



Why is creativity so important?

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<http://bit.ly/creativeclass13>

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What is creativity?

What does creativity have to do
with education?

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What is creativity?



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Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Interaction

Create account Log in

Article Talk

Read Edit View history Search

Creativity

From Wikipedia, the free encyclopedia

"Creative" redirects here. For other uses, see [Creative \(disambiguation\)](#).

Creativity is a phenomenon whereby something new and valuable is created (such as an idea, a joke, a literary work, a painting or musical composition, a solution, an invention etc.). The range of scholarly interest in creativity includes a multitude of definitions and approaches involving several disciplines; psychology, cognitive science, education, philosophy (particularly philosophy of science), technology, theology, sociology, linguistics, business studies, and economics, taking in the relationship between creativity and general intelligence, mental and neurological processes associated with creativity, the relationships between personality type and creative ability and between creativity and mental health, the potential for fostering creativity through education and training, especially as augmented by technology, and the application of creative resources to improve the effectiveness of learning and teaching processes.

Creativity is a phenomenon whereby something new and
valuable is created.

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What is creativity?

'Creativity is the process of having original ideas that have value.'



<http://sirkenrobinson.com/>

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Sir Ken Robinson - TED, 2006

bit.ly/sirkented06



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Sir Ken Robinson

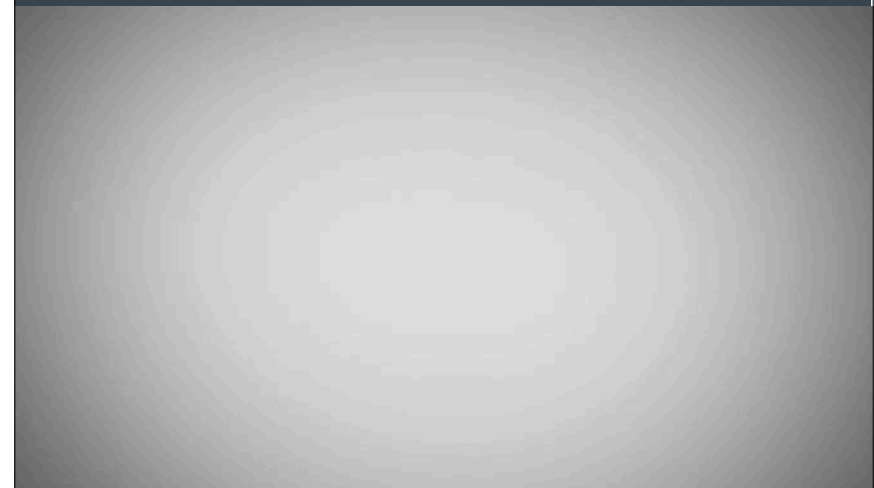
"Creativity to me is not an option, it's an absolute necessity."



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Sir Ken Robinson on Adobe TV



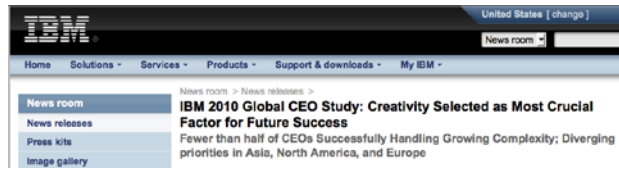
ADOBE TV search for Creativity in Education

<http://tv.adobe.com>

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IBM CEO Study



1500 CEOs
60 countries
33 different industries

Developing creativity is vital

<http://bit.ly/ceostudy2010>

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State of create study

state of create study

Global benchmark study on attitudes and beliefs about creativity at work, school and home April 2012

5,000 participants
5 countries

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State of create study

8 in 10 people feel that unlocking creativity is critical to economic growth

Nearly two-thirds of respondents feel creativity is valuable to society

Only 1 in 4 people believe they are living up to their own creative potential

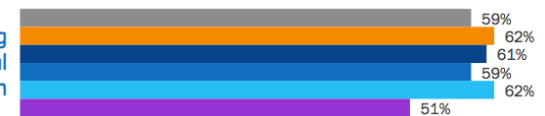
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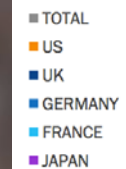
State of create study

Creativity is being stifled by education

Our creativity is being stifled by our educational system



Students and educators need the tools to think, collaborate and communicate creatively

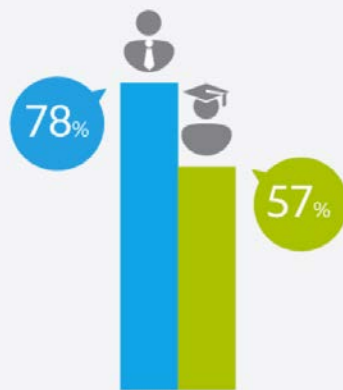


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Creativity and Education: Why it Matters

The value of creativity in education and impact on career success



78% say creativity is very important to their career

but only 57% thought so when they were in college

82% wish they had more exposure to creative thinking as students





Today's society is increasingly complex.



Methodology

- Online survey among a total of 4,000 adults including 2,000 educators of students in K through Higher Education and 2,000 parents of children in K through Higher Education including 1,000 each in the US, UK, Germany and Australia.

