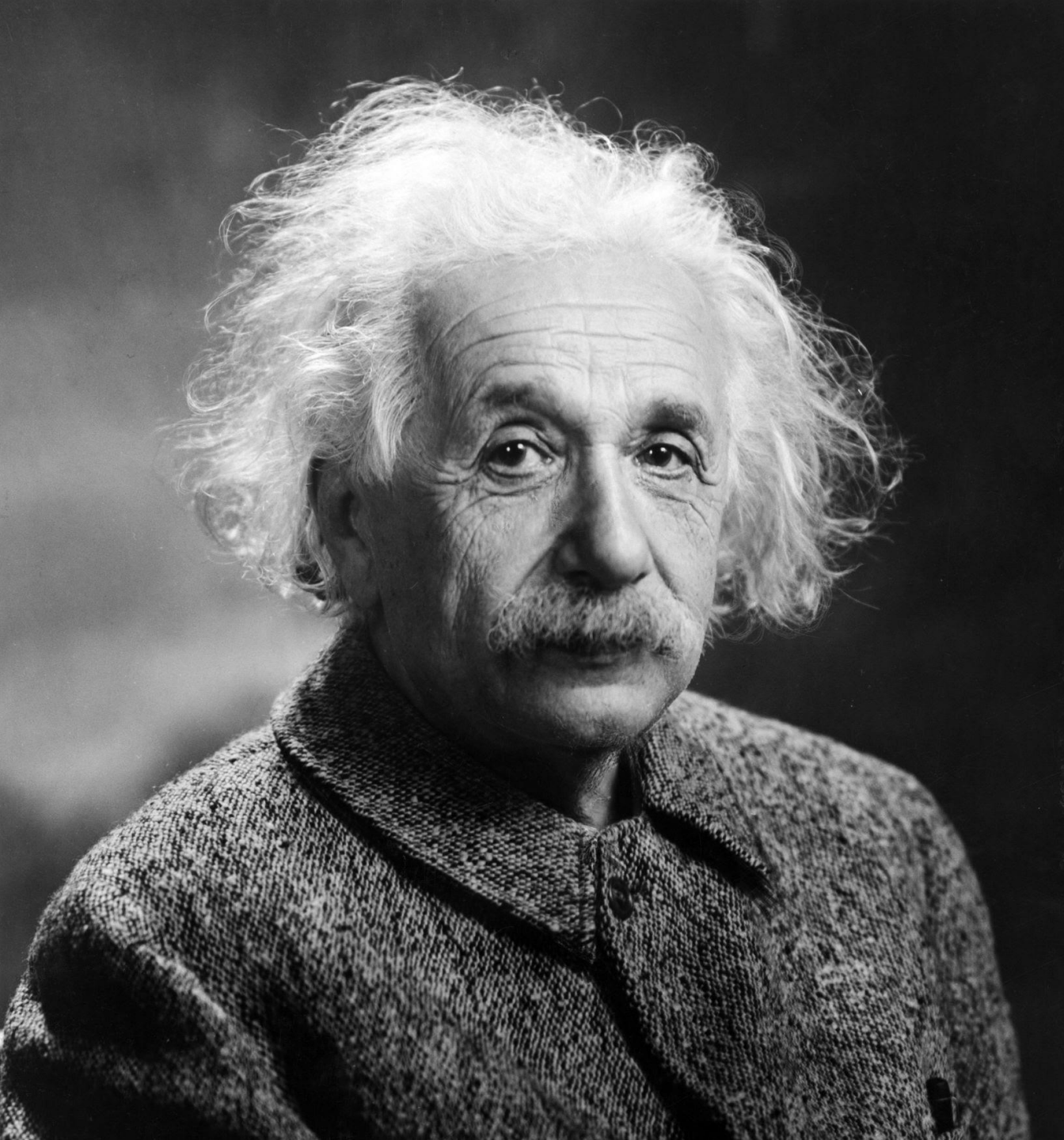
(Forgeard, 2022)

Creativity as a Tool

- Creativity is a very powerful tool that can be used for anything, good or bad.
- Creativity can be used to create amazing things, like the artwork of Leonardo da Vinci and Vincent van Gogh, but it can also be used to create evil things, like chemical weapons and torture devices.
- Creativity has been the motivation for many of the greatest inventions in history
- Creativity has allowed us to live longer, healthier lives, communicate with each other and do many things more efficiently.
- Creativity is something that has made us human

