

Getting Back Your

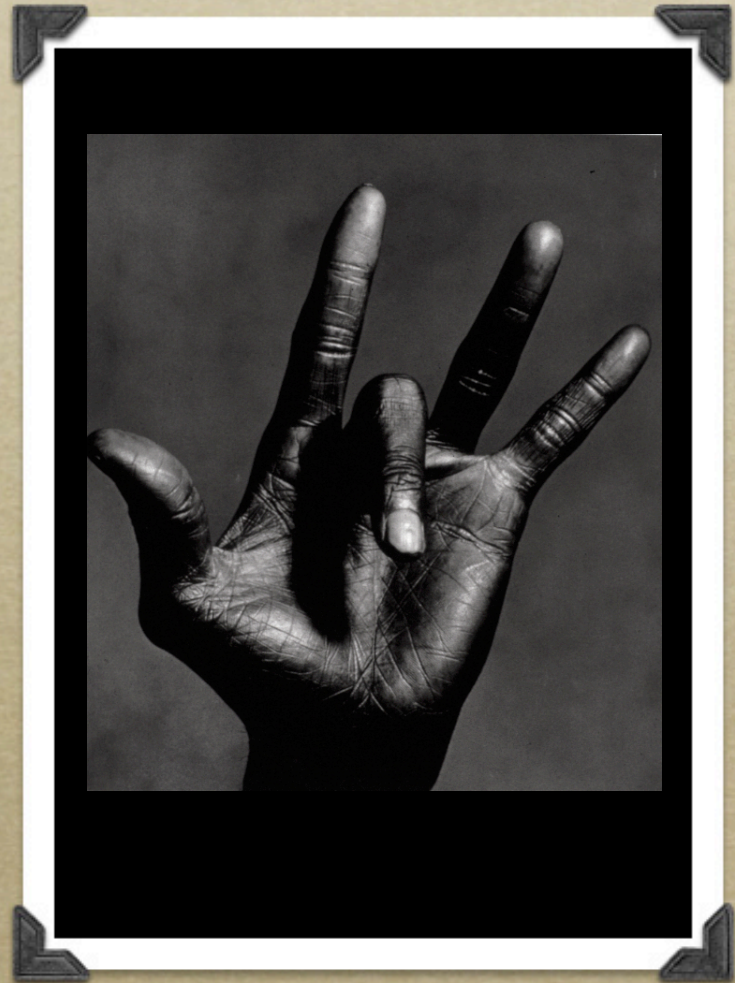


Box of Crayons

Providing the Scissors & White Paste: Jeff Curto

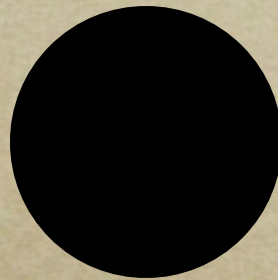
Some Ideas:

- *What is “Creativity”?*
- *How does it “work”?*
- *How do we nurture it?*
- *How do we stimulate new ideas?*
- *What do we do when we’re “stuck”?*
- *How do we get collaborators to understand?*



Irving Penn
Miles Davis - 1950s

What Is This?



"Every child is an artist. The problem is how to remain an artist once he grows up."
– *Pablo Picasso*



Jacques-Henri Lartigue
Avenue du Bois de Boulogne, Paris
1911

(Lartigue was a young teenager when he made this photograph)

Some Myths about Creativity

- Creativity is Stupid
 - *“Creativity is ‘fluff’”*
 - *“It’s just ideas”*
- I’m Not That Sort of Person
 - *“I’m not creative”*
 - *“I’m not the creative type”*
- I’m Not Clever Enough
 - *“Creativity is difficult”*
 - *“You can’t learn to be creative”*



Louis Pierson
Countess Castiglione, 1860s

Some **Excuses** about Creativity

- Creativity is Stupid
 - “Creativity is ‘fluff’”
 - “It’s just ideas”
- I’m Not That Sort of Person
 - “I’m not creative”
 - “I’m not the creative type”
- I’m Not Clever Enough
 - “Creativity is difficult”
 - “You can’t learn to be creative”



Louis Pierson
Countess Castiglione, 1860s

Creativity “Defined”

The Ability to Create New, Original Things, Experiences & Ideas

By:

- *Grasping and Nurturing Inspiration*
- *Remembering Past Experiences & Ideas*
- *Forgetting Past Experiences & Ideas*
- *Destroying Past Experiences & Ideas*
- *Synthesizing Past Experiences and Ideas*



Arno Raphael Minkkinen
1990s

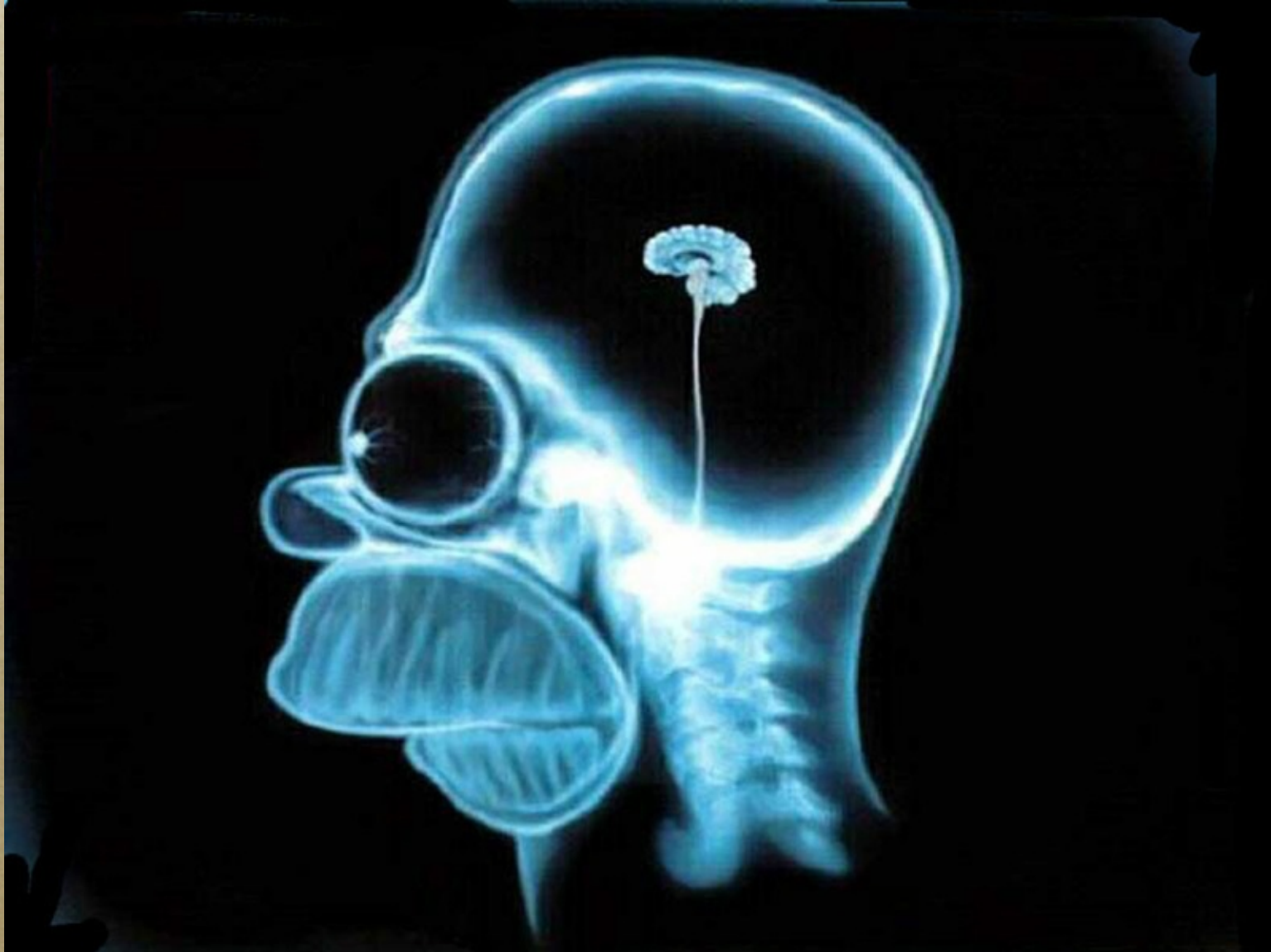
Creative People Tend to Be:

- *Mentally Flexible*
- *Critical – Both Positive and Negative*
- *Persistent in Striving Towards Goals*
- *Brave – Willing to Stick out their Neck “just because”*

Steve McCurry
Afghan Woman, 1985



The Man With Two Brains



Goal of
creative
thinking

The Man With Two Brains

<i>Left Brain</i>	<i>Right Brain</i>
Logical	Random
Sequential	Intuitive
Rational	Holistic
Analyzes	Synthesizes
Objective	Subjective
Parts	Wholes

Brainstorming (a cliché name for a useful activity)

- *The “what if” questions*
- *Wild ideas are welcomed*
- *Volume: the more ideas the better*
- *Building on to or modifying just-expressed ideas is encouraged*
- *Works in groups or solo*



Gregory Crewdson - 2000

“Sideways Thinking”

*Anyone can look for
history in a museum.
The creative explorer
looks for history in a
hardware store.
– Robert Wieder*



“Sideways Thinking”

*Creative minds
always have been
known to survive any
kind of bad training.
– Anna Freud*



Step away from the idea vehicle!

- *Give Brainstorm ideas some breathing room*
- *Let subconscious work on assembled ideas*
- *Take a break, relax, think about other stuff*
- *Sleep, exercise, read, listen...*



Nurturing Creativity

Mine Your Values

- *Who are you?*
- *What do you like?*
- *How do you know?*
- *What do you want?*
- *What are your goals?*
- *Make and regularly update a list that contains answers to these questions*



Eugene Atget
Saint Cloud, 1921-22

Nurturing Creativity

Revisit Successes

- *Embrace them*
 - *What worked*
 - *Is there a springboard?*
- *Leave them behind*
 - *Move on*
 - *What's in the opposite direction?*
- *Try on another hat*
 - *How would someone else have done that?*