Key findings

1. Parents and educators are **strongly aligned** in their concerns and desires for the education system
2. The **education system is stifling creativity**; a transformative change is needed
3. The **demand for creativity and creative thinking is increasing** and will fuel economies in the future, yet students are less prepared to become innovative thinkers of tomorrow

Barriers to creativity in education

bit.ly/barriers13

86%

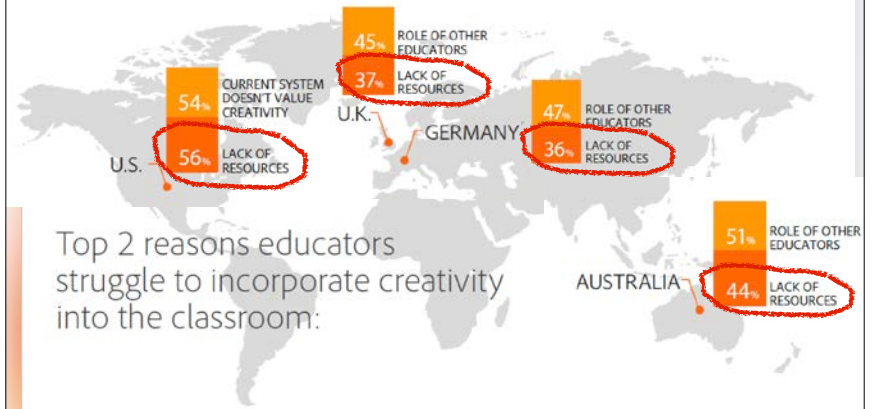
of parents and educators believe teaching creativity requires a transformation in the way schools work.

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Barriers to creativity in education

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Barriers to creativity in education

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THE TOP 3 BARRIERS TO TEACHING CREATIVITY, ACCORDING TO PARENTS AND EDUCATORS:



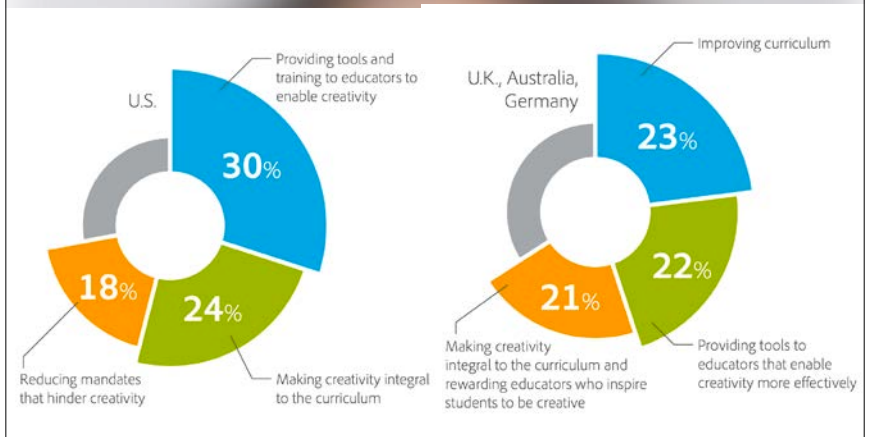
- 1 SYSTEM TOO RELIANT ON TESTING
- 2 EDUCATORS RESTRICTED FROM STRAYING OUTSIDE THE CURRICULUM
- 3 LACK OF RESOURCES

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Barriers to creativity in education

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Adobe Software for Education

Images and Pictures

- Edit photos on the fly with Photoshop Touch
- Make quick enhancements to photos with Photoshop Elements
- 5 simple ways to enhance a photo in Photoshop
- Make a photo slide show
- Compare print and present photographs with re-photography
- Process Camera RAW files
- Shoot and edit a professional headshot
- Create a photo collage with Adobe Photoshop
- Create a 3D composition with Adobe Photoshop

Figures and Illustrations

- Draw a digital portrait with Adobe Ideas
- Create a t-shirt design in Illustrator
- Create a custom chart or graph in Illustrator
- Create a scientific figure in Photoshop
- Create an interactive HTML5 illustration with Edge Animate

Video and Audio

- Create a mini-documentary with Premiere Elements
- Record a lecture or podcast for students with Audition
- Create a short film with Adobe Story and Premiere Pro
- Create a digital story with stop-motion animation in Photoshop
- Deliver a broadcast video production
- Write, shoot, edit, and premiere a feature film
- Add special effects to a film

Presentations

- Turn your PowerPoint presentation into an interactive online presentation with Adobe Presenter
- Create a self-paced interactive tutorial with Adobe Captivate
- Create a striking slide presentation
- Create a digital portfolio tablet application with InDesign and DPS

Websites

- Create a simple website with Adobe Muse
- Build a professional portfolio website
- Create HTML5 web animation and interactivity with Edge Animate
- Create a responsive website for multiple devices
- Build, manage, and analyze a dynamic website
- Create a custom e-commerce website with ColdFusion

Documents

- Convert a Word document to PDF with Adobe Acrobat
- Create a digital portfolio of coursework
- Create a stand-out resume with InDesign
- Create an interactive syllabus for your courses
- Turn your dissertation into an interactive e-pub