The History of Creative Ideas





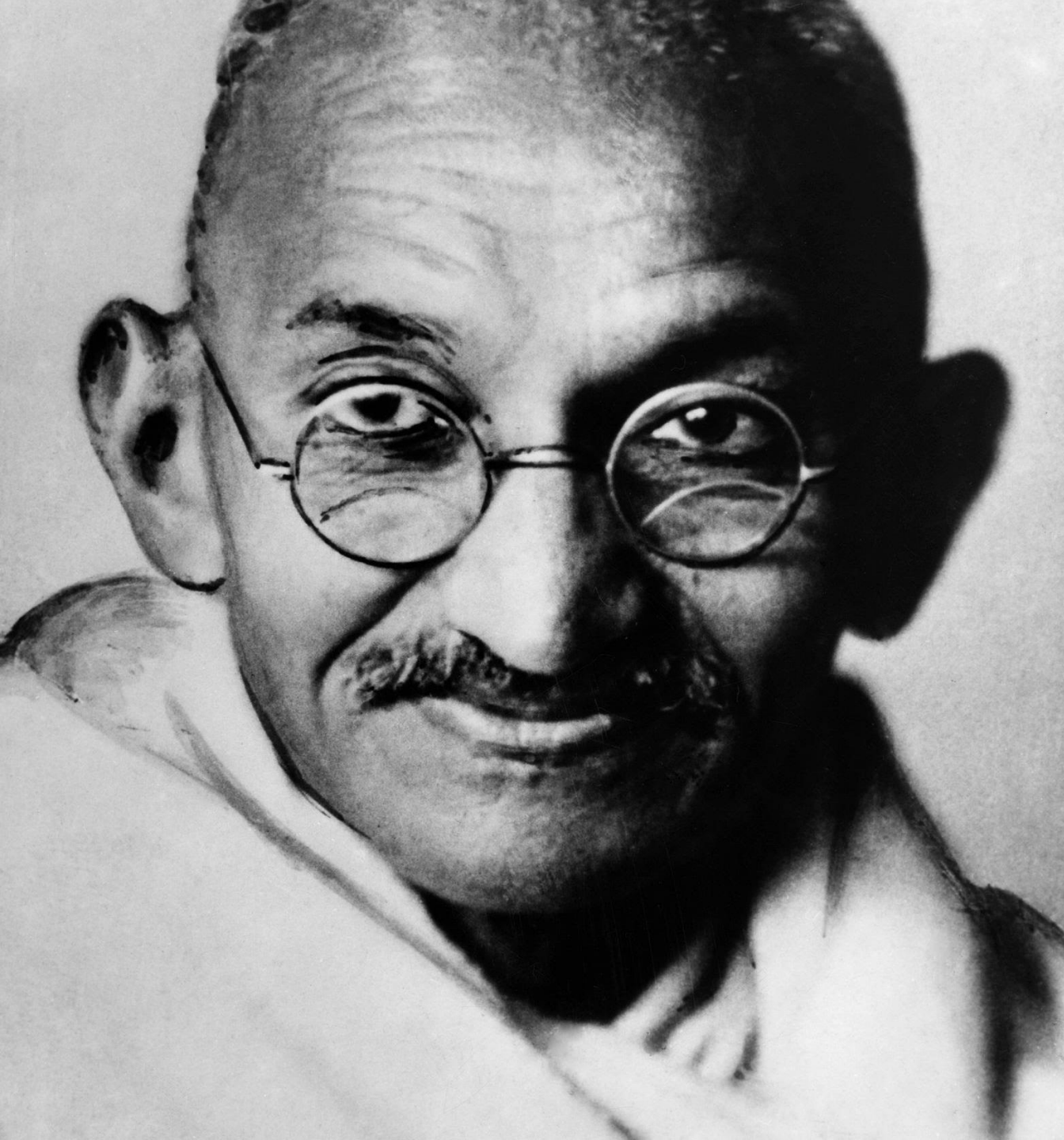
Albert Einstein

- Albert Einstein is often considered one of the world's greatest scientists.
- Albert Einstein is best known for his equation $E = mc^2$, which states that energy and mass (matter) are the same thing, just in different forms. He is also known for his discovery of the photoelectric effect, for which he won the Nobel Prize for Physics in 1921
- His contributions to the world are numerous and far-reaching, including his development of the theory of relativity. He also contributed to our understanding of quantum mechanics.



