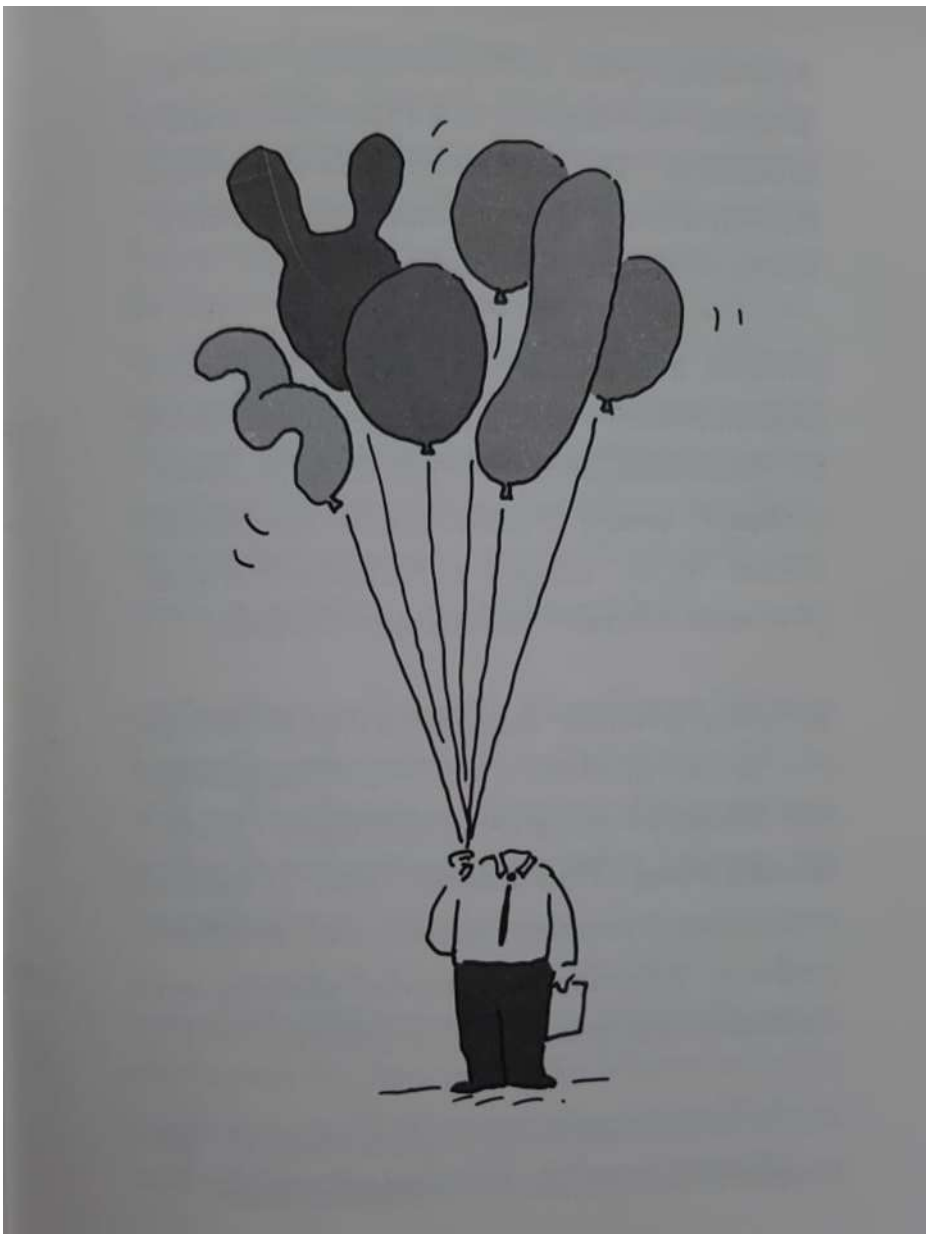
VCD 3204 Creative Thinking Development Techniques.

Notions and introduction to theory of creative thinking, techniques of Developing designers creative thinking, motivating and supporting designers to develop new creative thinking for design in related fields.



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Definition of Thinking

What is the Thinking?

Start with the word think first = time we think We will see some images in our minds. If it is idle thinking, dreaming, thinking according to what touches our ears, eyes, and heart, we will see anything related to what we are thinking. This is often an image that the brain remembers from experiences that have come through our lives. if it's a concrete commonplace The picture is quite realistic and perfect. But if it's something new and abstract The picture will not be clear. For

example, when we are studying when the teacher explains what we have seen before. We will easily understand But if it's new knowledge or difficult technical terms and the teacher is not good at teaching For example, he cannot speak or speak too quickly. We will not be able to think, can't imagine, or only part of it, so we don't understand clearly.

when we know the meaning of the word thought Let's go back to the question that What is the idea? I don't know if you have your own answer. If not, listen to other people's answers.

