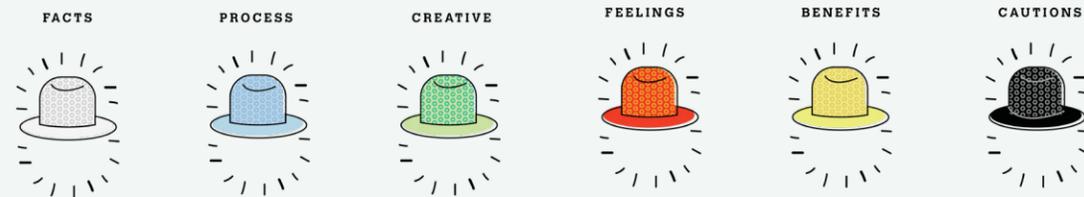


EXPANDING *CREATIVITY.*

Using the POWER of
LATERAL THINKING
to EXPLORE *Art & Design.*

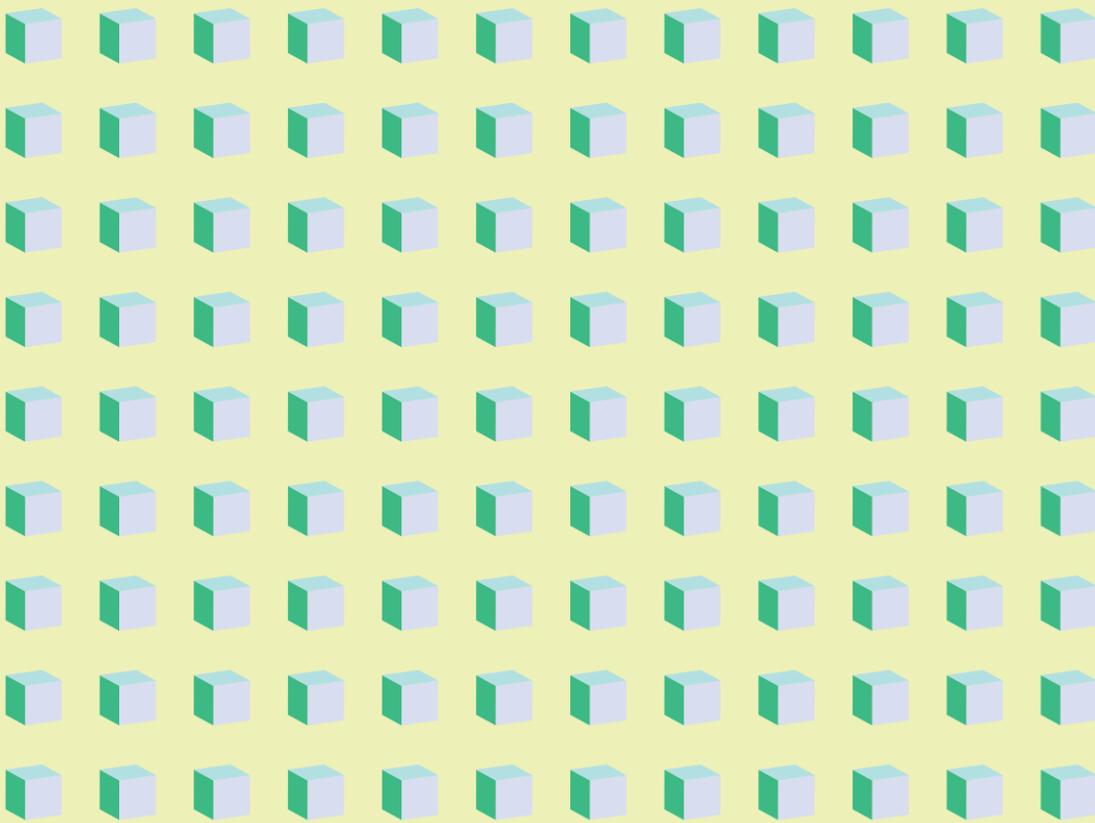


The SCHOOL of
ART+DESIGN
at HPU

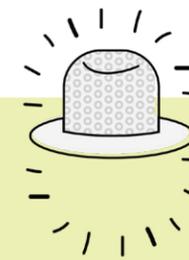


HIGH POINT UNIVERSITY

WELCOME!!!



