

# Creative Collection

We want to showcase the creative talent of NSFC!

To do this, we're inviting all students and applicants to enter up to 3 pieces of creative work into the Creative Collection. The creative work can be anything – that's part of the fun!

It's a great opportunity to give something new a go as we're all about originality, boosting creativity, and challenging you to produce something interesting.

You can submit your 3 entries up until the **25<sup>th</sup> of June** – that gives you a whole 6 weeks to create!

The grand prize for the winning entry will be a prize bundle that will include an Amazon Kindle Fire, a one-year subscription to Audible, and a selection of creative-themed and bestselling books.

We will also have smaller prizes to give to selected runners-up.

Happy creating!

# The Resource Pack



- Competition closes 25<sup>th</sup> June 2020
- All entries must be sent via email to [EnyaMarie.Clay@newcastlesfc.ac.uk](mailto:EnyaMarie.Clay@newcastlesfc.ac.uk) as an attachment with the subject line 'Creative Collection Entry – [YOUR NAME] [ENTRY NAME]'.
- Competition winning entries to be decided by a staff vote
- Individuals can submit up to three entries
- Text entries must be below a 1,000-word count, any words beyond this count will not be considered
- In entering the competition, you consent for your work to be used in NSFC marketing. You can request your work to be kept anonymous by letting me know in your entry email
- If you have any questions, please email [EnyaMarie.Clay@newcastlesfc.ac.uk](mailto:EnyaMarie.Clay@newcastlesfc.ac.uk)

## The Details

# Resource Pack Contents

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- What is creativity?
- Why be creative? Looking at the research
- Creative activities
- Prompts – Get Inspired!
- Theme Ideas
- Creativity Boosters
- Creative Careers
- Questions and Support





INSPIRATION

# Here's how creatives define creativity

copyblogger

When Copyblogger writer Demian Farnworth asked creatives the question, 'what is creativity?', they all came up with different responses.

Think about what creativity means to you and how you might already be practising it.

To download a two page A4 poster of the following quotes, clicking this link will save a pdf to your computer (you might recognise this poster from the library desk!): <https://copyblogger.com/cdn-origin/images/650/copyblogger-creativity-poster.pdf>

"Building universes out of nothing."

**Danny Sullivan**

"Copying smarter."

**Lisa Barone**

"Giving the world something it didn't know it was missing."

**Daniel Pink**

"Seeing something that doesn't exist and then making it so."

**Hugh Howey**

"Going to unexpected places."

**Shane Snow**

# What is Creativity?

"Seeing the intersection of seemingly unrelated topics and combining them into something new."

**Brian Clark**

"Tapping into your soul and your intuition and allowing them to guide what you make."

**Bernadette Jiwa**

"It's our brains doing what they do."

**Michael Grybko**

"Interpreting something you saw or experienced and processing it so it comes out different than how it went in."

**Henry Rollins**

"One part inspiration, one part motivation."

**Ann Handley**

"Living in possibility and abundance rather than limitation and scarcity."

**CJ Lyons**

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"Taking what's in front of you and everybody else and making something new out of it."

**Austin Kleon**

"Seeing patterns that others don't and effectively communicating them."

**David Meerman Scott**

"Creativity (n): a word people use when they want to sound smart talking about a really abstract subject. Me? I prefer to avoid abstractions."

**Jon Morrow**

"Creativity is expressing your ideas in a full-contact, full-color way."

**Pam Slim**

"The strange partnership between a human being's labor and the mystery of inspiration."

**Elizabeth Gilbert**

"Just making something. It might be something crummy or awkward or not ready for prime time. If you make something, you are creative."

**Sonia Simone**

# What is Creativity?

"Seeing and communicating ideas in ways that are unique, compelling, and unexpected."

**Lee Odden**

"Creativity brings good things in the world that otherwise would not exist. It's a noble act of pushing back darkness and giving hope to despair."

**Jeff Goins**

"The ability to connect the seemingly unconnected and meld existing knowledge into new insight ..."

**Maria Popova**

"This might not work."

**Seth Godin**

Get more creative at [copyblogger](#)

# Why should you create?

Creativity can take a lot of effort, especially if you're trying something new.

Next up in this resource pack is a collection of articles all about what creativity is and how it benefits us.

Many of these articles come from expert researchers from a variety of fields including psychology, technology and innovation studies, and natural philosophy. This shows just how important creativity is as a transferable skill that benefits not just your wellbeing, but your career and learning as well.

# Creativity & Wellbeing

- Written by Maria Cohut, this article published on MedicalNewsToday explores the health benefits of being creative:  
<https://www.medicalnewstoday.com/articles/320947#Physical-health-benefits>
- The 2018 BBC Arts Great British Creativity Test, in partnership with UCL, did a study of 50,000 people exploring how creative activities helped people manage their mood and boost wellbeing:  
<https://www.bbc.co.uk/mediacentre/latestnews/2019/get-creative-research>
- Marcella McEvoy, Bupa UK's Health and Lifestyle Editor, looks at how creativity and hobbies can be beneficial to health:  
<https://www.bupa.co.uk/newsroom/ourviews/creativity-hobbies-benefit-health>
- Ashley Stahl discusses how creativity can improve your health for Forbes magazine:  
<https://www.forbes.com/sites/ashleystahl/2018/07/25/heres-how-creativity-actually-improves-your-health/#16fef66813a6>

