



Promotion of creativity: a website-based approach

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Supporting teaching in higher education to improve student learning across the Biosciences



Creativity in the Biosciences website

The screenshot shows a web browser window with the URL <http://www.fbs.leeds.ac.uk/creativity/introduction.htm>. The page header includes the title "Creativity in the Biosciences" and "FACULTY OF BIOLOGICAL SCIENCES" on the left, and the "UNIVERSITY OF LEEDS" logo on the right. A user notification bar indicates "David Adams (micdja) logged in" with links for "manage my profile" and "logout".

Introduction

You are a unique and creative individual!

This website is designed to help you reach your true creative potential

First, listen to experts describe cutting edge developments in the biosciences, and problems associated with research ([Inspirational researchers](#))

Now access techniques that will help you find creative solutions to these and other problems ([Creative Approaches](#))

Incubate your ideas ([Idea incubation](#)) then get ready to work as part of a team

Submit ideas for consideration by your teammates ([Submitting ideas](#))

Use 'Group Chat' ([Group chat](#)) and 'Fridge Magnets' to exchange thoughts and ideas prior to group sessions ([Group sessions](#))

Workflow ▾

Workflow ...

- Step 1 [Introduction](#)
- Step 2 [Cutting Edge Research](#)
- Step 3 [Creative Approaches](#)
- Step 4 [Idea Incubation](#)
- Step 5 [Submitting Ideas](#)
- Step 6 [Group Sessions](#)

[View Tutor Notes](#)

Chat ▾

Notes ▾

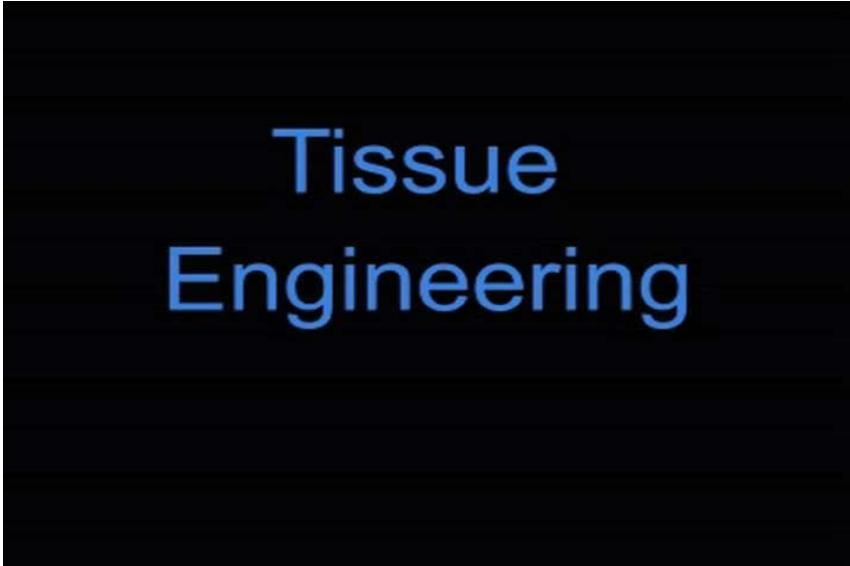
"Imagination is the beginning of creation."

George Bernard Shaw



Creativity in the Biosciences website

Cutting edge research
(short films)



Tissue
Engineering

Promotion of creativity in individuals
'Group chat' and 'Fridge magnets'
Structured group sessions



Promoting creativity in individuals

Analogies

Brainstorming and mind-mapping

Challenging assumptions

Clichés and proverbs

Curiosity

Google-storming

Idea dump

Importance of a fresh eye

Personal analogy

Synonyms

SCAMPER



Incubate and communicate

Safari File Edit View History Bookmarks Window Help Thu 09:42

Creativity in the Biosciences
http://www.fbs.leeds.ac.uk/creativity/incubation.htm

