

Creative Problem Solving

What is your role as a creative?

Communicators and problem solvers

What is a creative brief?

A problem

What is your creative work?

A solution(s)

In his book, *Applied Imagination* (1953), Alex Osborn noted two distinct kinds of thinking that are essential to being creative and solving problems:

Divergent Thinking

Generating lots of options

Convergent Thinking

Evaluating options, making decisions

Divergent Thinking

Defer Judgment – Deferring judgment isn't the same as having no judgment. It just says “hold off for a while”. Avoid judging ideas as either bad or good in the divergent-thinking phase.

Combine and Build – Use one idea as a springboard for another. Build, combine, and improve ideas.

Seek Wild Ideas – Stretch to create wild ideas. While these may not work directly, thinking outside the box allows the space to discover extraordinary ideas.

Go for Quantity – Take the time necessary to generate a long list of potential options.

Convergent Thinking

Be Deliberate – Allow decision making the time and respect it requires. Avoid snap decisions or harsh judgments. Give every option a fair chance.

Check Your Objectives – Verify choices against your objectives in each step. This is a reality check – are the choices on track?

Improve Your Ideas – Not all ideas are workable solutions. Even promising ideas must be honed and strengthened. Take the time to improve your ideas.

Consider Novelty – Do not dismiss novel or original ideas. Consider ways to tailor, rework, or tame.

Each of us engages in both kinds of thinking on a daily basis.

The secret to creating new ideas, however, is to separate your divergent thinking from your convergent thinking.

This means generating lots and lots of options before you consider evaluating them.

**So enough of the theory, let's
solve some problems!**

In the Smith family, there are 7 sisters and each sister has 1 brother.

If you count Mr. Smith, how many males are there in the Smith family?

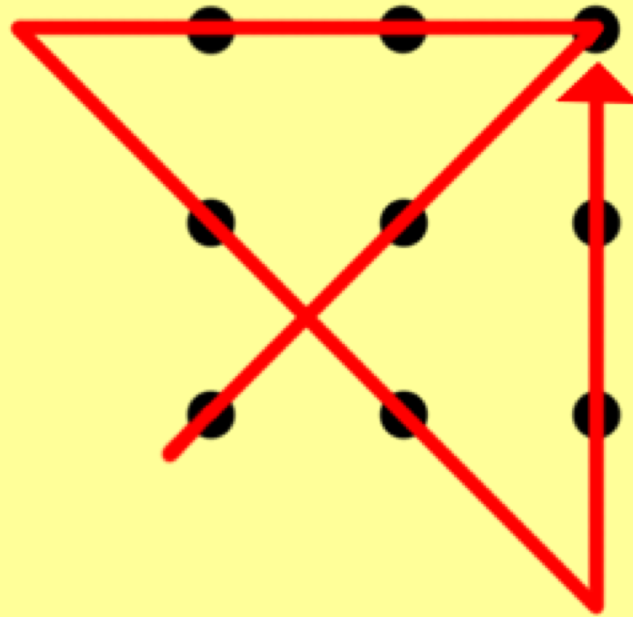
Two – Mr Smith and his son

A cowboy rode into town on Friday, spent two nights there, and left on Friday.

