



SAARANSH SPAB Library Insight

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Welcome

SAARANSH is a SPAB Library bi-monthly digital digest to communicate new developments in the knowledge and showcasing the potential of existing content for knowledge creation and validation.

Contents

The Concept
Blogs/ articles
Websites
Books etc.

*"Everything you can
imagine is real"*
- Pablo Picasso

Compiler

Dr. Mukesh Pathak
Deputy Librarian

Library Links

- [Library OPAC](#)
- [IR@SPA Bhopal](#)

IR@SPA Bhopal is a digital repository with the objective to collect, preserve, and distribute the scholarly output of the SPA Bhopal and function as an important source of

Creativity

(click on the [red links](#) for more details)

Creativity is a phenomenon whereby something new and valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition, or a joke) or a physical object (such as an invention, a printed literary work, or a painting).

[Content Credit: [Wikipedia](#)]

Creativity is a goal directed thinking which is unusual, novel and useful. Many of such creative thinking become so important that they influence the whole human civilisation and are called as historical creativity. The Mona Lisa, the laws of thermodynamics, the laws of motion, the theory of relativity are some of the ideas that were never thought before and changed the human civilization altogether in a great way in their respective spheres of life. Although we can accept its existence and importance, it has been a highly difficult task for the researchers to define creativity.

Sternberg (2006) reports five commonalities in the research of creativity. These are:

1. Creativity involves thinking that aims at producing ideas or products that are relatively novel and that are, in some respect, compelling.
2. Creativity has some domain-specific and domain-general elements in the sense that it needs some specific knowledge, but there are certain elements of creativity that cut across different domains.
3. Creativity is measureable, at least to some extent.
4. Creativity can be developed and promoted.
5. Creativity is not highly rewarded in practice, as it is supposed to be in theory.

[Content Credit: [eGyankosh](#)]

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others

Three reasons why people are motivated to be creative:

1. need for novel, varied, and complex stimulation
2. need to communicate ideas and values
3. need to solve problems

In order to be creative, you need to be able to view things in new ways or

communication of the information generated through the day to day activities.

List & Links of Databases & Journals Subscribed by the SPAB Library

Full-text

- **ProQuest Dissertations and Thesis Global**

ProQuest Dissertations & Theses (PQDT) Global is the world's most comprehensive collection of dissertations and theses from around the world, offering millions of works from thousands of universities. Each year hundreds of thousands of works are added. Full-text coverage spans from 1743 to the present, with citation coverage dating back to 1637.

- **Art & Architecture Complete**

This collection covers nearly **360 full-text periodicals** (Journals and Magazines) & **220 full-text books** in the area of Architecture, Conservation, graphic arts, Archeology, Sculpture, etc. and Cover-to-cover indexing and abstracts for 790 academic journals, magazines

from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives. Tests of creativity measure not only the number of alternatives that people can generate but the uniqueness of those alternatives. the ability to generate alternatives or to see things uniquely does not occur by change; it is linked to other, more fundamental qualities of thinking, such as flexibility, tolerance of ambiguity or unpredictability, and the enjoyment of things heretofore unknown.



[Image credit: Creativity In Instructional Design]

Characteristics of the creative personality:

1. Creative individuals have a great deal of energy, but they are also often quiet and at rest.
2. Creative individuals tend to be smart, yet also naive at the same time.
3. Creative individuals have a combination of playfulness and discipline, or responsibility and irresponsibility.
4. Creative individuals alternate between imagination and fantasy ant one end, and rooted sense of reality at the other.
5. Creative people seem to harbor opposite tendencies on the continuum between extroversion and introversion.
6. Creative individuals are also remarkable humble and proud at the same time.
7. Creative individuals to a certain extent escape rigid gender role stereotyping and have a tendency toward androgyny.
8. Generally, creative people are thought to be rebellious and independent.
9. Most creative persons are very passionate about their work, yet they can be extremely objective about it as well.
10. The openness and sensitivity of creative individuals often exposes them to suffering pain yet also a great deal of enjoyment.

[Content Credit: Human Motivation, 3rd ed., by Robert E. Franken]

“Creativity doesn’t wait for that perfect moment. It fashions its own perfect moments out of ordinary ones”

- Bruce Garrabrandt

and trade publications with collection of over 63,000 images.