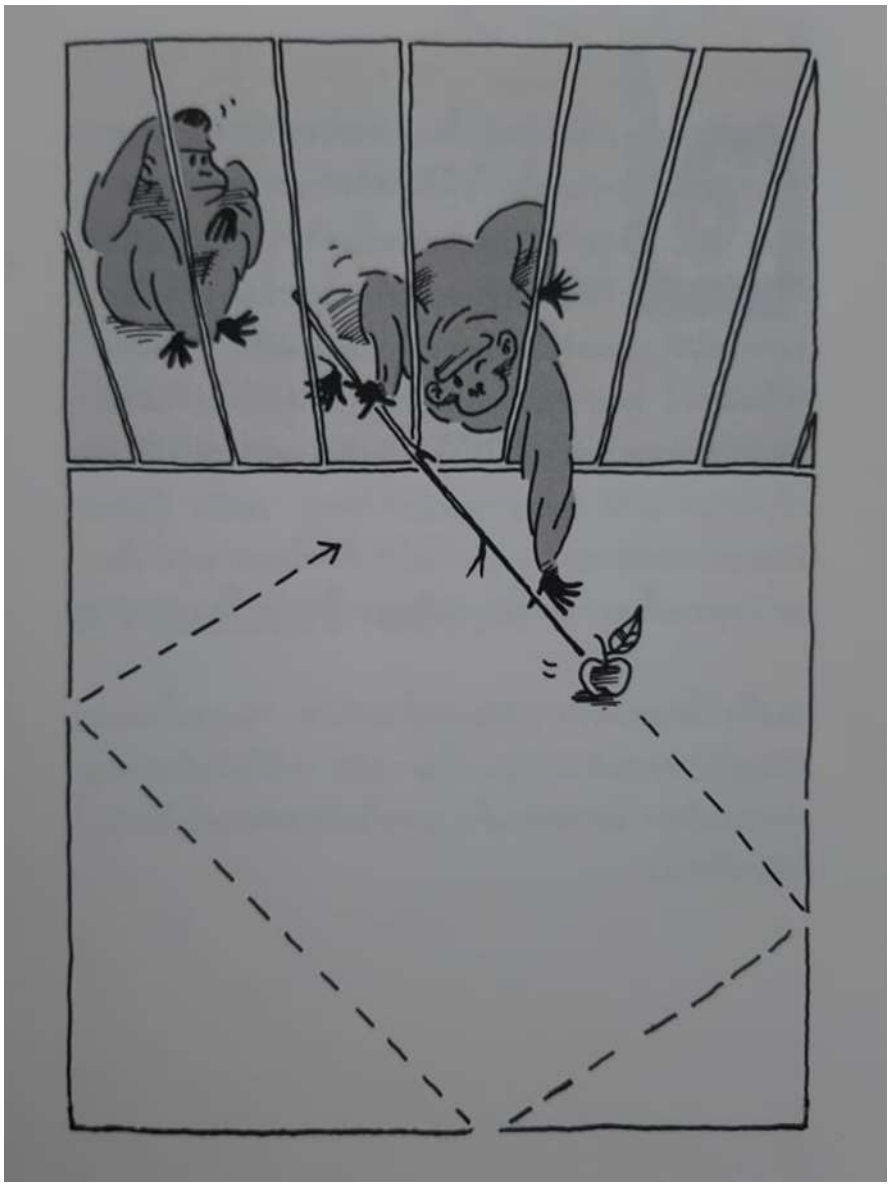
definition of Thinking

According to Encyclopedia Americana, under the heading Idea, psychologists say that an idea is a mental event that has its own personality.

David Hume & E.B.Titchener An idea is an image or copy that is fainter than it actually feels.

Dr. Rudolf Flesch Thought is the manipulation of memory.

Dr. Herbert G. Birch conducted experiments in Florida in 1944.



The experimental animals were four male and two female chimpanzees. All the monkeys were adopted from two weeks of age. And the habits, behaviors, moods and developments are recorded every day. All the monkeys will play together in the fenced yard. In it was a big tree and a slippery stick. When these monkeys were four to five years old, was put in a test cage in which there was one wooden cage And outside the cage, food is placed within reach.

from individual experiments It turned out that there were four monkeys trying to reach for food. When that was unsuccessful, he begged from the shepherd. When he didn't, he got angry. Pick up the stick in the cage and throw it into the corner. One of them didn't even care about the wood.

When it was the turn of a female monkey named Jojo. It walked to the edge of the cage. Looking at the food outside, glanced at the stick, picked it up immediately. then hook the food into the cage then put the stick down and chewed the food with gusto All this was done in just 12 seconds.

What makes Jojo different from other monkeys?

from the recorded record It was discovered that Jojo kept practicing with the stick. And he used to turn the light on and off with a stick from his cage. Which other people have never done this before.

But the most interesting is the male Bardling. when it enters the cage behaved the same as the first four trying to reach for food When unsuccessful, he begged Then walked around the cage and asked again. When that didn't work, he tried to reach for food again. Accidentally, the brush hand hit the stick, causing it to move three fingers. and the end of the stick then swept the food to move to the other side Baird stopped and looked at the situation carefully. Then he tried to move the stick. eyes staring at food Seeing it move, move the stick again. Finally, eat food to satisfy.

to prove it The six monkeys were released in the courtyard again. There were sticks all over the place. After three days, they were put in a cage like the old one. This time, just look at the situation. All of them succeeded in getting food to eat.

This experiment shows that experience and memory are very important in the origin of ideas.

But, as Dr. Flesch defines, the idea is merely the manipulation of memory, not the slightest hint of experience. He really meant that. If in doubt, think about what you've experienced before. such as how to make mathematical formulas that you have studied and have done in the past If you do it now, do you figure out how to do it?

Unless you're doing a job that requires those formulas or isn't using a calculator to help you. Guarantee that you can't. In addition, you can still remember, so even if you have experienced it. But if you can't remember I can't figure it out anyway. Unless you can recover your memory, right?

But that doesn't mean you have to agree with Dr. Flesch entirely. Although memory is very important in thinking But it's not the only important thing. otherwise We certainly wouldn't have come up with anything new.