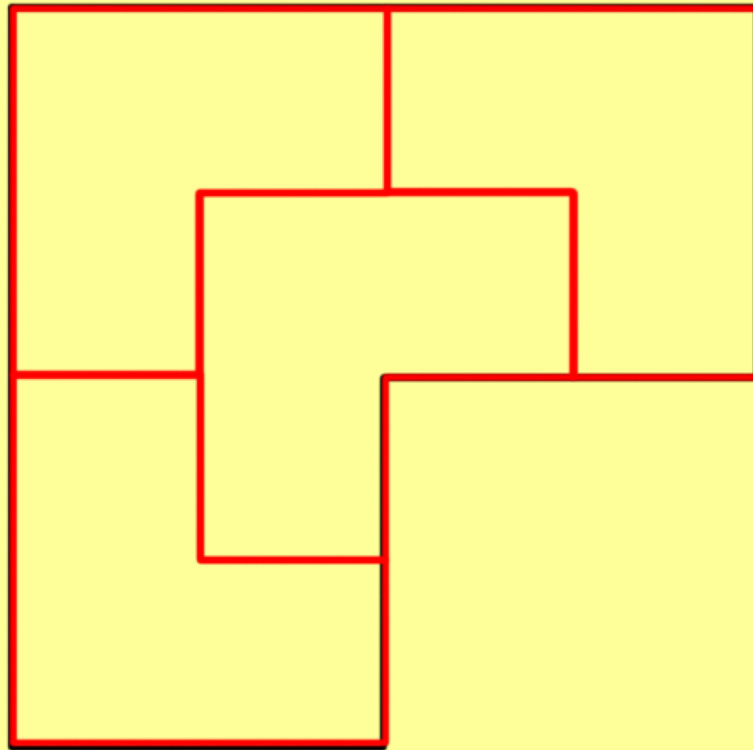
How do you account for this?

Friday is the name of his horse

Draw four continuous straight lines, connecting all the dots without lifting your pencil from the paper.



Show how you can divide this figure into four equal parts that are the same size and shape.

