

Creativity

By E. Giorgio

There are several strands of creativity in each person. Today, we will consider five innovative ways which can produce outstanding results. Creativity is unique; and it varies from person to person. By looking at the short descriptions below, we can appreciate the gifts of different individuals among us.

I. Continuous Improvement Creativity:

This describes to people with perpetual improvements in mind. The product is already invented, but someone comes along and sees a variation that could make the product better. It will do more, and be faster and better. By making simple alterations in its function, the same product could be reclassified as “new and improved.” Microsoft improves its operating system continuously. The 98, 2000, 2003, etc. are all improvements on existing products.

II. Combination Methods:

This strand combines two or more ideas into one huge operation. It makes a giant leap by merging two distinct methods to accomplish a single action. It may be new or perform better. Cell phones are now combining multiple tasks. Even though some activities may be redundant, this method of creativity allows for better results. One unit can do multiple tasks with ease. You don’t need to find another gadget to do something else. The same machine will do variety of jobs for you.

III. Lateral Operations:

Lasers use light. They work better when they are projected side by side to perform a common task. The units function independently. But they focus their attention on a single subject. So, what may be impossible for one instrument by itself, can easily be easily accomplished by three or more units functioning in unison. This is a cooperative project which requires massive energy and is deemed too much for one machine to complete. If we want to move a bulky, 50 ton item, for example, we can do the job better by using three or four mechanical devices that combine forces to accomplish the one massive job easily and safely in cooperation.

IV. Creativity in Balancing:

This one deals with balancing sounds and colors to come up with something new. Rap Music was not known sometime ago. But someone started to experiment with combining sounds and music. And, behold, we have a new form of communication. In time, Rap Music began to be more known. Car makers are experimenting with color combination and balance. Thus, we have all sorts of new car colors & shades that we had not seen before. This comes out of balancing and artistic variations. Some artists are particularly gifted in this area. New musical instruments may have to be invented to appreciate the range of combined notes that our present equipment cannot reach.

V. Totally New Creativity:

This kind does not depend on familiar things. Rather, it works with new and not-yet-discovered ideas. The initial inventors of television and moving pictures were outside the box thinkers. They may not have had any gadgets to help their imaginations. But somehow they thought of a machine that would capture images and replay them. They thought of it and pursued it until they produced results. When other people saw the evidence, hooray, a new product emerged. There certainly are new products not yet invented. The creative minds, out there, are very likely working on at this very moment.