

The Creative Spark

There is a lot of thought going on in the world about creativity. Take a little bit of time to explore 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 artists, scientists, and inventors share their ideas in short, multimedia presentations. Spark your own creativity by watching a few videos. Here are a few recommendations:

- Elizabeth Gilbert, the author of *Eat, Pray, Love*, gives a talk entitled “Your Elusive Creative Genius.”
https://www.ted.com/talks/elizabeth_gilbert_your_elusive_creative_genius
- Tim Brown, CEO of the innovation design firm IDEO, gives a talk entitled “Tales of Creativity and Play.” https://www.ted.com/talks/tim_brown_tales_of_creativity_and_play
- Steven Johnson, the writer of six books on the intersection of science, technology, and personal experience, gives a talk entitled “Where Good Ideas Come From.”
https://www.ted.com/talks/steven_johnson_where_good_ideas_come_from
- You can also find videos compiled under the playlist “The Creative Spark.”
https://www.ted.com/playlists/11/the_creative_spark

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?