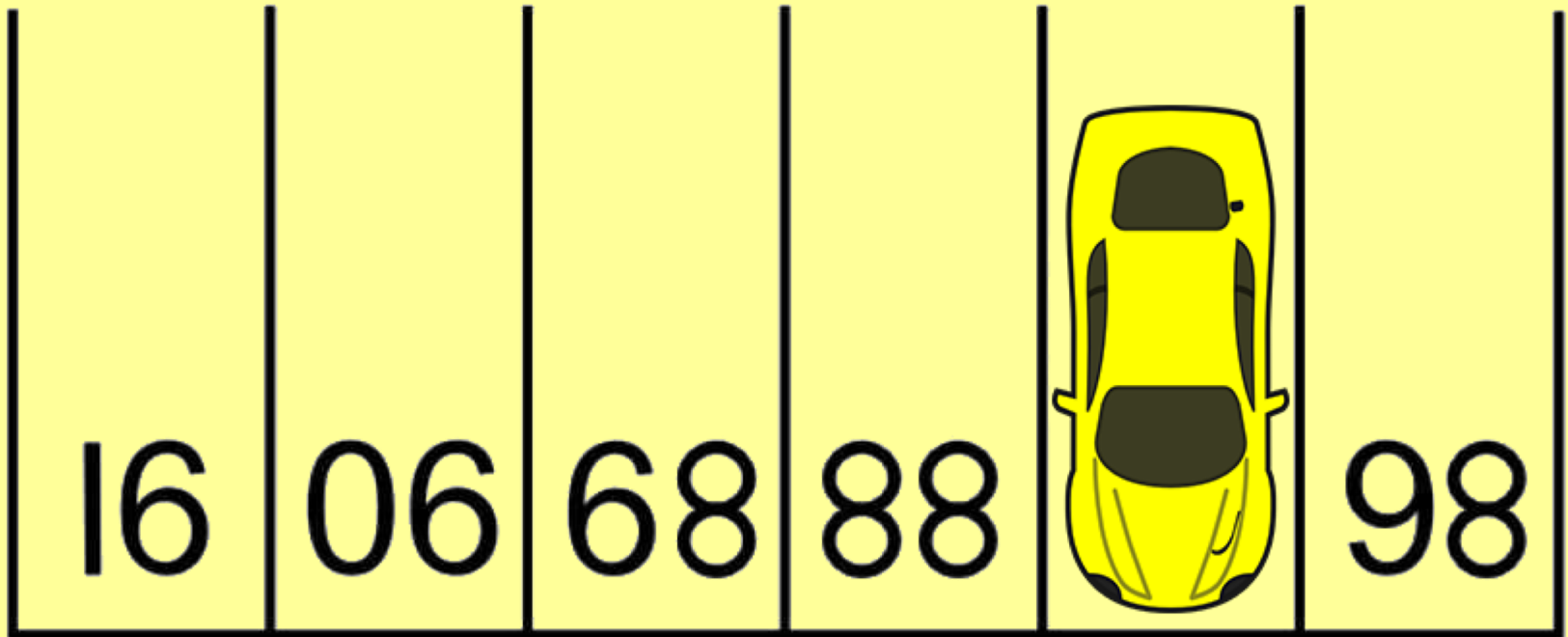


What's unusual about this paragraph?
Just how quickly can you find out what is
so funny about it. It looks fairly ordinary
and plain that you might think nothing is
wrong with it. In fact, nothing is wrong
with it! It is highly curious though. Study