Apps

- Use jQuery mobile templates and PhoneGap Build to create a mobile app
- Create a campus information mobile app
- Create an interactive widget with Edge Animate
- Create a multi-device application with Dreamweaver and PhoneGap Build
- Create a data-rich multi-device application with Flash Builder

Games

- Create a simple drag and drop game with Flash Pro
- Create a multi-device game with Flash Builder and AIR
- Create a multi-device game with Flash Builder and AIR

Productivity and Collaboration

- Create a form to collect and aggregate student information
- Give students verbal feedback on their assignments with Acrobat audio annotations
- Share files, manage workspaces, and send big files to others with Acrobat.com
- Deliver a virtual online course with Adobe Connect
- Initiate a shared review of a document with Acrobat
- Send a document for electronic signature quickly and easily
- Track and analyze your website's activity
- Create a truly automated and paperless admissions workflow
- Setup a CMS and analytics system for your university web experience

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Creativity involves putting your imagination to work. In a sense, creativity is applied imagination.

Sir Ken Robinson



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CAINE'S ARCADE

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8 Jul

Published on Apr 19, 2012 by ninen
A 9-year-old boy who built an elaborate cardboard arcade in his dad's used auto parts store is about to have the best day of his life. Help Caine's


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If you're not prepared to be wrong, it's unlikely that you'll ever come up with anything original.


Sir Ken Robinson



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Being creative as a teacher and fostering creative learning experiences is not just for the Arts subjects.



DLTV - Video Challenge

6hrs to make a 2-3 min film

Animation, real life or a mix

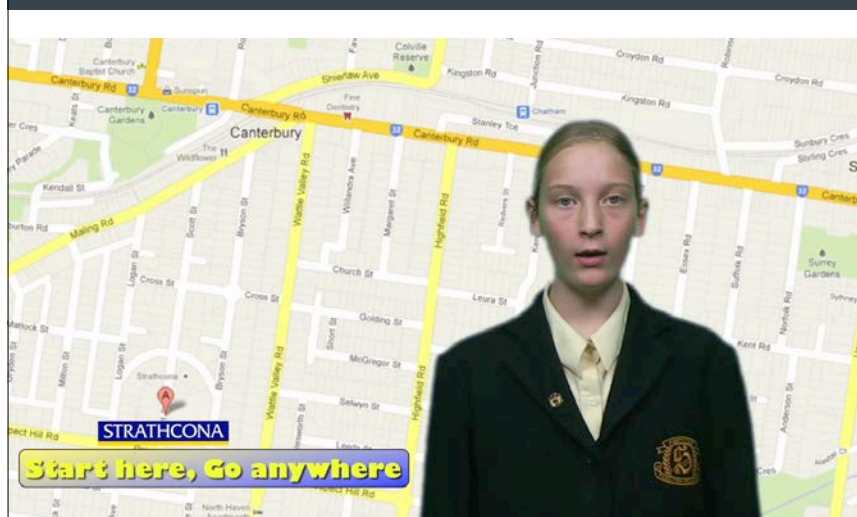
Primary category

Stay tuned to dltv.vic.edu.au

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DLTV - Video Challenge

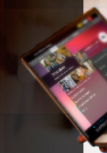


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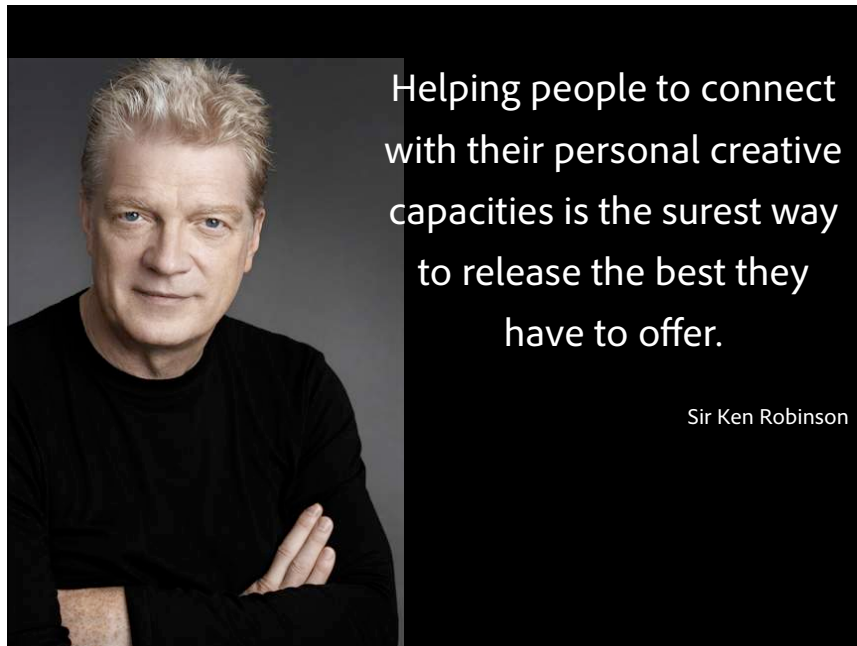


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