

Creativity

Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.

Steve Jobs - Wired 1996

based on
James Webb Young's book
A Technique for Producing Ideas

GATHERING RAW MATERIAL

- importance of building a rich pool of "raw material"
- build new combinations
- importance of quality information filters in our modern information society

STEP 01



STEP 02

DIGESTING THE MATERIAL

- looking at the facts in different lights
- feeling for the meaning of it
- bringing facts together
- seeking relationship and synthesis

UNCONSCIOUS PROCESSING

- drop the problem completely
- turn to whatever stimulates your imagination and emotions
- listen to music
- go to the theater or movies,
- read poetry or a detective story.

STEP 03



STEP 04

THE A-HA MOMENT

- It will come to you when you are least expecting it.

IDEA MEETS REALITY

- working over to make most ideas fit the exact conditions
- submit the idea to the criticism of the judicious
- criticism stimulates possibilities who may have overlooked

STEP 05

