Creative Thinking as an approach to Design innovative Units associated with Surrealism Art

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Abstract:

Creative thinking has many methods that deal with problem solving in the design processes and transforming ideas into creativity. These methods include brainstorming, reverse brainstorming, 6 thinking hats, critical thinking, and the SCAMPER technique, and many other techniques. The research discusses the SCAMPER technique which is the most effective technique of creative thinking trends. It is a methodology that believes the idea of what is new is actually a modification of old things around us. It is a flexible technique that encourages different perspectives to solve a problem in a creative way. It can also help in finding solutions and alternatives in an easy way even if restrictions were found. These restrictions limit the creativity of the designer. The research clarifies the role of surrealism art and its philosophy in supporting unlimited ideas that defy logic. Surrealism is basically the origin of the term creative thinking. The design process depends on innovation and uncommon ideas, especially in the field of art. In the research, the SCAMPER technique will be chosen to create new artistic design units that are similar to the surrealism art approach. Creative thinking is a mental process that the designer engaged in different ways to produce original and new ideas, totally far from the ordinary ones. These ideas are not limited to logical rules, and in harmony environment. Also, the ideas have the ability to solve problems, perceive flaws in things, and provide unique solutions to them. The creative thinking process requires a set of preparations that the designer has to know and it uses high levels of thinking, decision-making, and conceptualization. One of the most effective techniques of creative thinking which connect to surrealism art methodology, as the research assumed, is the SCAMPER technique. It reorganizes and collects information to create different ideas according to a problem or situation. It is an imaginative activity that helps to produce many ideas and consists of a series of questions that motivate the designer to produce creative ideas. The questions of SCAMPER were taken from the Checklist of Ideas developed by Osborn in 1953 (Alex Osborn 1963). Each letter of the word SCAMPER in Osborn's list represents a different method of use as explained in the paper. As for the surrealism philosophy, the second part of the research, it calls for imaginative perceptions, keeping away from the truth and the control of dreams. The pioneers of the surrealism school followed theories developed by the pioneer of psychoanalysis Freud, and focused on everything mysterious, ambiguous, and unconscious. This school was based on what is behind the apparent visual truth, and made clear that the external appearance that preoccupies artists does not represent the whole truth as it hides the internal psychological state. The Surrealism movement in Egypt has radically changed the way artists make, display and distribute art. The movement gave rise to the art collections we know today. It is possible to imagine the great link between the unique goals of surrealism and modern creative thinking techniques that enable the designer to easily present modern creative processes.

Statement of the problem: The research problem is summarized in the difficulty of creating innovative ideas, thinking out of the box, differently, unconventionally or from a new perspective in art fields to enrich the artworks with new ideas and methodology similar to surrealism art.

Objectives: The research aims to create new elements in artistic trends that could be closer to surrealism which is the nearest trend to unlimited creativity. That would be achieved by SCAMPER technique which is a method of brainstorming and generating new ideas.

Methodology: The research approaches the analytical descriptive methodology in presenting the SCAMPER technique and its role in helping the designer create new units similar to surrealist art and the experimental methodology to apply this technique in designing new units for artistic work.

Results: Creative thinking is one of the most magnificent elements which helps the designer to fluently organize his ideas and solve design problems. Studying SCAMPER strategy and applying it to the design units helps to arise new unexpected solutions in the design process. Sometimes the designer needs to be fearless and has an extraordinary thought to come up with a new creative design, but because of the considerations and rules that guide the implementation, it may block the creative process; however, the ordinary thought gives results and solutions as well but in a logical way. They were programmed previously by the designer. Surrealism art has a special psychological character that can be imaginative and sometimes shocking in artworks. The SCAMPER technique and its applications for design are the most similar to the fantasy ideas of surrealism philosophy.
Keywords: Creative Thinking, SCAMPER, Surrealism, Design

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