The Creative Spark

There is a lot of thought going on in the world about creativity. Take a little bit of time to learn more about one of the digital spaces where ideas are shared: TED conferences. In its own words, TED is a nonprofit “devoted to ideas worth spreading.” World-famous wildly creative artists, scientists, and inventors share their thought-provoking ideas in short multimedia presentations.

Spark your own creativity by watching a few videos. Here are some recommendations:

  http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html
- Elizabeth Gilbert, the author of *Eat, Pray, Love*, gives a talk entitled “Your Elusive Creative Genius.”
  http://www.ted.com/talks/elizabeth_gilbert_on_genius.html
- Tim Brown, CEO of the innovation design firm IDEO, gives a talk entitled “Tales of Creativity and Play.”
  http://www.ted.com/talks/tim_brown_on_creativity_and_play.html
- David Kelley, the founder of design firm IDEO who helped create many icons of the digital generation, gives a talk entitled “How to Build your Creative Confidence.”
  http://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence.html
- You can also find 10 videos compiled under the playlist “The Creative Spark.”
  http://www.ted.com/playlists/11/the_creative_spark.html

After you have watched a few videos, answer these questions.

1. What did you learn about creativity in yourself?

2. What did you learn about creativity in others?

3. What did you learn about how creativity is influenced by those around us?