Creativity and Intelligence

Spring 2009

Syllabus and Questions

The books for the course are Sparks of Genius by Root-Bernstein and Root-Berstein, the Handbook of Creativity edited by Robert Sternberg and anything else you can find of interest.

A bibliography of books and materials available within the University of Maine System Libraries has been provided for your convenience, you will get that by e-mail later. I will also send additional materials by e-mail, but if that is inconvenient, a paper copy will be provided.

You will be responsible for 15 essays chosen out of the following questions. You must answer at least 2 essays out of each section. Three pages will be the norm - typed, of course. Please cite any references within your essays using APA style. Attach a separate reference page to your papers.

I will call our two books Sparks and Handbook for short.

Lectures will follow the progress of topics. Class time will not be limited to lectures, please feel free to bring in nifty things you have found.

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considering large populations?

28. Do you feel creative at work? Why? What would a large corporation look like organizationally and culturally if it scored high in innovation and creativity?
30. Do some research on other cultures and their creativity, how important they think creativity is, how they encourage creativity, what forms creativity takes within the culture.... well, see what you can find.
31. You have a great new idea for reorganizing the organization you work for (school, factory, etc.). It is innovative, will save work, and eliminate unnecessary bureaucracy. Explain the steps of two alternate forms of getting it adopted by the powers that be. (You're not the boss, but rather the equivalent of middle management--you have some power but it is limited)

32. Advertising is a method of communicating creativity. Find examples of each of the following--creative ad and creative product, uncreative ad and creative product, creative ad and mundane product, uncreative ad and mundane product. Explain the characteristics of each ad which made you place it in its classification. Why were the products presented as they were--in other words--was the communication effective or can you come up with something better?

Readings for the above: Handbook 15, 17, 19; Lectures and Outside Sources.

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