FACTS



PROCESS



CREATIVE



FEELINGS



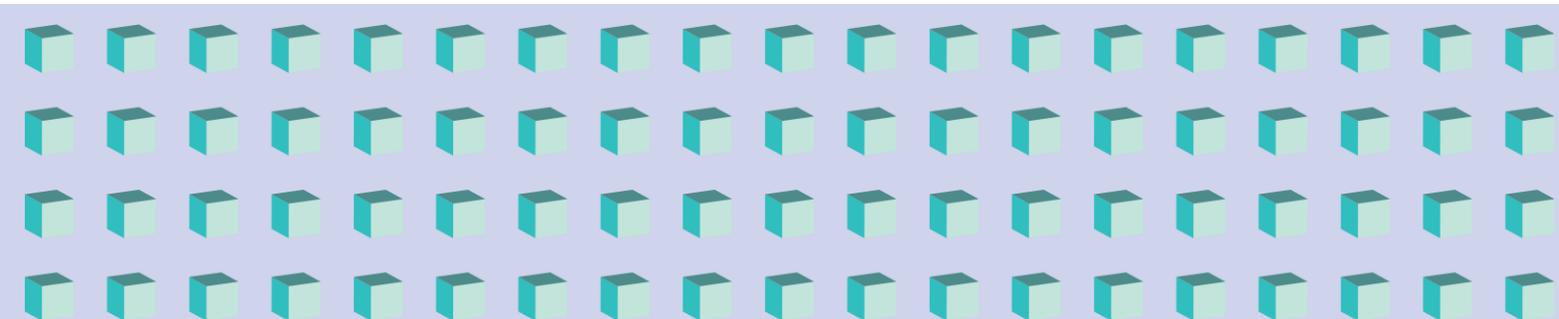
BENEFITS



CAUTIONS



In this EXERCISE we will look at
LATERAL THINKING to better
understand *creativity* by trying
on different colored hats.



This hands on activity involves
**stretching your creative
muscles** & will help you better
understand how **ARTISTS** and
DESIGNERS think about their work.



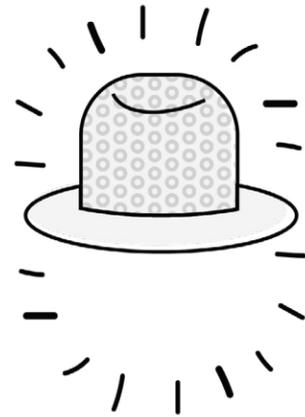


BACKGROUND

EDWARD DE BONO

WAS A PIONEER of the study of LATERAL THINKING. Lateral thinking applies to all disciplines. DE BONO created this exercise where each hat represents a different way of thinking.

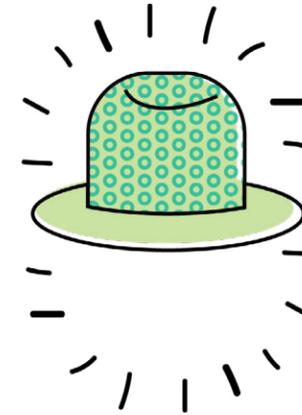
FACTS



PROCESS



CREATIVE



FEELINGS



BENEFITS

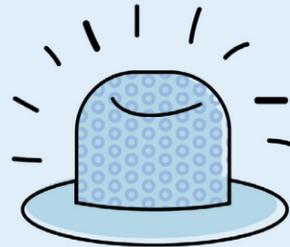


CAUTIONS



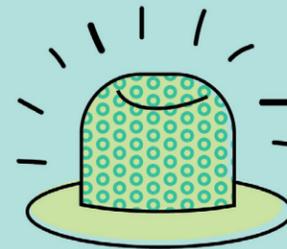
THE HATS ARE DIVIDED INTO 6 WAYS OF THINKING.

PROCESS



PROCESS / LEADERSHIP /
ORGANIZER / PLANNING /
THINKING ABOUT THINKING /
ORGANIZING THE THINKING /
PLANNING FOR ACTION /

CREATIVE



CREATIVITY / IDEAS /
IMAGINATION / THOUGHTS /
ALTERNATIVES / POSSIBILITIES /
INNOVATION / ORIGINAL IDEAS /

FACTS



INFORMATION & DATA / GOOGLE
HAT / SEARCH FACTS /
NEUTRAL & OBJECTIVE / WHAT
DO I KNOW? / WHAT DO I NEED
TO FIND OUT? / HOW WILL I GET
THE INFORMATION I NEED?