Marie Curie

- Marie Curie invented a method of treating radiation victims that led to X-ray machines being used in hospitals and homes around the world to help doctors see inside people.
- Her discoveries also made it possible to treat cancer patients with radioactive substances such as cobalt and radium.



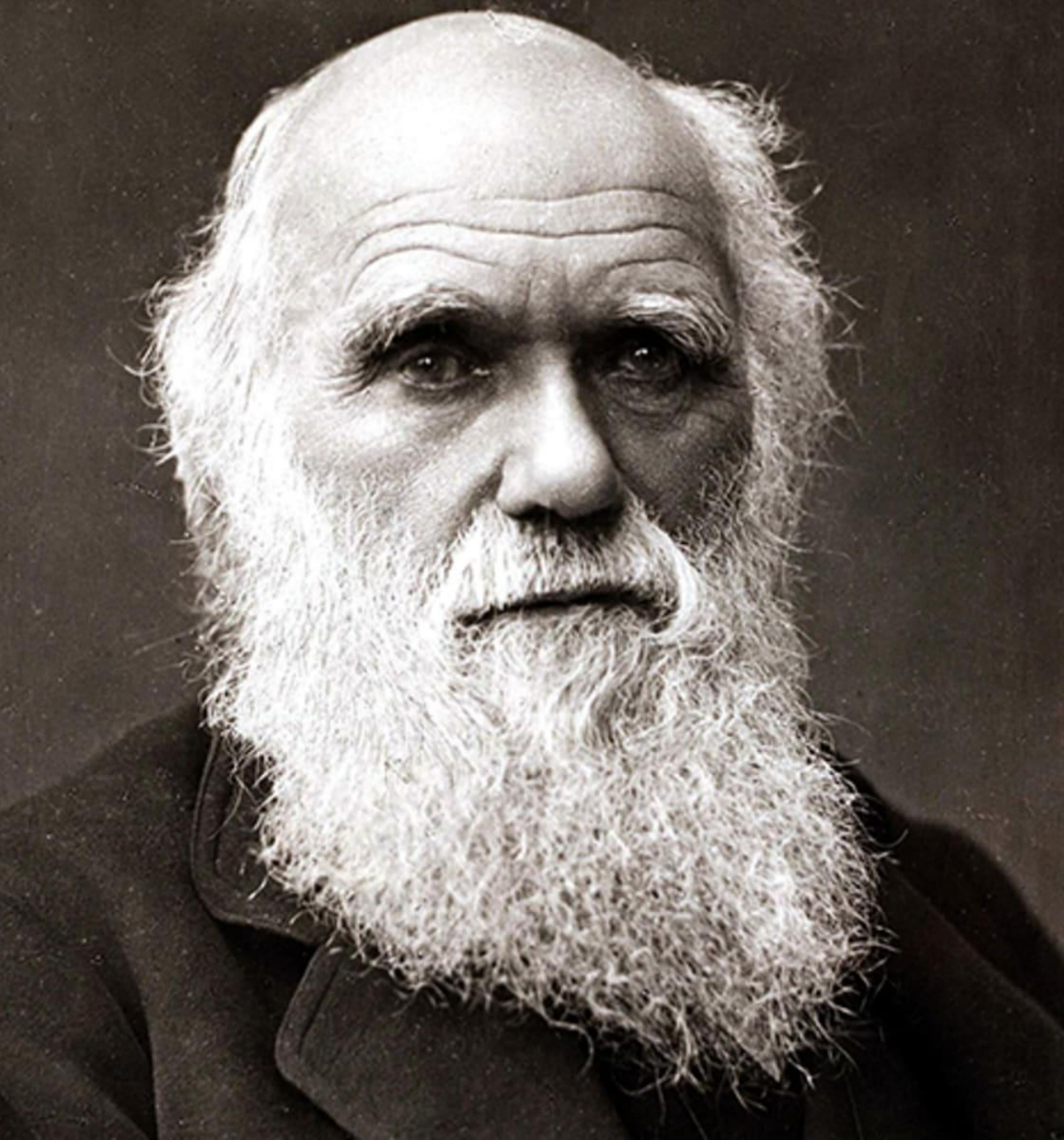
Mahatma Gandhi

- Mahatma Gandhi is considered the father of India and the architect of independence from Britain.
- An Indian lawyer, anti-colonial nationalist, and political ethicist who employed nonviolent resistance to lead the successful campaign for India's independence from British rule and later inspire movements for civil rights and freedom across the world
- He was a man of peace who changed the world through his philosophy of non-violence and civil disobedience.



Confucius

- Confucius, an influential Chinese creative mind, educator, politician, and philosopher, is considered one of the great masters of the Eastern world.
- His teachings became known as Confucianism, a term derived from his own name that idealizes the importance of having good moral character 'cosmic harmony'.
- He also placed great emphasis on education and learning. Confucius' teachings have been studied by students throughout the East for more than 2,000 years.



Charles Darwin

- Darwin's scientific discovery of human evolution is the unifying theory of the life sciences that explains the diversity of life.
- Darwin's theory is now accepted by the overwhelming majority of scientists

Creativity Changed the way that we think

- Throughout human history, we've relied on our creative thinking abilities to develop ideas, technologies, and artistic innovations.