it and think about it, but you still may not
find anything odd. But if you work at it a
bit, you could just find out.

No letter e

Visual Studies 2 – Ian Simmons

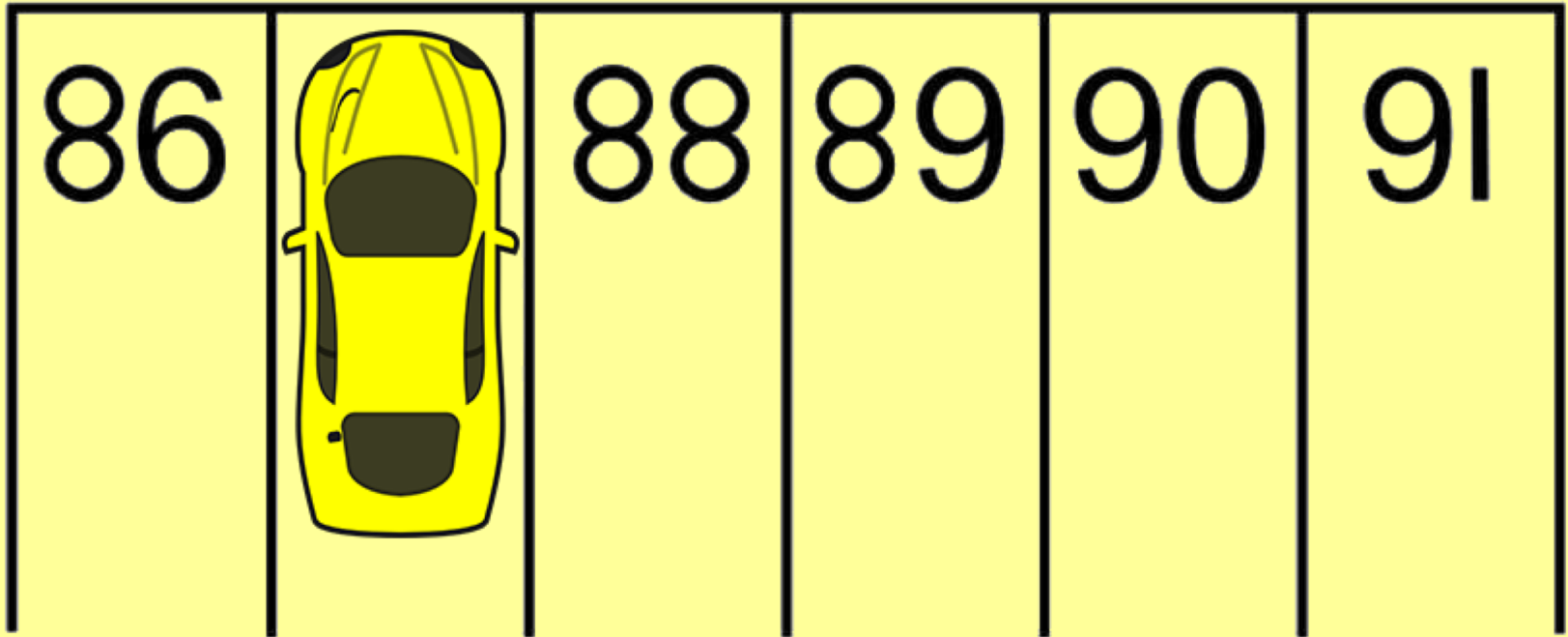
A logical math's problem - what is the number of the parking space the car is parked on?