BENEFITS



SUNSHINE & RAINBOWS /
POSITIVES / PLUS POINTS / WHY
AN IDEA IS USEFUL / LOGICAL
REASONS ARE GIVEN /

FEELINGS



EMOTION / WHAT YOU FEEL /
HEART / SOUL / INTUITION /
HUNCHES / GUT INSTINCT /
MY FEELINGS RIGHT NOW /

CAUTIONS



CRITICAL / COUNTER POINT OF
VIEW / DIFFICULTIES /
WEAKNESSES / DANGERS /
RISKS / LOGICAL /

EACH HAT HAS A SET OF SKILLS.

THE MECHANICS

WE will divide into GROUPS of 4-6
STUDENTS with each student getting
one of the colored hats.

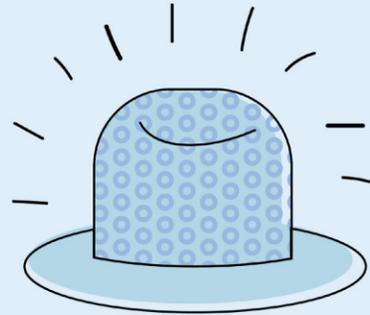
___. Lateral Thinking = is a more expansive way of thinking and solving problems. We often unknowingly fall into predictable patterns of thinking and problem solving.

___. In the School of Art & Design we think this exercise ties directly into creativity. Artists and designers are constantly thinking in new ways about a problem.

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

PROCESS



PROCESS / LEADERSHIP /
ORGANIZER / PLANNING /
THINKING ABOUT THINKING /
ORGANIZING THE THINKING /
PLANNING FOR ACTION /

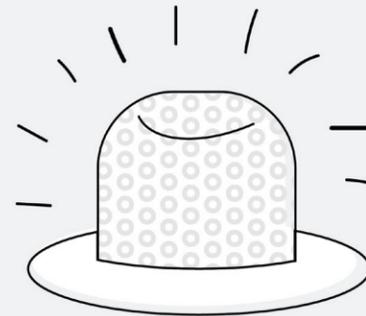
___. Organizes the group, facilitates discussion, allows everyone to be heard and makes the final decisions. Typically the spokesperson for the group.

___. Organizes everyone as they rethink the swimsuit.

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

FACTS



INFORMATION & DATA / GOOGLE
HAT / SEARCH FACTS /
NEUTRAL & OBJECTIVE / WHAT
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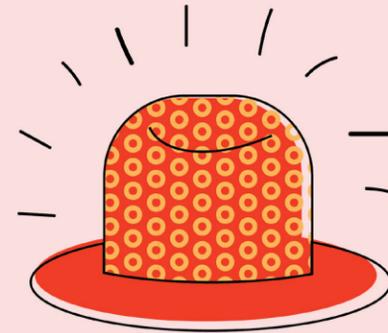
___. White hat finds information. The researcher.

___. "The function of the swimsuit is to resist water and be comfortable etc. Most swimsuits are lightweight and made of.... Etc."

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

FEELINGS



EMOTION / WHAT YOU FEEL /
HEART / SOUL / INTUITION /
HUNCHES / GUT INSTINCT /
MY FEELINGS RIGHT NOW /

___. Red hat thinks from a place of
emotion and feelings.

___. "I want a swimsuit that is the height
of fashion, who cares if its practical"

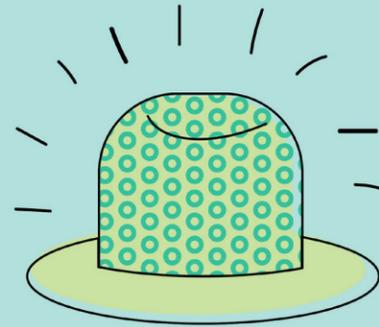
___. "It should have fun designs".

___. "It should make me feel...etc."

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

CREATIVE



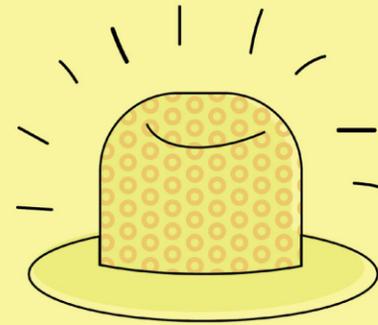
CREATIVITY / IDEAS /
IMAGINATION / THOUGHTS /
ALTERNATIVES / POSSIBILITIES /
INNOVATION / ORIGINAL IDEAS /

- ___ Green Hat is creative and an idea generator.
- ___ “Could a swimsuit have built in Bluetooth?”
- ___ “Could a swimsuit change colors based on sun exposure?”
- ___ “Could it have a built in cup holder?”