- Whether it's developing a better way of living or finding the best way to communicate a new idea, humans have proven time and time again that they're capable of creative feats that would otherwise seem impossible.

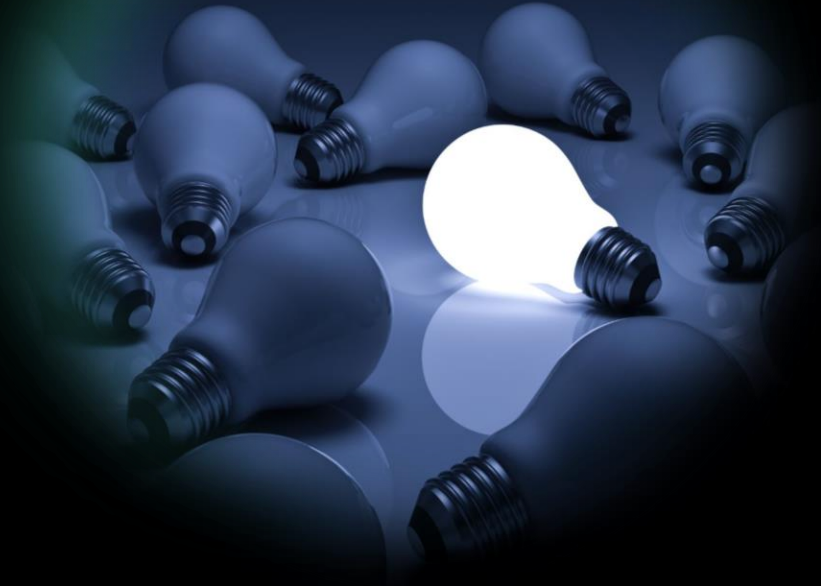


Life Without Fire

- Trying to imagine what life was like before the discovery of fire isn't only difficult, it's impossible. The human race as we know it wouldn't exist without fire – there's no way around that. But how did it come about? How did an ape-like creature come up with such a revolutionary idea? They didn't; they had to discover it.
- Today it seems obvious that you should be able to control fire, but the truth is that controlling something so powerful and unpredictable required a lot of creativity
- Early man had to figure out how to manipulate fire in a safe way; he needed tools to do it, and he had to be able to make those tools to accomplish this feat.
- This breakthrough required creativity from both the inventor and society, which sets the bar pretty high for today's innovative thinkers.

How Creativity Affects Society

- Most cultures are based on a common understanding of creativity. It's well known that without creativity, we wouldn't have structured society in the first place, because societies are also human inventions. So it makes sense that creativity is directly linked to our survival as a species.
- The invention of language, the development of tools, and the creation of our own culture are all due to our ability to be creative.
- That's why it's so important that we understand what creativity really is and how it's shaped our world.