# Research articles on creativity

- Academics Lucy M Davies and Lynn Newton from Durham University discuss how everyone has the potential for creativity in this article from The Conversation: <https://theconversation.com/creativity-is-a-human-quality-that-exists-in-every-single-one-of-us-92053>
- Valerie van Mulukon, a research associate in psychology at Coventry University discusses scientific approaches to being more creative: <https://theconversation.com/the-secret-to-creativity-according-to-science-89592>
- Professors of technology and innovation studies at both Aarhus University and the University of Southern Denmark discuss the future of creativity in artificial intelligence: <https://theconversation.com/from-the-pyramids-to-apollo-11-can-ai-ever-rival-human-creativity-131163>
- A Loughborough University PhD candidate, Leah Henrickson, explores ‘synthetic literature’ – the idea of humans co-writing with computers on creative projects: <https://theconversation.com/we-robot-the-computer-co-authoring-a-story-with-a-human-writer-84932>



# Research articles on creativity

- David Pearson, reader of cognitive psychology at Anglia Ruskin university, explores the science behind the 'left brain vs right brain' stereotypes: <https://theconversation.com/exploding-the-myth-of-the-scientific-vs-artistic-mind-57843>
- Tom McLeish, a professor of natural philosophy in the department of physics at the University of York, explores how creativity is beneficial to scientists: <https://theconversation.com/we-talk-about-artistic-inspiration-all-the-time-but-scientific-inspiration-is-a-thing-too-111439>
- Professor of Biology at the University of St Andrews, Kevin N Laland explores the diverse ways in which creativity is expressed in different animal species: <https://theconversation.com/these-amazing-creative-animals-show-why-humans-are-the-most-innovative-species-of-all-75515>

# Ways to express creativity

Creativity is a personal thing and there is no limit to how you can express your own creativity. If you're feeling stuck or want to try something new, try giving one of the suggestions below a go for your Creative Collection entries

Remember: you can submit photos of your work!

- Quilting
- Creative writing
- Floral crowns
- Drawing
- Watercolours
- Nature art
- Origami
- Cross stitch



# Ways to express creativity

- Nail art
- Journaling
- Calligraphy
- Baking
- Making miniatures
- Woodwork
- Song-writing
- Animation
- Scrapbooking
- Poetry
- Painting



# Ways to express creativity

- Hand-lettering
- Colouring
- Photography
- DIY/craft projects
- Jewellery-making
- Coding
- Graphic design
- Poster-making
- Ceramics
- Make-up art
- Stop-motion animation



# Prompts: Get Inspired!

Getting started can often be the hardest part of doing something creative. Using prompts are a great way to get past this and to inspire your creativity.

20 artistic prompts from the Artwork Archive:  
<https://www.artworkarchive.com/blog/20-artistic-prompts-to-get-you-through-a-creative-slump>

365 One word art journal prompts from the Art Journalist:  
<https://artjournalist.com/one-word-art-journal-prompts/>

# Prompts: Get Inspired!

30 Art journal prompts from Artful Haven:  
<https://artfulhaven.com/art-journal-prompts/>

A colossal collection of 1,000 writing prompts for students gathered by writers at The New York Times:  
<https://www.nytimes.com/2018/04/12/learning/over-1000-writing-prompts-for-students.html>

50 visual journal prompts from the Art of Education University:  
<https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills/>

# Theme ideas

Creating something around a theme can help bring your three entries together as part of a larger project or to focus your work.

If you want to follow a theme, here are some suggestions:

- Summer
- Key workers appreciation
- Positivity
- Wellbeing
- Connections
- Nature



# Creativity Boosters

It can be hard to find inspiration and motivation to be creative, especially when there's a lot going on.

As you can read above in the earlier section on practising creativity, it can have fantastic benefits for your wellbeing.

If you need ways to give your creativity a boost, try one of the following methods



- Free-writing/drawing/painting
- Nature walk
- Listening to music
- Talking to others about your ideas
- Watching motivational videos
- Having a go at something new
- Journalling
- Meditation
- Morning pages
- Exercise
- Prompts





# Creative Careers

Creative hobbies are a wonderful past time that are very beneficial to your health and wellbeing but if you're thinking of having a traditionally creative-based career, it's well worth doing your research.

Remember: most careers will involve creativity as a key skill, even ones you wouldn't traditionally expect to be creative!

Explore creative careers on **Unifrog** by taking one of their quizzes, exploring subject areas, or by searching for creative careers

The **National Careers Service** has a directory of creative careers and profiles so you can find out more about them:

<https://nationalcareers.service.gov.uk/job-categories/creative-and-media>

**New Writing North** has interviewed local creatives about their careers, check this out here:

<http://newwritingnorth.com/resources/>

# Creative Careers

**Discover Creative Careers** is a directory of careers information and opportunities from creative organisations:

<https://discovercreative.careers/#/>

This guide from the **Prospects** website showcases different creative careers and links you to their profile pages:

<https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/creative-jobs>

**TargetCareers** has published an article that looks at how creativity can be incorporated into many careers:

<https://targetcareers.co.uk/careers-advice/choosing-your-career/313433-i-want-a-creative-career-what-are-my-options>

**ScreenSkills** is a dedicated website for creative careers and has information for young people, parents/guardians, and teachers – including opportunities to help with your career exploration and skills development:

<https://www.screenskills.com/>

# Questions & Support

Contact Enya by email  
([EnyaMarie.Clay@newcastlesfc.ac.uk](mailto:EnyaMarie.Clay@newcastlesfc.ac.uk)) if you  
have any questions.

[Follow the Library Twitter account for regular updates](#)

While creative pursuits can be very positive for your wellbeing, sometimes they can bring up difficult emotions when we are expressing ourselves. If you need support, please reach out to your PDC and use the wellbeing resources you have been given in your PD lessons.

