

HAVE SUGGESTIONS ON
WHAT TOPIC WE SHOULD DO NEXT
WEEK? SEND US AN EMAIL!

Wellness Group

Topic of the Week:

Being Creative

"If you hear a voice within you say 'you cannot paint' then by all means paint, and that voice will be silenced"

-Vincent Van Gogh

DID YOU KNOW?

The study showed that experience influences brain activity during periods of creativity. According to a popular view, creativity is a product of the brain's right hemisphere -- innovative people are considered "right-brain thinkers" while "left-brain thinkers" are thought to be analytical and logical.

What does it mean to be creative?

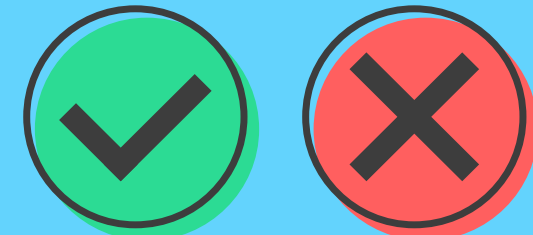
Being creative means solving a problem in a new way. It means changing your perspective.

Being creative means taking risks and ignoring doubt and facing fears. It means breaking with routine and doing something different for the sake of doing something different. It means mapping out a thousand different routes to reach one destination. It means challenging yourself every day. Being creative means searching for inspiration in even the most mundane places. It means you're asking stupid questions. It means creating without critiquing. Being creative means you know how to find the similarities and differences between two completely random ideas.

Being creative means you're thinking



DO's & DONT'S of Being Creative



DO's

- **Face your fears:** once you start viewing your fears as potential ways to learn and grow you unlock a part of your mind that wants to explore those fears. Understand why it is you are afraid of the certain thing - painting, writing or any other medium will help you to understand your fear and eventually overcome it
- **Take risks:** by taking risks you embrace failure which opens up a new side of creativity. Creative work that you might think of as 'failures' can be seen as an absolute masterpiece in the eyes of another. Risk-taking also prepares you for challenges in your years to come and adult life - what better way to master the art of being able to take adequate risk than through exploring creatively?
- **Ignore doubt:** nay-sayers will always stand in your way when you start to pursue your dreams, similarly to when you start to explore creatively. In order to unleash your full potential you have to get rid of any obstacles that may stand in your way and limit your creative mind to a narrow path.

DONT's

- **Know when to stop:** your best idea will probably not come to you when are intentionally trying to think of one. Rather take a step back, go to sleep, take your mind off things for a while and the idea will come to you naturally.
- **Find inspiration but be original:** copying something that you find interesting can help to expand your creativity but there comes a time where you have to reimagine, redefine and innovate rather than copy. Originality is important to evolve and find your own views and opinions.

Different Types of creativity

There are four types of creative insights based on different brain activities that can be spontaneous or deliberate and cognitive or emotional. The relationships between these activities are best visualized as a matrix.

Deliberate, Cognitive Creativity:

Deliberate and cognitive creativity is a mental process that relies heavily on an existing body of knowledge and is something that we are consciously aware of. The Pre-Frontal Cortex (PFC) of your brain is a major player in deliberate and cognitive creativity. It allows you to sustain focused attention on a problem as well as connect information among your existing body of knowledge from different parts of your brain.

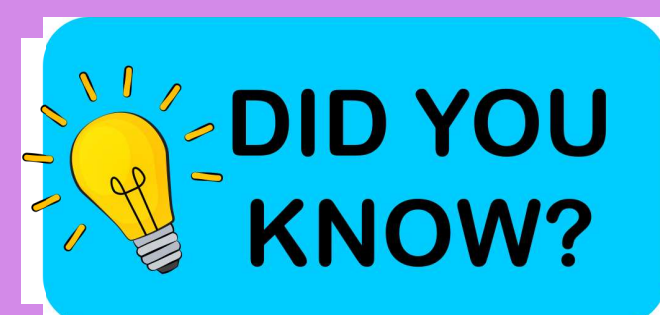
Spontaneous, Cognitive Creativity:

Spontaneous, cognitive creativity is an unconscious and unpredictable mental process. But it also requires an existing body of knowledge just like deliberate, cognitive creativity. Spontaneous, cognitive creativity can activate when your brain stops working on something and shifts to your unconscious mind to work on it instead. Your unconscious work is done in the basal ganglia part of your brain. When you stop working on a problem and do something completely unrelated, you give your PFC time to make new connections among your existing body of knowledge without your focused awareness.

	Cognitive	Emotional
Deliberate	Thomas Edison	Therapeutic A-Ha Moments
Spontaneous	Newton & The Apple	Artists & Musicians

Facts about Creativity

1. Some of the best ideas are widely ridiculed before they're revered
2. After a 30-minute walk, your creativity is increased by an average of 60%
3. 72% of People Have Creative Insights in the Shower
4. Your brain is more creative when you're tired.
5. Stress negatively impacts creative expression.
6. 60% of CEOs polled cited creativity as the most important leadership quality, compared with 52% for integrity and 35% for global awareness.
7. Consumer's average attention span is 8 seconds—1 second less than a goldfish—dropping 4 seconds since 2000. Therefore, creative is more important than ever to captivate and engage people.



Creativity at Malvern

Malvern College already offers different ways in which you can try to evolve your creative mind. Taking part in these initiatives will help you escape or cope with any troubles that might burden your mind. Expressing your troubles, opinions or any other situation through creative means often reaches the eyes of way more people and sparks conversation.

1. Visit the art department in **open studio sessions:** take the time to express yourself in a painting, drawing and it will take any stresses of your mind.
2. Come up with **service acts:** thinking of your own way in which you can contribute to your community makes the job much more enjoyable and will have a greater impact on the community as you tend to be more passionate about the things your create and come up with yourself.
3. **Go for a walk** around campus or on the hills: walking and taking in sights will encourage you to think about nature and shapes. Converting these into a piece of art in any medium lets you think outside the box and widen your creative mind.



Contact:

wellnessgroup@malverncollege.org.uk

For any support

