

Creativity Considered:

Course Introduction

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Why

The Program on Creativity + Innovation (PCI) exists because we believe that creativity and innovation are personal keys to contributing most effectively to the world of today and tomorrow, and also to building the most meaningful life for each and every one of us as individuals.



How

PCI pursues its mission by bringing together --- within NYU Shanghai, across the NYU Global Network, and beyond the university --- talented and dedicated students, professors, speakers, entrepreneurs, artists, and others to combine knowledge and perspectives in pursuit of breakthrough new ideas.



What

PCI offers courses, workshops, project-based learning, case-writing opportunities, and more, open to students across all majors. Courses are available to students at NYU Shanghai and elsewhere in the NYU Global Network. There are also talks and conferences open to everyone interested.



Photo by Maxime Raynal; finalist, Wikimedia Commons Picture of the Year, 2015;
1/13/18 10:29 PM https://commons.wikimedia.org/wiki/File:Port_and_lighthouse_overnight_storm_with_lightning_in_Port-la-3_Nouvelle.jpg

CREATIVE DESTRUCTION

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du·al·i·ty

/d(y)ōō' alədē/

noun

noun: **duality**; plural noun: **dualities**

1. the quality or condition of being dual.

“the novel’s deep duality about human motive”

- MATHEMATICS the property of two theorems, expressions, etc., being dual to each other.
- PHYSICS the quantum-mechanical property of being regardable as both a wave and particle.


2. an instance of opposition or contrast between two concepts or two aspects of something; a dualism.

“the photographs capitalize on the dualities of light and dark, stillness and movement”



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	Reading and discussion	Project work
Class #1 - #7	Metaphors for Creativity and the Messiness of Creativity Creativity as Paradigm Shift Creativity as Openness to Experience Creativity from Four Great Motives Creativity from Five Forms of Combination Creativity from the Whole Brain Creativity from Constraints	Form teams of two for semester-long project Discuss criteria for choosing a duo of creators to study in your project Brief instructors on team's choice of creative duo Prepare initial poster on creative duo Apply successive class readings and discussions to studying the team's duo Prepare first-round presentation and accompanying handout
Class #8 - #9		Deliver first-round presentation Receive feedback on presentation
Classes #10 - #11	Creativity from the Group Creativity in Action	Edit first-round presentation Add personal lessons about creativity in yourself and in the world Prepare second-round presentation
Class #12 - #13		Deliver second-round presentation Receive feedback on presentation
Class #14	Concluding Thoughts and Looking Ahead	Integrate presentation and personal lessons in the form of a final essay

	First-round presentation	Accompanying handout	Second-round presentation	Final essay	Class participation
Mode	Team	Individual	Team	Individual	Individual
Fraction of grade	10%	30%	10%	30%	20%
Criteria	(i) organization and clarity of the oral and/or written material (ii) accuracy and depth in use of concepts from class materials (iii) power and originality of insights provided 				(i) level of pre-class preparation indicated by comments made in class (ii) engagement in discussion in class of assigned materials (iii) engagement in feedback in class on fellow students' work

“Creativity is magic. Don’t examine it too closely”

-- Edward Albee (playwright)

“Creativity is a habit, and the best creativity is the result of good work habits”

-- Twyla Tharp (choreographer)