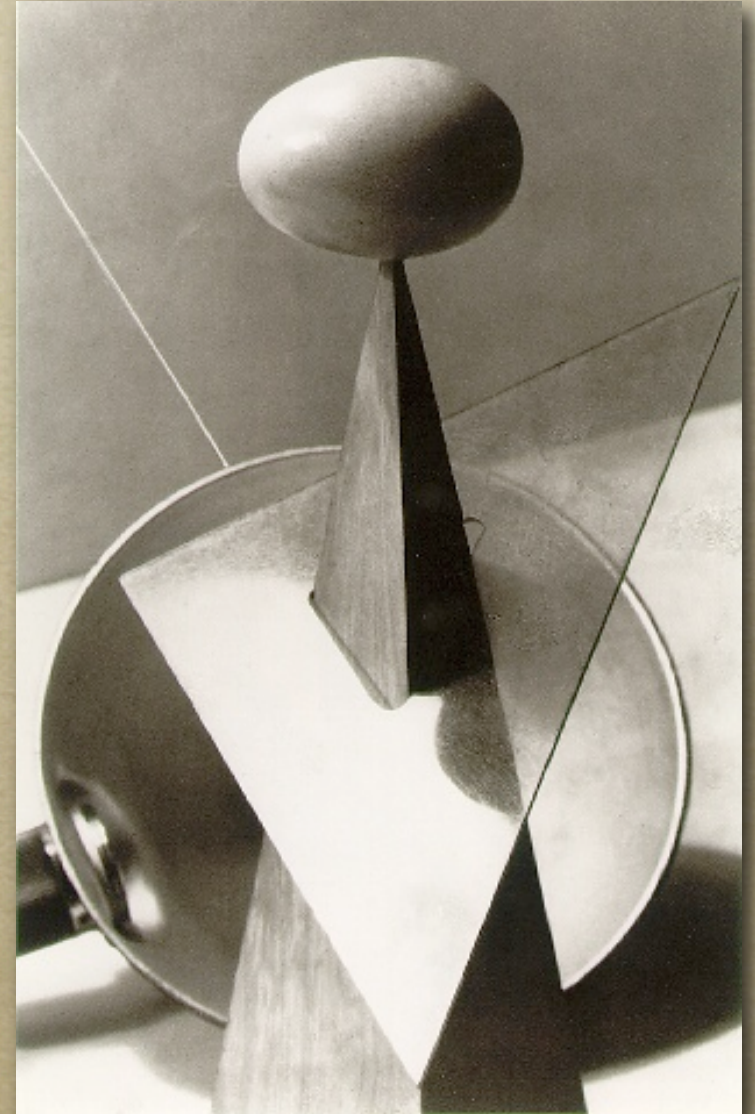
Weegee
Their First Murder, 1941

Nurturing Creativity

Think Sideways Always

- *Try new foods*
- *Listen to music*
- *Read voraciously*
- *Visit museums (and hardware stores!)*
- *Go to the theater*
- *Change your sleep habits*
- *Take a different way home from work*
- *Talk to some strangers*

Paul Outerbridge
Triumph of the Egg, 1932



A “Stuck” How To: “Hard & Soft”

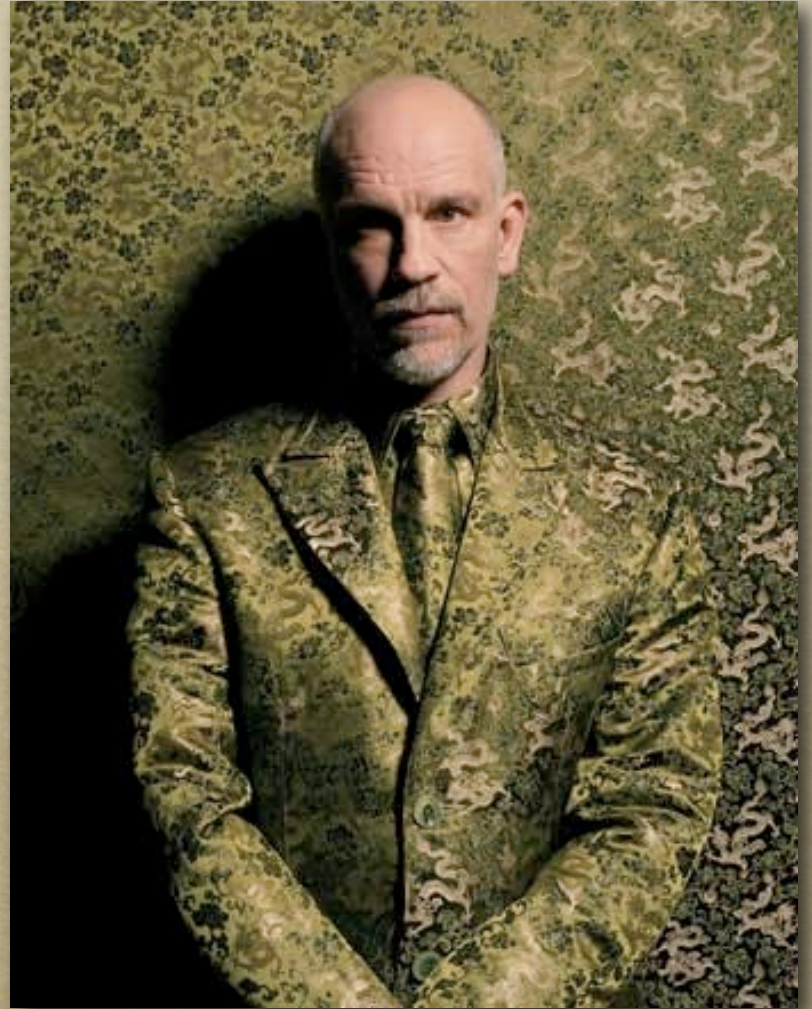


~ Handout ~

Antonin Kratochvil
Harvey Keitel, 2003

A “Stuck” How To: “What If?”

~ Handout ~



Sandro
John Malkovich

Collaborative Creativity?

- *Use the above exercises*
- *Another alternative: “Yes!” meetings*
 - *Set a topic for a group and let the ideas flow.*
 - *Every idea must be encouraged: “Yes!”*
 - *Eliminates fear of being ridiculed in a group*
 - *Creates climate that encourages “impossible ideas”*



Garry Winogrand – 1964

Use Those Crayons!

email

jeff@jeffcurto.com

websites

www.jeffcurto.com

www.cod.edu/photo/

podcast

www.cameraposition.com