Apple Yahoo! Google Maps YouTube Wikipedia News (1225) Popular

Creativity in the Biosciences

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Idea Incubation

- Research scientists and other problem-solvers frequently begin to identify solutions to problems at times and locations remote from those normally associated with the laboratory and workplace. Periods of 'relaxed attention' in the shower, during sports or other recreational activities, or even during sleep appear invaluable in allowing individuals to sub-consciously consider the problem in hand.
- Try thinking about your problem as you drift off to sleep; solutions may occur to you during the night or in the morning. Whenever possible, it's also worth leaving a gap of a few days between the occasion when you were first made aware of a task and the next session when you will consider the problem, perhaps as a member of a group or team. Inspiration may arrive at any time, day or night so be

Workflow ▾



Workflow ...

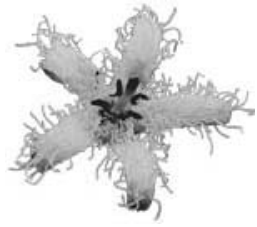
- Step 1 [Introduction](#)
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- Step 3 [Creative Approaches](#)
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Chat ▾

Notes ▾





Group chat and 'Fridge magnets'

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Idea Incubation

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Workflow -
Chat -
Group Admin, 1 active users.
Send a message
Notes -

PLEASE DO NOT DISTURB
The Fitz

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[back to the ideas](#)

group chat

Grid | Randomize

- Research-led teaching
- problem-solving
- structured group sessions
- engaging students
- Cutting edge developments
- interdisciplinary cross-talk
- collaboration with schools
- Commercial exploitation
- Idea generation techniques
- develop creativity in BIOL3304



Submitting ideas/ 'Fridge magnets'

[View it again](#)

Steve's Ideas

Idea 1: Idea generation techniques

I want to be anonymous

[Submit new idea](#)

[View all ideas for Group Admin](#)

[Go!](#)

There are current [users](#).

My Notes



Promoting creativity in groups

- Group brainstorming
- Lotus blossom
- Six Thinking Hats



Promoting creativity in groups







Six Thinking Hats

The screenshot shows a Safari browser window with the address bar displaying <http://www.fbs.leeds.ac.uk/creativity/groupSessions/sixHats.htm>. The page content includes:

Creativity in the Biosciences: Group Sessions

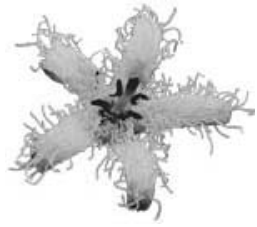
Six Hats

In group sessions, confrontations inevitably arise as individuals with different thinking styles discuss how they wish to approach a particular problem. The 'Six Thinking Hats' method is a 'parallel thinking' process that minimises conflict by ensuring that everyone is focused in the same direction. Furthermore it ensures that each team member considers a problem from a wide range of perspectives and encourages the participation of otherwise reticent members of the group. With the exception of the group leader/chair person (see below), each member of the team wears the same colour of metaphorical thinking hat at the same time:

 Red Hat Thinking Allow your heart and hunches to lead. Do you 'feel' your approach will work?	 White Hat Thinking Take an objective look at the data as they are presented. Focus on facts and fill-in any gaps.	 Black Hat Thinking The hat of caution and criticism. Take the 'devil's advocate' view.
 Yellow Hat Thinking Look logically at the	 Green Hat Thinking Take a creative and novel	 Blue Hat Thinking Thinking about thinking:

Additional page elements include a 'Workflow ...' section with steps 1-6, a 'Group Sessions' section with links for 'Brainstorming', 'Lotus Blossom', and 'Six Hats', and a 'My Notes' section.





Creativity and Research-led Teaching website

- Applications in other disciplines
- Inter-disciplinary collaborations

THE SITE IS AVAILABLE TO USERS OUTSIDE LEEDS:

<http://www.fbs.leeds.ac.uk/creativity/>



Acknowledgements

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Paul Grimshaw
Steve Paxton