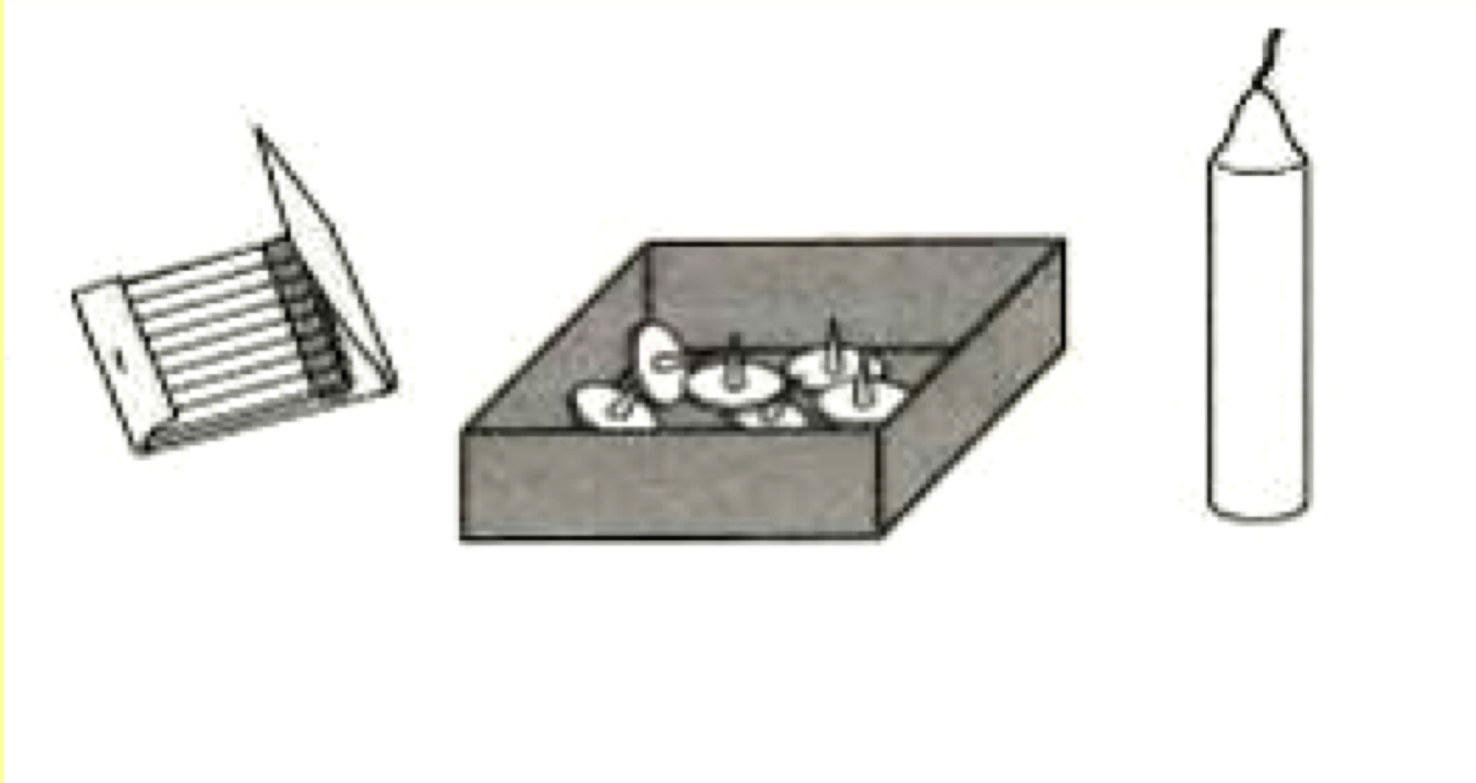
The answer is 87

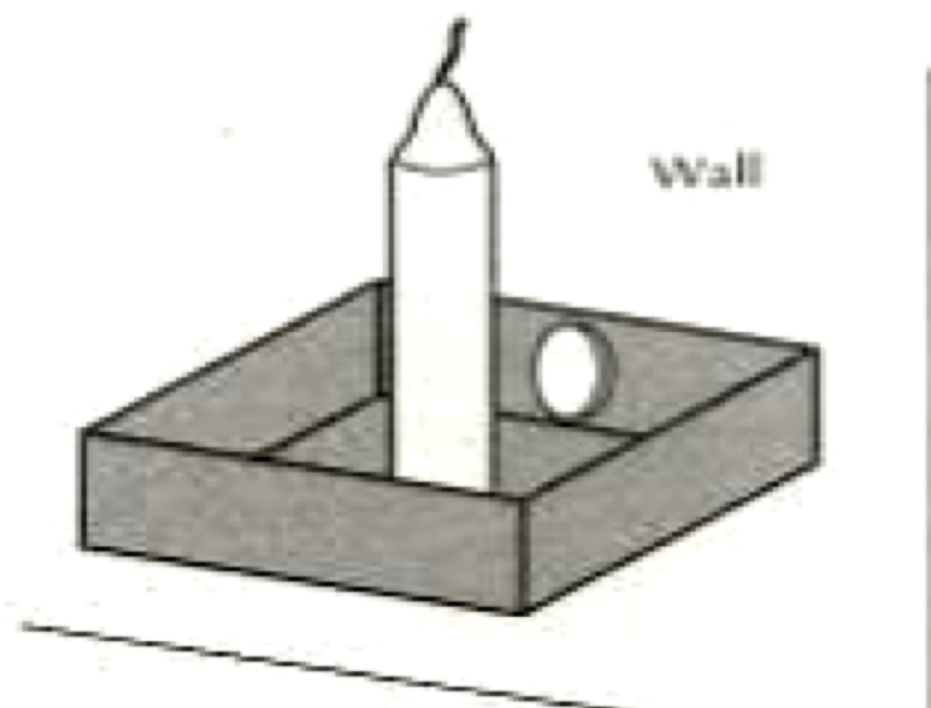
Visual Studies 2 – Ian Simmons

It's easier if you look at the problem from a different angle!



Affix the lit candle to the wall so that it will not drip wax onto the table below.





