



Creativity Workshop

Overview:

This workshop is based on the claim that that creativity can be taught. We will begin the workshop with a brief overview of the “innovation engine”, a model developed by the Stanford University Professor, Dr. Tina Seelig to explain the relationship between different inside/outside factors that influence creativity. We will then engage in a series of hands-on activities to demonstrate techniques that we can employ to stimulate imagination – the catalyst that turns knowledge to ideas. The activities will include a guided brainstorming session and a demonstration of *design heuristics*, a system of prompts developed by researchers at University of Michigan and Iowa State University to encourage design space exploration during generation of new concepts.

Date: November 14th, 9:00AM-noon

Moderator: Mehmet C. Ozturk

Expectations: The workshop will last 3 hours. All work will be completed during the workshop.