

ANALYTICAL AND CREATIVE THINKING ¹

Objective:

Develop the analytical and creative thinking with the help of concrete proposals

Activity 1:

At the start of the new millennium Microsoft launched an advertising campaign in the United States and later in other countries with the slogan “WE SEE”. In it, in addition to selling us the brand, it invites us to look at people and imagine a good future for them. There are pictures of people of various ages, races, and walks of life in their *present-day* and in the process of making their dreams come true.

Conjure up the image of someone, or choose a situation and recreate it with the help of the outline “From the Analysis to Creative Thinking”. You can do it mentally, with symbols, or with a piece of chalk as in the advertisement below



¹ GASCON BAQUERO, M.C.(2008): Comunicando Paz. Otros Medios de Comunicación desde el mismo laberinto. Ed. Popular. Madrid. Pps. 130-131. (Spanish version) Translated by Amanda Brown

From Analysis to Creative Thinking²

Creative Thinking	Concrete Proposals
1. “Brainstorming ” Thinking	1. Freely associate everything that comes to the mind about the image, topic, etc.
2. Interrogator Thinking	2. Formulate worrying, inquisitive, or exaggerated questions
3. Inquiring detective style Thinking	3. Consider and follow up something that you are curious about or would like to know about.
4. Analogical- Metaphorical Thinking	4. Find similarities or make comparisons with other people, situations, the more unusual or distant the better.
5. Transformative- ‘Fantasy’ Thinking	5. Day dream, transform reality
6. Innovative – Optimizing Thinking	6. Approach problems with imagination and common sense at the same time. Change, reorganize, remove, introduce, and look for new uses.
7. Original-Inventive Thinking	7. Imagine something surprising to better the situation, topic...
8. Combinatory Thinking	8. Combine ideas from distinct fields
9. Technological /Manipulative Thinking	9. Experiment with and try out possible paths
10. ‘Pretend-Magic’ Thinking	10. Pretend that everything has life, can speak, feel, and have an opinion
11. Liberating/Transgressive Thinking	11. Think up changes that could be made by taking the matter out of the context of laws, norms, preconceptions ...

² Adapted from PRADO, D. (1991): La interpretación del medio a través de la creatividad. Madrid. UNED. Fundación Universidad-Empresa.