Observation

Awareness Test

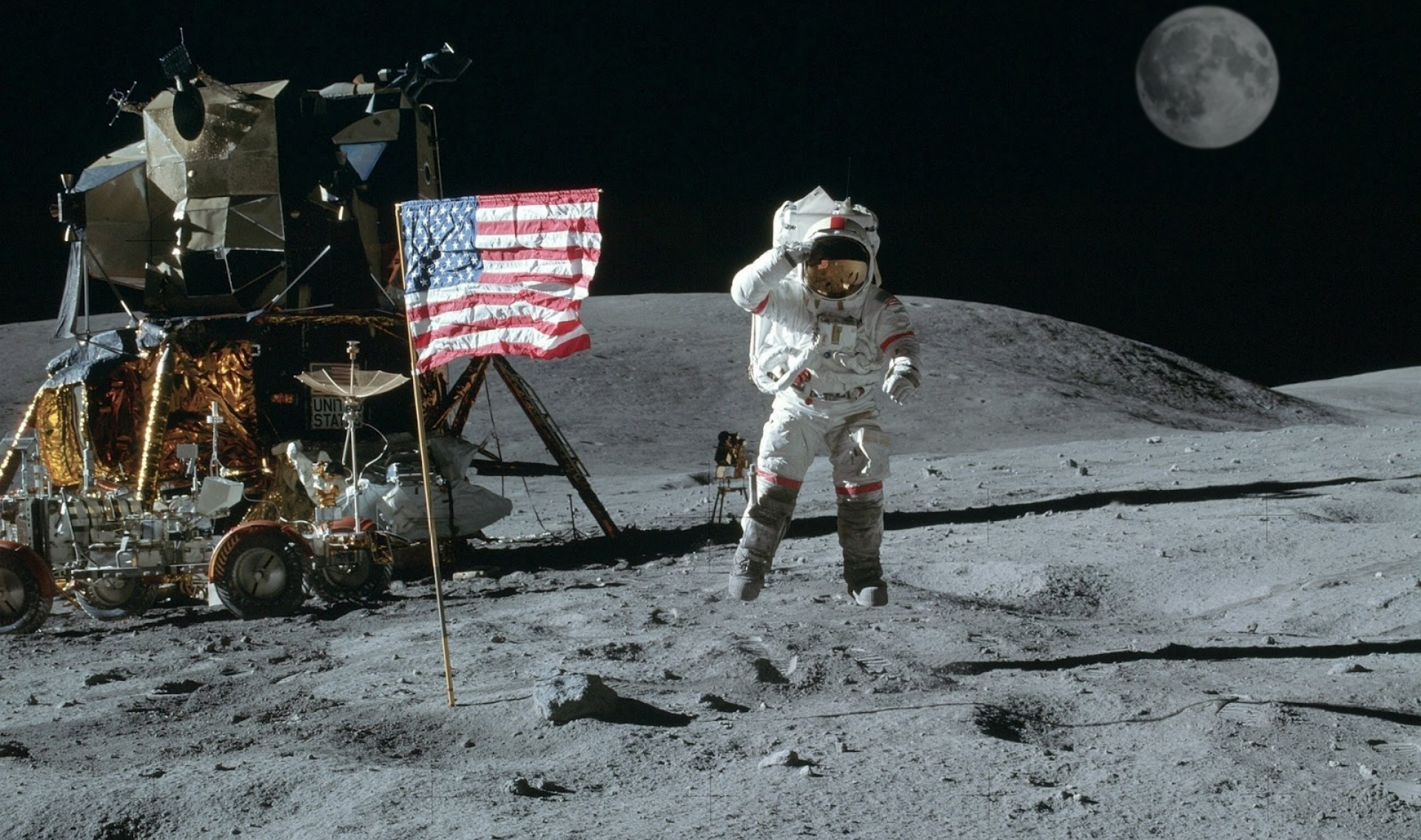


How many tigers can you see?

16



What's wrong with this image?



What's wrong with this image?

Add these numbers together as they appear

20

30

1000

1030

1000

20

Who got 4,000?

