

- as an individual talent
- as a process
- as a product
- as recognition by others

Creativity as an individual talent

A definition of Creativity



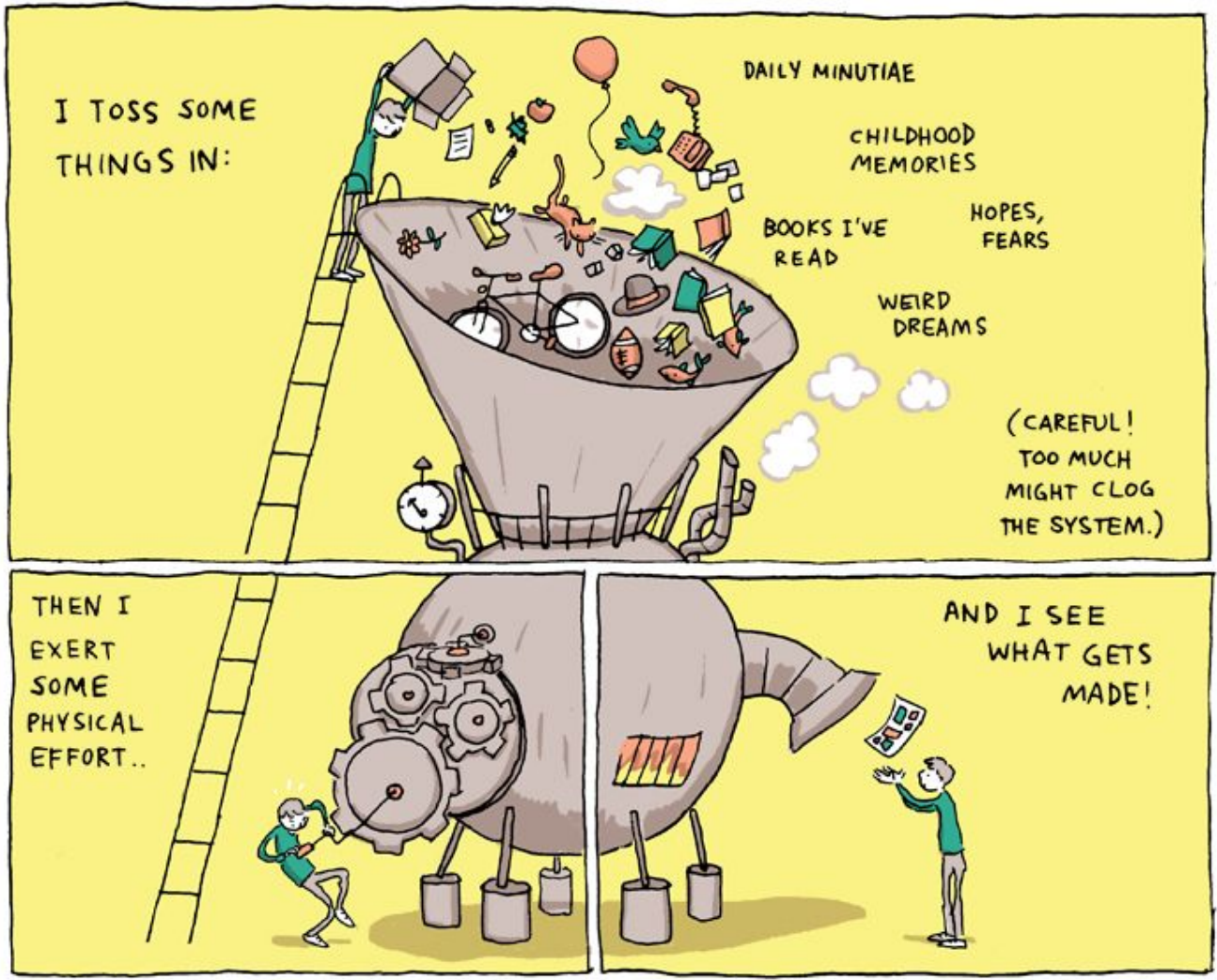
Innate talent



If we all have this creative ability, what marks out work regarded as 'creative' from that seen as 'non-creative'?

Creativity as a process

A definition of Creativity



Create something new by bringing together different elements

Creativity as a product

A definition of Creativity



A form of problem solving

Conventional approach



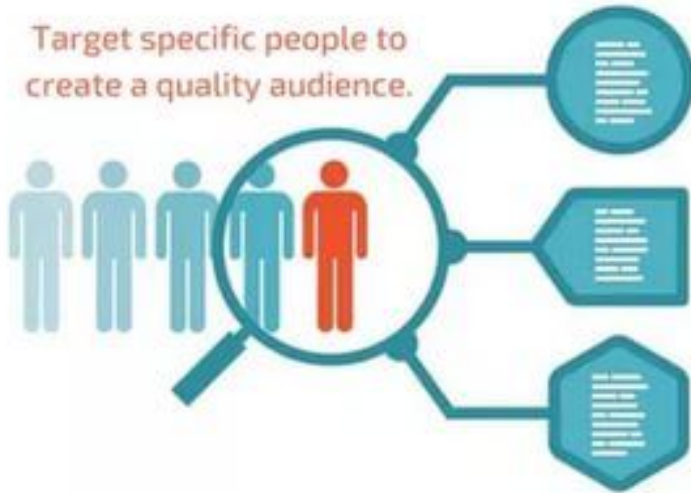
Creativity as recognition by others

A definition of Creativity

The audience has also need to demonstrate creative skills and understanding to appreciate and value the work of

creativity.

Target specific people to
create a quality audience.



**THE ART
AND THE
AUDIENCE**