

Module Overview: Creative Identity



Introduction

This module develops the creative mindsets and skillsets that are at the core of IDEAS Academy, in fact they are the I (“Innovation”), the D (“Design”), and the E (“Entrepreneurship”) that make up our identity. Although creativity is intrinsically valuable on its own, the focus on creativity in IDEAS Academy has three specific drivers:

1. Digital technology is rapidly accelerating the rate of innovation, and empowering people to realize their creative and innovative visions more readily than ever before.
2. Industries and organizations need employees who can help them to adapt to a constantly evolving landscape and maintain relevance in a society in transition.
3. Current social and economic systems are directly threatened by our rapidly changing Earth System. Creative thinking across diverse domains is essential to a sustainable future.

Creativity is a capacity that can be developed by anyone – most of us innately believe this is true based on our own experiences but, more importantly, this is also what the latest scientific research on creativity tells us is empirically true. Recent studies on creativity show that the strength of neurological connections within the “high-creative” network in the human brain appear to predict someone’s level of creative ability. Since we know that our brains can make new neural connections over time, we should assume that we can strengthen our brain’s creative pathways.

Lessons

This module contains three lessons: The Innovator (Creative Vision), The Designer (Creative Process) and The Entrepreneur (Creative Impact). In the Innovator lesson, students will connect knowledge in new and valuable ways and explore examples of innovation in their field. They will reflect on their own perspective and identity, and how it may influence innovation. In the Designer lesson, students will be exposed to the design thinking process and explore how it can be applied to different problems. Finally, in the Entrepreneur lesson, students will learn how the Lean Startup model can be applied to realize their creative vision. Each of these lessons provides insight into how creative individuals go through the spiraling process of creativity, from their original inspirations to the development of their ideas, through failures and setbacks, to finally bringing them forth their creations to the world.

Products

In addition to the journaling and group discussions that are an integral part of this module, students will generate several group and individual artifacts, including:

- Innovation at the Intersections worksheet (group)
- Empathy activity (group)
- Creative Identity Spark (individual)
- Creative Identity Reflections (individual)



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