WRONG

It was actually 3,100

Now get into teams of two or three

1



2



3

RIGHT=RIGHT

4



5

H₂OSE

6

ONCE
12:30^{PM}

7



POD
POD POD

8



BASE

10



OVER APPLE

12

OVERS





_PROGRAMME

STOOD
MISS

16

COFFEE



READING

18

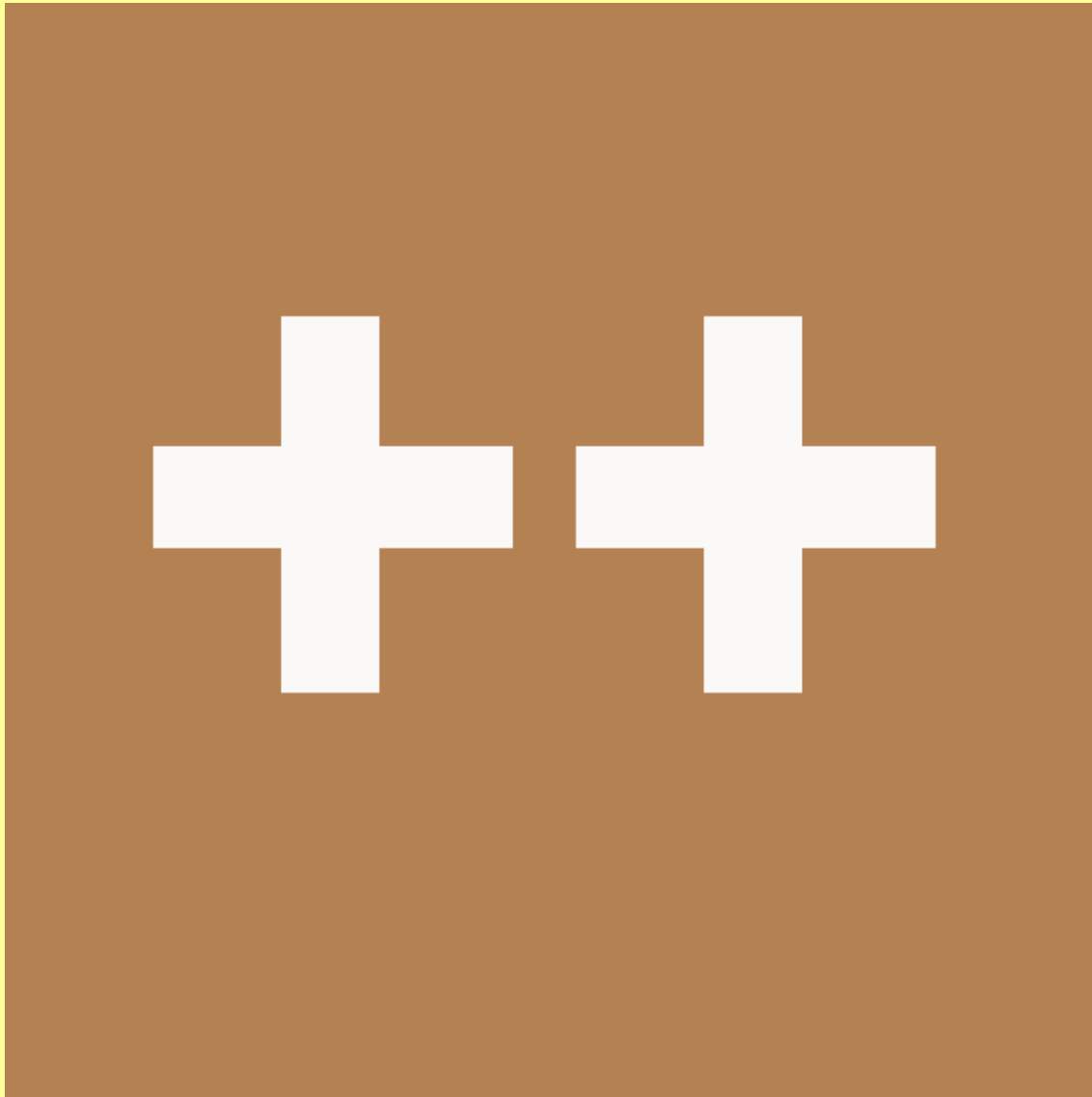
M1LLION

19

THINK



20



Answers

1



FOUR WHEEL DRIVE

2



FIRST AID

3

RIGHT=RIGHT

EQUAL RIGHTS

4



OK BY ME

5



