creativity assessments

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@kudrowitz

@wonderbarry
note: we will provide bags

**Assignment I**

be creative while doing the assignment but not creative with the rules of the assignment (we are trying to teach you a process)

half points will be given for partially complete sections

these should be the **outline headings** in this order so it is simple for us to find and give you points

<table>
<thead>
<tr>
<th><strong>Outline/Timeline Check</strong></th>
<th>1 point if completed on time</th>
</tr>
</thead>
</table>
| **Final Idea + Recipe**    | 1 = Clear explanation of final idea with the name of the cookie, a note on why you feel it is creative, a well photographed image of the cookie, the recipe  
0 = No documentation of final idea, missing final image, or description |
| **Idea Generation**        | 1 = Quality documentation of idea generation process: a short statement on your idea generation process including your inspirations and which ideas you decided to test, and a listing of different ideas (at least 10) as an image or images from your notebook.  
0 = No record of idea generation. |
| **Idea 1 Test**            | 1 = Quality documentation of testing one direction with clear photographs, a textual description of your evaluation of this idea and what you learned.  
0 = Did not document testing an idea |
| **Idea 2 Test**            | 1 = Quality documentation of testing a very different idea with clear photographs, a textual description of your evaluation and what you learned. You are welcome to and encouraged to test more than two concepts.  
0 = Did not document testing a second idea |
| **Iteration**              | 1 = Quality documentation of improving a specific idea through iteration, manipulation, and/or modification. This should include clear photographs of the changes and a textual description of the process and evaluation.  
0 = Did not document iteration |
| **Peer Evaluated Presentation/Content** | Scaled out of 1 (in class) |
| **Peer Evaluated Creativity** | Scaled out of 2 (in class) |
| **Peer Evaluated Taste** | Scaled out of 1 (in class) |
assignment 1

COOKIES

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/4</td>
<td>9/3</td>
<td>9/4</td>
<td>9/7</td>
<td>9/10</td>
<td>9/10</td>
<td>9/7</td>
</tr>
<tr>
<td>Tag info</td>
<td>Welcome and create account</td>
<td><em>Cutting &amp; forming</em></td>
<td><em>Create dough</em></td>
<td>Make dough and ingredients</td>
<td><em>Prepare cookies</em></td>
<td><em>Taste test</em></td>
</tr>
<tr>
<td>9/11</td>
<td>9/12</td>
<td>9/3</td>
<td>9/14</td>
<td>9/17</td>
<td>9/7</td>
<td></td>
</tr>
<tr>
<td>Final Idea + Recipe</td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
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<td>Idea Generation</td>
<td><em>Recipe</em></td>
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<td><em>Recipe</em></td>
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<td><em>Recipe</em></td>
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</tr>
<tr>
<td>Idea Test 1</td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
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<tr>
<td>Idea Test 2</td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
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<tr>
<td>Iteration</td>
<td><em>Recipe</em></td>
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<td><em>Recipe</em></td>
<td><em>Recipe</em></td>
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</tr>
</tbody>
</table>

cookies

Final Idea + Recipe

Idea Generation

Idea Test 1

Idea Test 2

Iteration

Timeline:

- **Tuesday, 9/5/17:** Make the blog post and begin brainstorming with roommates and friends
- **Wednesday, 9/6/17:** Continue brainstorming with friends who actually know how to cook, and buy some basic ingredients for the cookies
- **Thursday, 9/7/17:** Nail down two different recipe ideas to try, and get the necessary ingredients together
- **By the end of Saturday, 9/9/17:** Have a cooking marathon, bake the recipes, and maybe do some small iteration. Take notes
- **Sunday, 9/10/17:** Use notes and friends’ cooking expertise to make the FINAL COOKIE and taste it. If it’s not a disaster, take pictures for the blog. If it is, make notes and work on it some more
- **Monday, 9/11/17:** Assuming the FINAL COOKIE isn’t a disaster, begin posting about it to the blog
- **Tuesday, 9/12/17:** Finish up the blog post about cookies
- **Thursday, 9/14/17:** Before class: Bake the FINAL COOKIE, to be presented in class
quick survey

1) NAME
2) X500
3) MAJOR
4) WHY ARE YOU TAKING THIS CLASS?

HOW CREATIVE ARE YOU?

1 - 2 - 3 - 4 - 5 - 6 - 7
(Not) (Moderate) (Great Deal)
(Whole Numbers Only)
torrance tests
of creative thinking (TTCT)
Paul Torrance - 1966 - UMN

abbreviated torrance test for adults (ATTA)
~ 10 minutes
torrance tests of creative thinking (TTCT)

verbal   figural

originality - *statistical* rarity of the responses
fluency - total number of relevant ideas
flexibility - number of different categories
elaboration - amount of detail in the responses
novelty or originality

novel to the individual, to society, to history - boden

awarding unoriginality

“things that are green”
novelty or originality

take a hundred americans off the street and ask them to free-associate on the word “green” and forty of them will say “grass”. the more creative associations only emerge when you get to the bottom 20 percent of responses, the long tail of associations.

- Johnson in “Where Good Ideas Come From”
fluency

The best way to have a good idea is to have a lot of ideas.
-Linus Pauling

total number of relevant ideas

quantity of ideas vs. creativity of ideas per subject

R^2 = .82

kudrowitz and wallace, 2010
flexibility

(tree) (xmas tree) (pine tree)
(tree) (pizza) (snow cone)

(shrimp-kabobs, shrimp creole, shrimp gumbo. Pan fried, deep fried, stir-fried. pineapple shrimp, lemon shrimp, coconut shrimp, pepper shrimp, shrimp soup, shrimp stew, shrimp salad, shrimp and potatoes, shrimp burger, shrimp sandwich. That- that's about it. -forest gump)
elaboration

<table>
<thead>
<tr>
<th>hat</th>
<th>vs.</th>
<th>man in a hat</th>
<th>vs.</th>
<th>literally &quot;out of the box&quot; thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>cowboy hat</td>
<td></td>
<td>man with dali mustache and glasses in a silly hat</td>
<td></td>
<td></td>
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</table>
elaboration vs. Simplicity

"If a thing can be done adequately by means of one, it is superfluous to do it by means of several; for we observe that nature does not employ two instruments if one suffices." - Thomas Aquinas
elaboration

no extraneous details

6 extraneous details
alternative uses test
J.P. Guilford 1967
alternative uses test  
J.P. Guilford 1967

a measure of “spontaneous flexibility”  
i.e. divergent thinking
conceptual combinations

motorcycle

- a blanket printed with motorcycle images
- a quilted motorcycle jacket
- a bed that rumbles you to sleep
- a loud roar that blankets out all surrounding noise

blanket
conceptual combinations

cocoanut

skateboard
remote association test (RAT)
sarnoff mednick 1962

COTTAGE cheese
SWISS cheese
cheese CAKE
remote association test (RAT)
sarnoff mednick 1962

TAP dance
RAIN dance
dance FLOOR
sarnoff mednick 1962
associative theory of creativity

cyrus mccormick

mechanical reaper
Right, Posterior Superior Temporal Sulcus (PSTS)
processing novel metaphors in poetry (Gorana et al 2008)
novel connections between unrelated words (Mashal et al 2007)
RH equivalent of Wernicke’s area - linguistic creativity (Flaherty, 2005)

Right, Anterior Superior Temporal Sulcus (ASTS)
“Aha!” Experience (Jung-Beeman 2004)

divergent vs. convergent

- divergent thinking (AUT)
- convergent thinking (RAT)
- divergent + convergent thinking (Conceptual Combinations)
survey
next tuesday?
theme introduction
questions!