- **Sage Planning Coll...**
A Collection of 33 peer reviewed journals in the area of Planning are the part of this collection.
- **Bloomsbury Design Library**
Bloomsbury Design Library provides online access to unparalleled resource for anyone working across the broad field of design and craft studies. It contains dynamic collection of text and image content from 1500 BCE to the present day. Bloomsbury Design Library covers text books on design, major reference works, thousands of images from museums and archives, and resources for instructors and students. Bloomsbury Design Library offer academics and student's high-quality, intuitive tools for research.
- **Journals & Magazines**
Subscribed Journals and Magazines can be viewed on clicking above link

Statistical Databases

- Indiastat.com

Creative Problem Solving

Creativity vs. Innovation:

• Creativity:

• "The phenomenon whereby a person creates something new (a product, a solution, a work of art, etc.) that has some kind of value"

Spending Money to
Generate Ideas

• Innovation:

• "The process of acting upon, or putting to use, a new concept or combination of concepts that creates new value and/or captures value in new ways."

Spending Ideas to
Generate Money

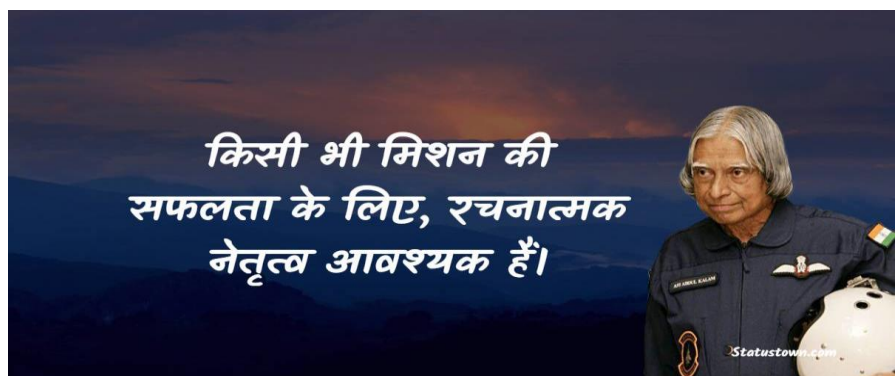
[Image credit: creative coaching company]

Further Readings on the topic

Resources Available Online (Open Access)

Blog / Articles / Research papers/ Books (online) please click on red link for full-text

- [Creativity](#) / [Blackwell Publishing](#)
- [Defining the concept of creativity](#) / Roger Wolf ([PG thesis](#))
- [Innovation and creativity](#) / [Cambridge International](#)
- [What we mean by: creativity](#) / [LEGO Foundation](#)
- [Intelligence, creativity and education](#) / Directorate of Distance Education, Tripura University ([course material MA \(Education\)](#))
- [Creativity is not enough](#)/ Theodore Levitt ([Harvard Business Review](#))
- [What is creativity? The ultimate guide to understanding today's most important ability](#) / Kelly Morr ([99design.com](#))
- [How to kill creativity](#) / Teresa M. Amabile ([Harvard Business Review](#))
- [Creativity and innovation: assurance for growth](#) / Mita Mehta, Arti Chandani and B. Neeraja ([Procedia Economics and Finance](#))
- [Creativity](#) / Mark A. Runco ([Annual Rev. Psychol., 2004](#))



[Image credit: Statustown]

Links of Open Access Contents

- National Digital Library of India
- Directory of Open Access Journals
- Directory of Open Access Books
- Architecture Commons
- Planning Architecture Design Database Ireland (Paddi)
- Open Government Data
- Networked Digital Library for Thesis and Dissertations
- ARCHNET Resources
- Asian Historical Architecture

“Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun”
- Mary Lou Cook

“अविष्कार सही मायने में, कुछ हद तक एक नया जोड़ है उन तस्वीरों का जो की मस्तिष्क में पहले से ही जमा हैं, कुछ नहीं से, कुछ भी उत्पन्न नहीं हो सकता।”
- सर जोशुआ रेनोल्ड्स

Contact Us

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Books

- Mastering creativity: break through mental blocks, uncover your creative genius, and make brilliance a habit / James Clear
- Creative thinking 101: how to improve your creative problem solving skills
- The source of innovation and creativity / Karlyn Adams (National Center on Education and the Economy)

Websites

- Creativity at work

Further Readings on the topic Resources Available in SPA Library

Books

- Lateral thinking: creativity step by step / Edward de Bono
- Creativity workout: 62 exercised to unlock your most creative ideas / Edward de Bono
- Creativity and innovation: the structural engineer’s contribution to design / William Addis
- Introduction to design engineering: systematic creativity and management / W. Ernst Eder, Stanislav Hosnedl
- Architect’s brain: neuroscience, creativity and architecture / Harry Francis Mallgrave

“Creativity involves breaking out of expected patterns in order to look at things in a different way”
- Edward de Bono

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while”
- Steve Jobs

Important Notice

SPAB Library invites suggestions and small articles on above topics for this digest, please contact us and give your valuable insights to make it important resource of information for SPAB community.

Thanks & Regards

Dr. Mukesh Pathak
Deputy Librarian