WATER HOSE

6



ONCE UPON A TIME

7



TRIPOD

8



APPLE PIE

9



BASELINE

10



HALF BAKED

APPLE OVER

APPLE TURNOVER

12



LEFTOVERS

13



LAMINATE

14

_PROGRAMME

SPACE PROGRAMME

15

STOOD
MISS

MISUNDERSTOOD

16



COFFEE BREAK

17



READING

READING BETWEEN THE LINES

18



M1LLION

ONE IN A MILLION

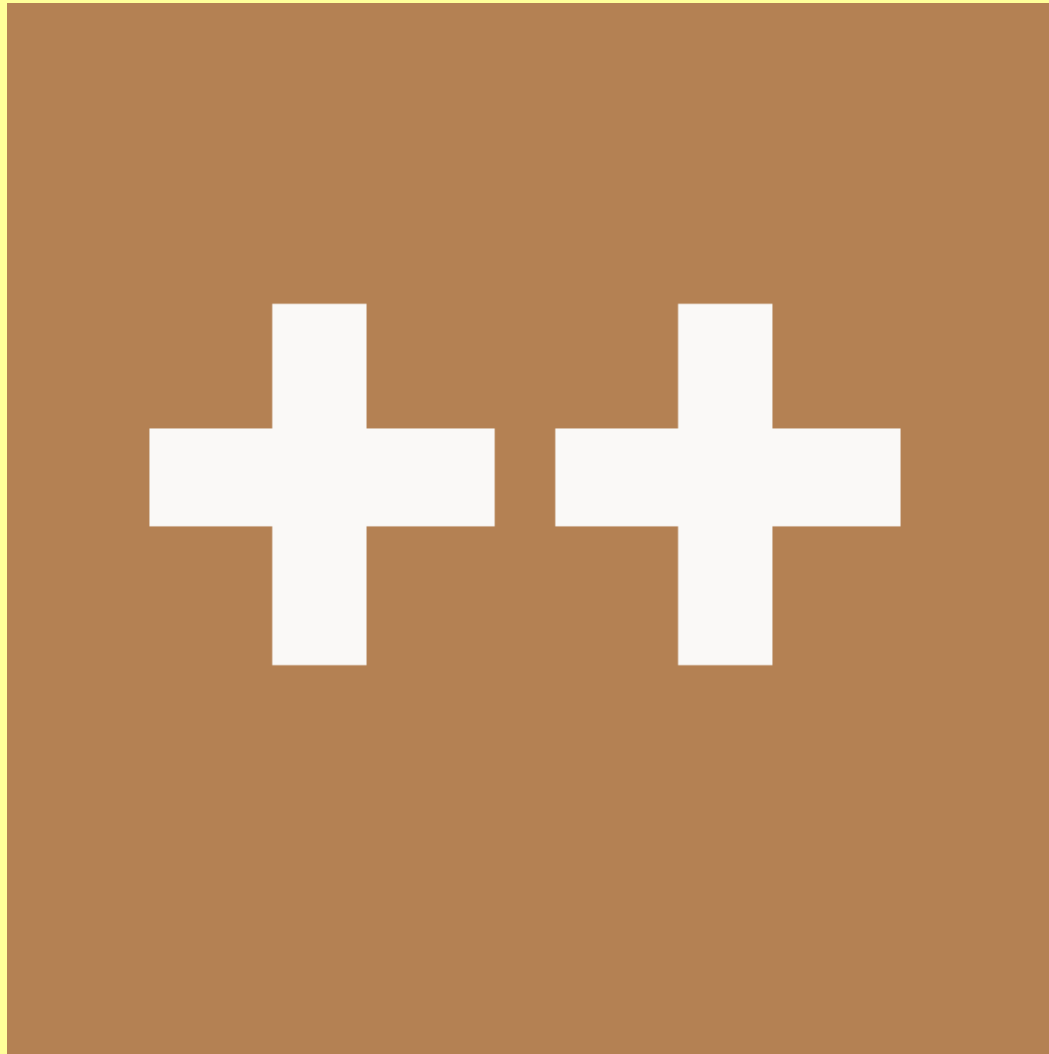
19

THINK



THINK OUTSIDE THE BOX

20



DOUBLE CROSS