

Thinking and Concepts



Cognition - the mental activities associated with thinking, knowing, remembering, and communicating information

Concepts - mental groupings of similar objects, events, ideas, and people

Prototypes - a mental image or best example of a category. Matching new items to a prototype provides a quick and easy method for sorting items into categories (as when comparing feathered creatures to a prototypical bird, such as a robin).

Creativity

Creativity	Convergent thinking	Divergent thinking
- the ability to produce ideas that are both novel and valuable	- narrows the available problem solutions to determine the single best solution	- expands the number of possible problem solutions (creative thinking that diverges in different directions).

Expertise - a well-developed base of knowledge

Imaginative thinking skills - provide the ability to see things in novel ways, to recognize patterns, and to make connections.

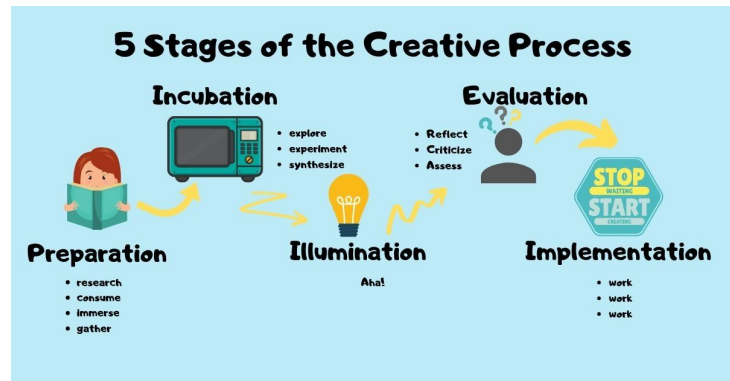
A venturesome personality - seeks new experiences, tolerates ambiguity and risk, and perseveres in overcoming obstacles

Intrinsic motivation - is being driven more by interest, satisfaction, and challenge than by external pressures

A creative environment - sparks, supports, and refines creative ideas

Creative Process

- Develop your expertise
- Allow time for incubation
- Set aside time for the mind to roam freely.
- Experience other cultures and ways of thinking



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