Social Change Happens Through Creativity

- Every social change, every evolution, every revolution has been the result of a new idea, a creative thought.
- From the wheel to the Internet, from life-saving medicine to shelter for all, creativity is at the heart of progress. And without creativity, we'd still be living in caves.
- Creativity moves us forward as a society because it makes us question the way things have always been done or looked at.

Creativity is Important for Future Generations

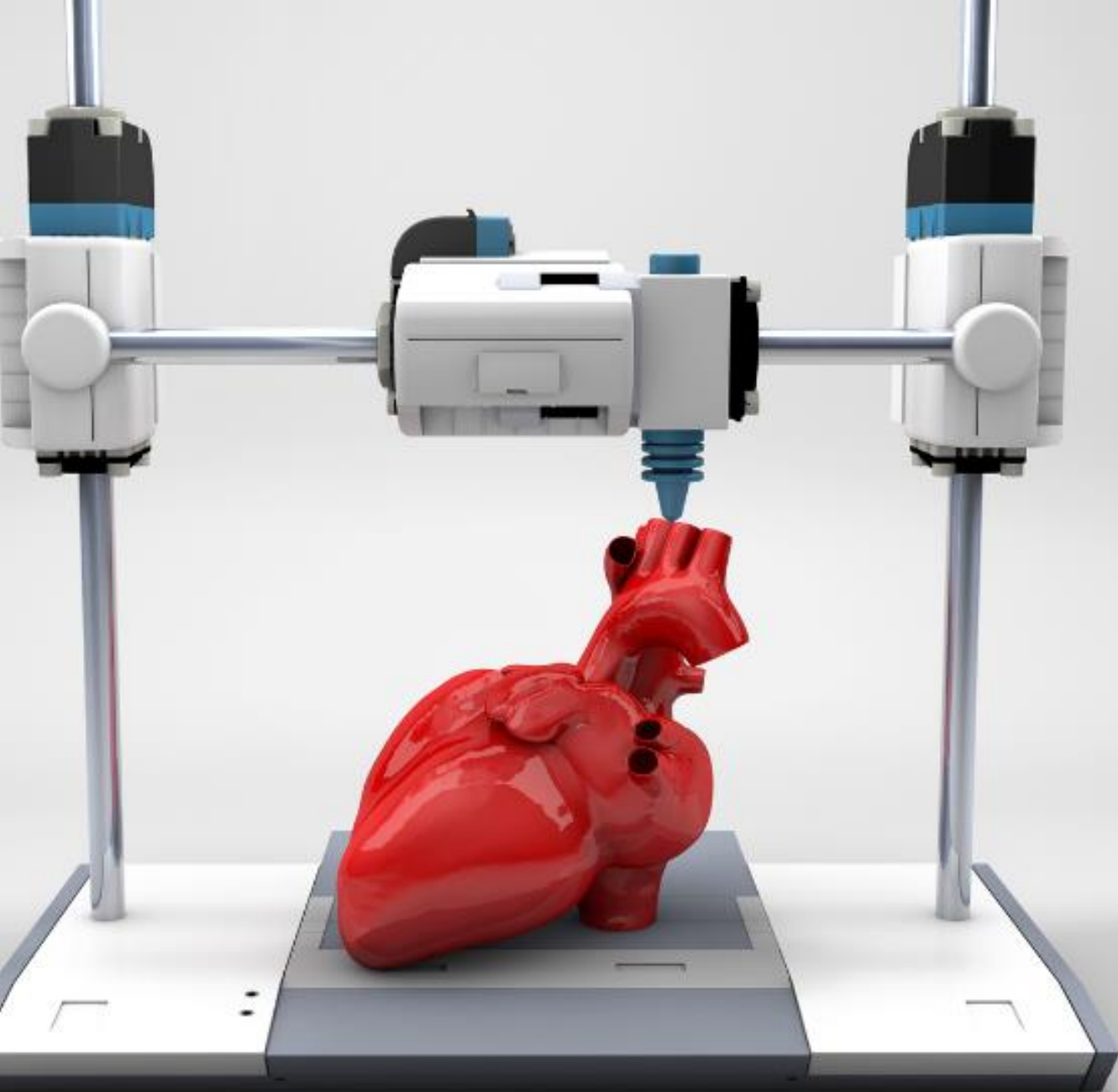
- Throughout history, creativity has changed the way we live and the way we think. It's helped us understand the world around us, from finding a mate to building an atomic bomb.
- Creativity was essential to humanity's survival and is still just as important in today's global economy and tomorrow's challenges, where innovation and creativity are the keys to success.

