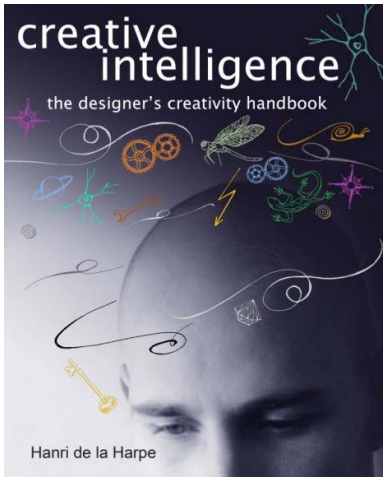
CREATIVE INTELLIGENCE: the designer's creativity handbook

by dr. Hanri de la Harpe

Dr. de la Harpe's book, ***CREATIVE INTELLIGENCE: the designer's creativity handbook*** is a must have for the current creative climate. The demands that recent economic realities place on designers are more intense than ever before. The world is moving rapidly from an information economy to a creative economy and the pressure on designers to deliver products and ideas that are better, smarter and more original than their competitors is increasing by the day.



The book guides the reader systematically through the **various phases of the creative process**, from the initial preparation stage to the completion stage of a creative project. Each phase is furnished with a number of effective thinking strategies that helps to ensure maximum creative and intellectual output at each stage. Special attention is given to the process of **idea generation.** The thinking strategies contained in this book provide effective **thinking tools** to stimulate **out-of-the-box thinking** and to deal effectively with **creative blocks** when they occur. They embody a wide range of cognitive and behavioral strategies that could be applied to **deliberately stimulate creativity**. In essence, the techniques are intended to raise the reader's level of **creative intelligence**.

Who could benefit from reading this book? This book is basically a self-help manual for individuals who are involved in creative work. It is ideal to use as a **textbook** for a course in creative thinking skills at college or university level, but is equally useful for **professionals** who work in the art and design industry.

Probably the most important advantage that the idea-generating techniques in this book hold for students and professional designers is the fact that they **save time.** The techniques increase the efficiency of the thinking processes involved in creative activity, thereby reducing time spent unproductively. The thinking strategies contained in this book prepare students for the pressures of the professional world in a way that few other books on creativity will. The book also features **ten creativity workshops** which feature a number of fun-filled, yet effective workshop activities aimed at teaching the creativity tools and techniques contained in the book. The workshop activities are ideal to use for group brainstorming and will ensure that brainstorming sessions results in **plenty of original ideas** in much less time than it would normally take. The workshops in the book could also be used as a **course structure** for a short course in creative thinking skills to be offered to design professionals or students.

Comment on the book by dr. Piet Muller, PhD examiner: ***"A land mark study that will have an important influence on how graphic design is taught and practiced, and how design studios will be run in the future".***