Creativity

Creativity is an activity that is prevalent and vital in engineering. It is characterized by originality, imagination and expressiveness. The ability to generate and communicate the creative idea is part of the conceptualization of creativity.

The presentation provides the students with a variety of techniques that facilitate creative thinking, and some additional techniques that are intended to help the presentation and manifestation of those concepts.

The slides list and show eight techniques to generate and communicate ideas and solutions: The techniques include:

- Notebook
- Brainstorm
- Attribute Listing
- Drawing
- Construction
- Research and Lateral Thinking
- Assumption Smashing
- Fail Fast

In addition to introducing the techniques, this module uses several creative inventions in industry to reinforce to the student the effects of creative thinking in the world. These inventions include inventions the television, the printing press, copier and even a process like mass production.