The image features a stylized globe of the Earth, primarily in shades of blue and green. The globe is partially obscured by a grid of glowing blue and green binary digits (0s and 1s) that recede into the distance, creating a sense of depth. Overlaid on the right side of the globe are several concentric, glowing blue lines that curve around it, resembling orbits or data paths. A bright, glowing point of light is visible on the horizon of the globe, with rays of light emanating from it. The overall composition suggests a global network or a digital world.

A Technical World

Can Creativity and Technology Work Together?

- Technology has evolved with creativity and vice versa.
- It has given creatives and the creative industry more creative expression opportunities, whether it's through digital devices or software, or even just by being able to quickly and easily connect with each other to share ideas.
- At the same time, creative work has allowed us to use technology in ways we couldn't have imagined before.
- Can you think of any examples of technology in the Creative Economy?



3D Printing

- We now live in a world where designers can create an object on a computer, create a “digital twin” of that object, and then use a 3D printer to produce the object in any number of different materials.
- This allows for rapid prototyping and the production of low-cost, custom objects and tools that would be extremely difficult or expensive to produce using traditional manufacturing methods.



Virtual Reality

- Virtual reality is changing the way we interact with all aspects of our lives and environment.
- From education to healthcare to entertainment, virtual reality is changing the way we live and create.



Drone Cameras

- Drones allow photographers to take aerial photos from high altitudes, giving them a unique perspective on specific subjects.
- Drones also offer photographers a great new way to take pictures and videos of places that would otherwise be difficult or impossible to reach.



Streaming Services

- Streaming services give everyone access to the world's artistic treasures, from old masters to contemporary geniuses from around the world.
- Creators no longer have to rely on gatekeepers like record labels or film studios to reach their audiences - they can now access streaming services like Spotify, Pandora, and Netflix directly.



Computers

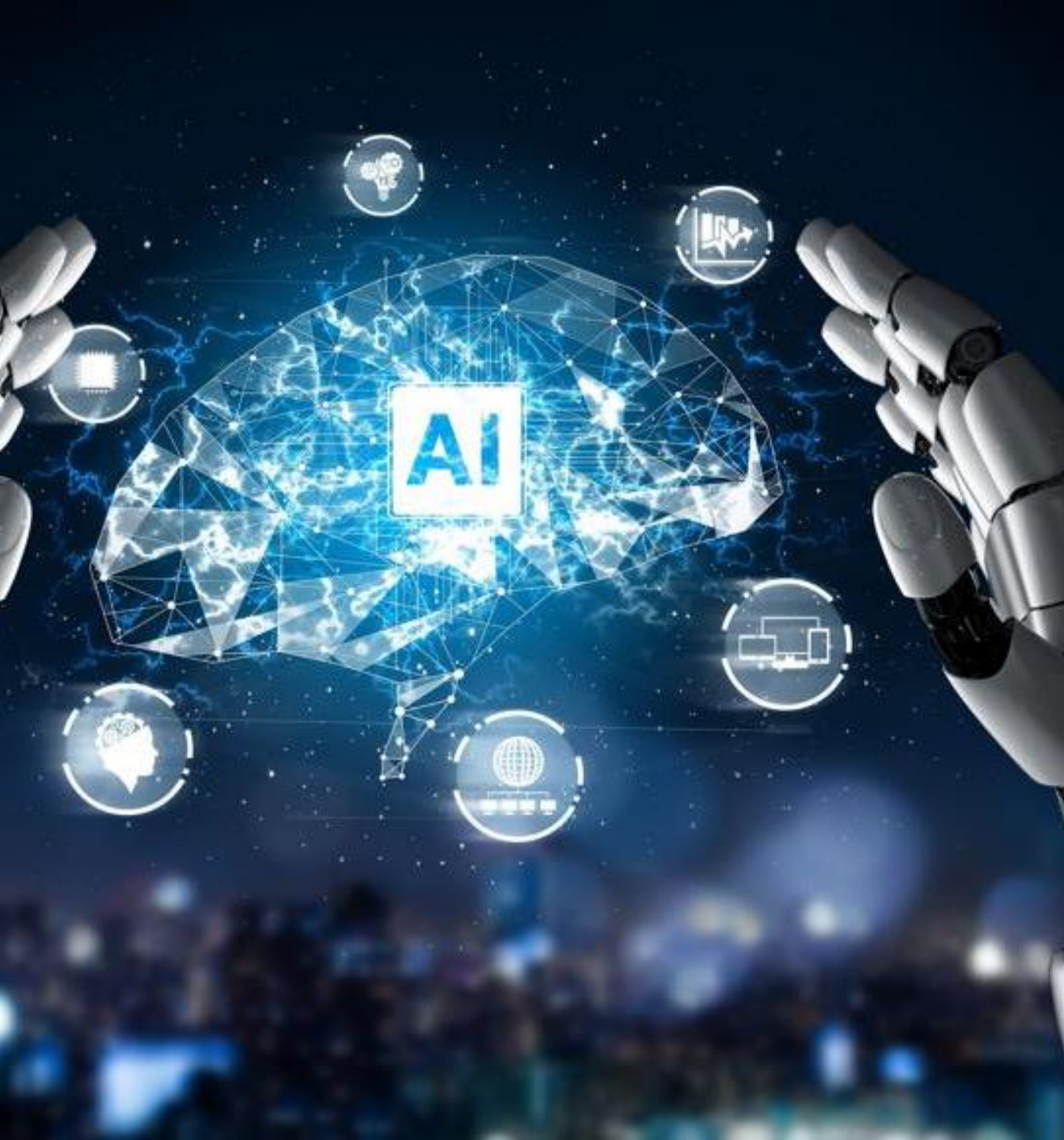
- The world has seen an explosion of creativity because computers are now accessible to everyone. You can create more with computers than you can in real life, and they offer more storage than any physical space.



