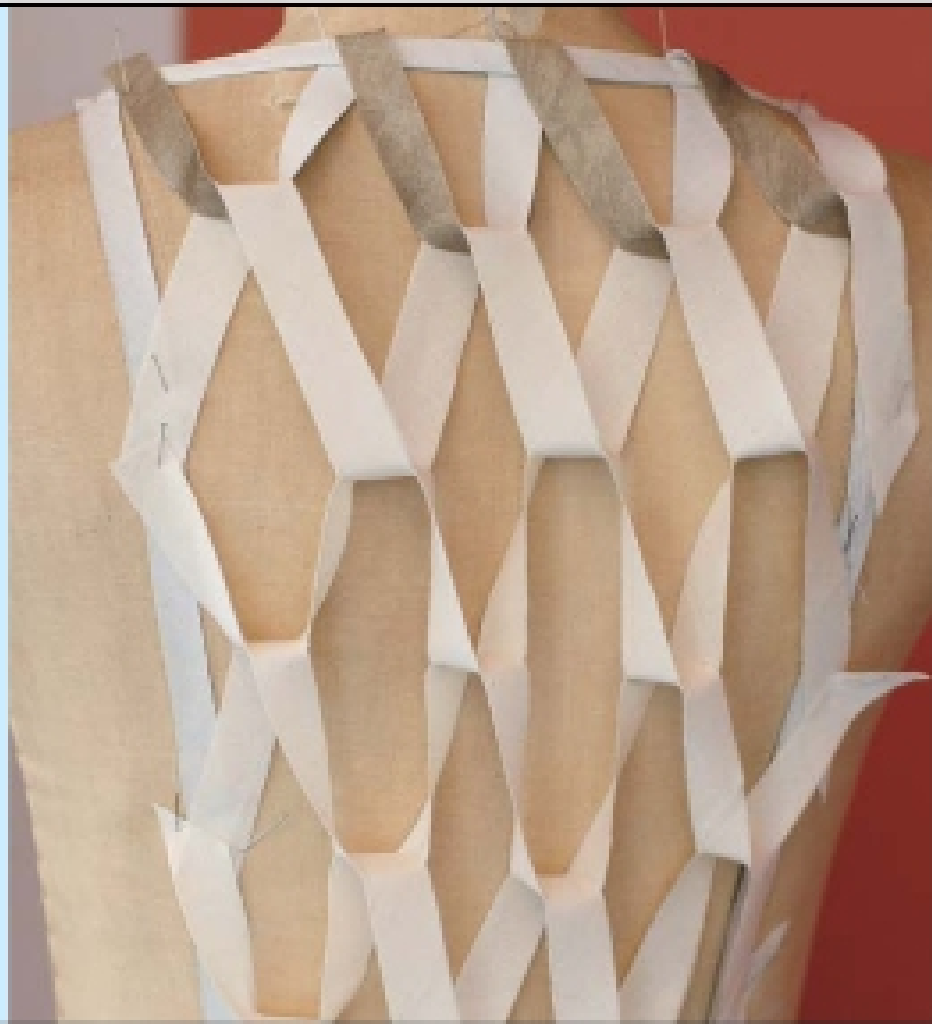


## Chapter 3

### Working a Creative Problem



#### Learning Objectives

Creative process enables designers to find innovative solutions

Actions that make up the creative process

Using mind mapping to visualize a creative challenge

Role of serendipity (chance) in the creative process

Brainstorming as a creativity technique

Creative blocks and how to avoid them

The role of critique in design development

## Introduction

The best designers trust the creative process to reveal the solution

Creativity is a process — a series of experiences used to generate a solution to a design challenge



## Myths about Creativity

1. Creativity is the same as intelligence
2. Creativity involves sudden insight
3. Creativity is purely pleasurable
4. Creativity works best when time is not a factor

## The Creative Process

Cluster of abilities and behaviors applied to a problem to generate original results

Designers take from the surrounding culture imagery, meanings, and symbols

Creativity often involves visualization and metaphor



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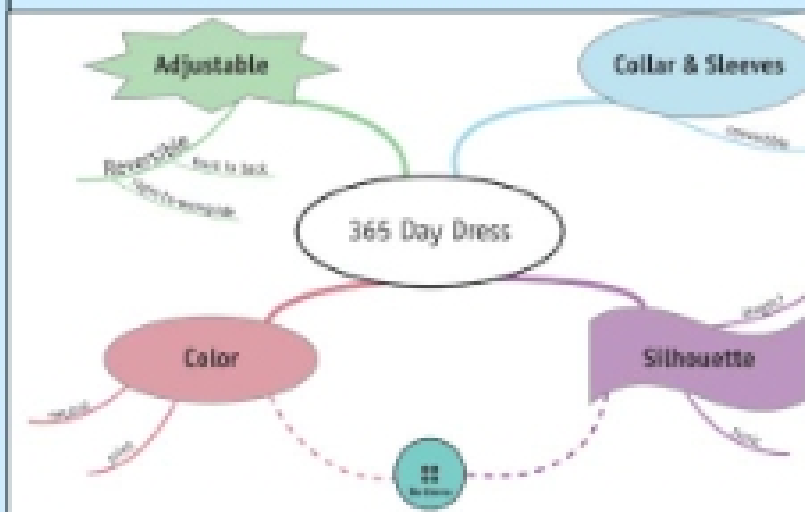
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## Action 1: Clarify the Goals of the Project

Discover the essence of the challenge

Mind mapping can visualize the problem and the relationships between its parts



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