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

BENEFITS



SUNSHINE & RAINBOWS /
POSITIVES / PLUS POINTS / WHY
AN IDEA IS USEFUL / LOGICAL
REASONS ARE GIVEN /

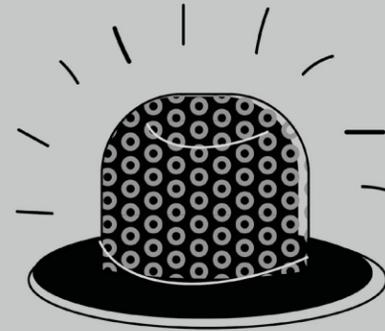
___. Yellow hat gives good positives for the ideas. Also thinks about how it could benefit the greater good. Also logical.

___. "Could the Bluetooth swimsuit be made of a sustainable material? White Hat....can you research sustainable fabrics?"

SAMPLE QUESTION:

LET'S REDESIGN
AND RETHINK
THE PERFECT
SWIMSUIT.

CAUTIONS



CRITICAL / COUNTER POINT OF
VIEW / DIFFICULTIES /
WEAKNESSES / DANGERS /
RISKS / LOGICAL /

__. Black gives constructive criticism to the group's ideas. But is careful not to be overly negative.

__. "We have to think about costs of these ideas. It would make swimsuits too expensive for most people."





QUESTION 1:
WHAT WOULD
HAPPEN IF
THERE WAS NO
MONEY?

PROCESS



PROCESS / LEADERSHIP / ORGANIZER /
PLANNING / THINKING ABOUT THINKING
/ ORGANIZING THE THINKING /
PLANNING FOR ACTION /

“LETS GO ONE AT
A TIME & SHARE
INITIAL IDEAS”

CREATIVE



CREATIVITY / IDEAS / IMAGINATION /
THOUGHTS / ALTERNATIVES / POSSIBILITIES
/ INNOVATION / ORIGINAL IDEAS /

“WHAT IF THERE
WAS A DIFFERENT
STRUCTURE TO THE
MONETARY SYSTEM?”

FACTS



INFORMATION & DATA / GOOGLE HAT /
SEARCH FACTS / NEUTRAL & OBJECTIVE /
WHAT DO I KNOW? / WHAT DO I NEED TO
FIND OUT? / HOW WILL I GET THE
INFORMATION I NEED?

“MONEY IS AN ECONOMIC
UNIT THAT FUNCTIONS
AS A GENERALLY ...”

BENEFITS



SUNSHINE & RAINBOWS / POSITIVES / PLUS
POINTS / WHY AN IDEA IS USEFUL / LOGICAL
REASONS ARE GIVEN /

“THIS COULD HELP
PEOPLE IN POVERTY.”

FEELINGS



EMOTION / WHAT YOU FEEL / HEART / SOUL
/ INTUITION / HUNCHES / GUT INSTINCT /
MY FEELINGS RIGHT NOW /

“I FEEL LIKE EVERYONE
WOULD GO CRAZY...”

CAUTIONS



CRITICAL / COUNTER POINT OF VIEW /
DIFFICULTIES / WEAKNESSES / DANGERS
/ RISKS / LOGICAL /

“CHANGING THIS
SYSTEM WOULD CAUSE
MANY IMBALANCES IN
OUR SOCIETY.”



QUESTION 2:
WHAT MAKES
THE PERFECT
FRIEND?

PROCESS



PROCESS / LEADERSHIP /
ORGANIZER / PLANNING /
THINKING ABOUT THINKING /
ORGANIZING THE THINKING /
PLANNING FOR ACTION /

CREATIVE



CREATIVITY / IDEAS /
IMAGINATION / THOUGHTS /
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INNOVATION / ORIGINAL IDEAS /

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SUNSHINE & RAINBOWS /
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MY FEELINGS RIGHT NOW /

CAUTIONS



CRITICAL / COUNTER POINT OF
VIEW / DIFFICULTIES /
WEAKNESSES / DANGERS /
RISKS / LOGICAL /

THANK YOU!

