



Module 2 : Creativity in Design

Lecture 4 : Meaning of Creativity, Cause and Principles of Creativity

The Lecture Contains:

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-  Meaning of Creativity
-  Cause and Principles of Creativity

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Creativity in Design



Plate 1A Bedroom



2A Indian Cuisine



2C Arrangement of Books

(Source: 2A <https://www.google.co.in/search?q=bedroom&hl=en&tbo=u&tbm=isch&source=univ&sa=X&ei=ukS8UMyDJ8XPrQeJz4DoBQ&ved=0CDkQsAQ&biw=1006&bih=605> ; Dec. 3, 2012

2B https://www.google.co.in/search?hl=en&q=cuisine&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=39314241&biw=1006&bih=605&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=cki8UlaMBsfZrQfesIBA#um=1&hl=en&tbo=d&tbm=isch&sa=1&q=indian+cuisine&oq=Indian+cuisine&gs_l=img.1.0.0l10.69497.71880.0.74402.7.7.0.0.0.116.739.0j7.7.0...0.0...1c.1.Bmg0PWFp7Hk&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=8a7440f1403f76ba&bpcl=39314241&biw=1006&bih=605 ; Dec. 3, 2012

Design is a basic human act. Even the most routine human actions which are performed for a definite reason and involve creative action, like making bed (plate 1A), cooking cuisine (plate 1B) or arranging books on a shelf (plate 2C) involve design thinking. Broadly speaking, a design driven action is purposeful, yields something new, and provides satisfaction and happiness. The philosophy of design combines an emphasis on creativity, technology and design methodology, with a concern for human values and needs of the society.

Creativity is a valuable aspect in human life; however it is not understood properly. The elasticity of mind is considered as the most important thing. It is found that creative individuals are more spontaneous, expressive, and less controlled or subdued. They also tend to trust their own judgment and ideas. They are ready to take risk and try something new. Liberal Education induces such flexibility in the young minds. The excitement and energy of creativity leads to search for innovation in design.

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Meaning of Creativity

'**Creativity**' is a term used quite frequently in various fields of human activity. Rabindranath Tagore in his book entitled *Meaning of Art* (Pub: Oxford University Press, 1926; Digitized Aug 2010), quotes from the *Atharva-Veda*, "The meaning of it (creativity) is that, man expresses himself through his super-abundance (surplus of mind) which largely overlaps his absolute need." He adds further, "Brahma is boundless in his superfluity, which inevitably finds its expression in the eternal world process. Of all living creatures in the world, man has his vital and mental energies vastly in excess of his need, which urges him to work in various lines of creation for its own sake.... Art reveals man's wealth of life, which seeks its freedom in forms of perfection, which are an end in themselves."

Two basic questions that need to be addressed in this context are: (a) how does one identify a creative action and (b) how can one assess if the action fulfills its purpose?



Plate 2A Paper Art
(Japan)



2B Origami
(Japan)



2C Paper Umbrella
(Thailand)



2D Straw Hat
(Viet Nam)

(Source: https://www.google.co.in/search?hl=en&q=japanese+paper+art&bav=on.2,or.r_gc.r_pw.r_qf.&bpc=39314241&biw=1006&bih=605&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=-oG8UPWcEoLwrQfO84Ao ; Dec. 3, 2012)

Creativity stems from both personal and social drives. The process of design involves interplay of our deeper inner-self with the more tangible design material, with the environment as a catalyst. The inner self tends to emphasise the beautiful or the aesthetically pleasing (plate 2A & 2B), while the physical aspect of the design process tends to address the functional aspect of the creation. The 'Thai Paper-umbrella' (plate 2C) and 'Vietnamese Straw Hat' (plate 2D) are excellent examples illustrating the synthesis of creativity and functionality.

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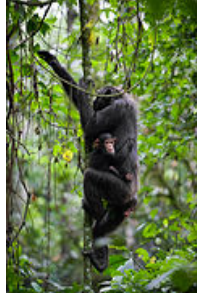
Cause and Principles of Creativity

Aristotle while searching for answers to the fundamental questions of the causes and the principles of the known universe, theorizes that for every artifact there are four causes that give rise to its existence: **Material Cause** - object used for creation; **Formal Cause** - shape or configuration assumed by the object material; **Efficient Cause** - skills; **Final Cause** - functionality.

The identity of a 'creative action' is its aesthetic experience. And in order to understand its degree of fulfillment one needs to examine its ostensible goal. The synthesis of the constitutive elements referred above facilitates creativity. Potter has to select right type of material-clay (plate 3A) for making a pot. Material, in this case clay is given formal shape (plate 3B). The shape and form of an earthen pot may not fulfill the creative urge. The Efficient Skill (plate 3C) is added with necessary surface decoration. Finally the pot is in service through functionality (plate 3D).



4A Porcupine climbing



4B Chimp climbing



4C Foot-rest Climber



4D Ladder for Climbing

(Source4A&4B:http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=0&gs_ri=serp&pq=pine+trees+in+jungle&cp=9&gs_id=27j&xhr=t&q=climbing+pine+trees+in+jungle&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=39468505&biw=1006&bih=605&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=quq-UlzEPJDIImQXTroCQCQ ; Dec. 5, 2012

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4C:http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_m=0&gs_ri=serp&pq=climbing+pine+tr ees+in+jungle&cp=6&gs_id=fa&xhr=t&q=Chimp+climbing+pine+trees+in+jungle&bav=on.2,or.r_gc.r_pw .r_qf.&bpcl=39468505&biw=1006&bih=605&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=7 uu-UMqII4KPmQW8q4DwCg ; Dec. 5, 2012

4D:http://www.google.co.in/search?hl=en&biw=1006&bih=605&q=ladder+to+climb+tree&bav=on.2,or.r_ gc.r_pw.r_qf.&bpcl=39468505&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=2-y-UP6-LsP wmAXIm4HIDQ ; Dec.5, 2012)

Various reasons provoke design activity. Environment teaches or inspires man to create as designer, example- ladder. The desire to arm oneself with contraptions of technology to overcome the constraints imposed by nature is also a strong cause to indulge in design activity, example- bicycle, automobiles, bow & arrow, gun, etc. Human beings faces ecology or environment can also lead to design and creation, example- natural color scheme of butterflies, form of a tree or mountain, glide of a hawk, the movement of fish, structural element of beehive, etc. Whereas Porcupine or Chimp (plate 4A& 4B) do not have to face the same, since they are naturally equipped with the necessary devices to hold with claws or other things. Man as well created foot-rest for climbing the tree. Climbing with the help of foot-rest (plate 4C) is alternative to ladder. Observing the nature's paradigm man could come up with solution In order to make up the said deficiency man has invented ladder (plate 4D).

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