Smartphones

- Smartphones give us the tools to be creative at will, wherever we want. Whether you're a budding or professional artist, or just want to play with your photos, videos, or music files on a device that fits in your pocket, you can find an app for that - and thousands of others - on your smartphone.

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Artificial Intelligence

- Researchers are increasingly using AI to gather knowledge from a variety of disciplines, from art to science.
- They believe it could accelerate discoveries, design thinking, and innovative solutions in almost every area of human endeavor.
- It's also used for business creativity.



How to Change the World Through Creativity

- The world has always been shaped by new ideas and inventions. Some of these original ideas are driven by necessity, others by social change. Some by science and some by art. But they all reflect the human imagination in one way or another.
- Creativity is a universal human trait, applied in our everyday life.
- Anyone can be creative at any time, regardless of their background, education, or income.
- Whether you've an idea and can turn it into reality in a creative project, or simply prefer supporting a creative solution, creative thinker, or a creative activity that can bring positive change, you are contributing to social change through creativity.

Creative Practice

- Any time you make a new connection between two ideas or concepts, you're being creative.
- Creativity is the process of creating something new by making creative connections.
- At its core, it's about making connections between things that people have never connected before.
- You may think that creativity is something special, reserved only for a person who is a creative genius.
- But in reality, everyone has at least one creative skill.
- Everyone has ideas and experiences, and everyone can apply those ideas to their experiences and find connections between them. In this way, every single person on this planet is creative.

What do I need to do?

- Curiosity – A creative individual always actively seeks opportunities to learn and grow, which helps them pursue their passions more effectively and break old habits.
- Imagination – A creative person with an active imagination can look at problems from different angles, which encourages him/her to find fresh ideas.
- Perseverance – Perseverance helps creative people overcome challenges, focus on long-term goals, and reach their full potential.
- Optimism – optimistic creatives believe they can achieve anything they set their mind to; they also recognize that failure is part of the creative process and don't give up easily.
- Knowledge – Knowledge is one of the most important factors for our creative muscle and critical thinking. The more we know about the world around us, the easier it'll be for us to boost our imagination. When we look at the world from different perspectives and gather as much information as possible, we gain valuable knowledge that helps expand our imagination.