

The “Aha!” Moment: Library Support for the Cognitive Process of Creativity

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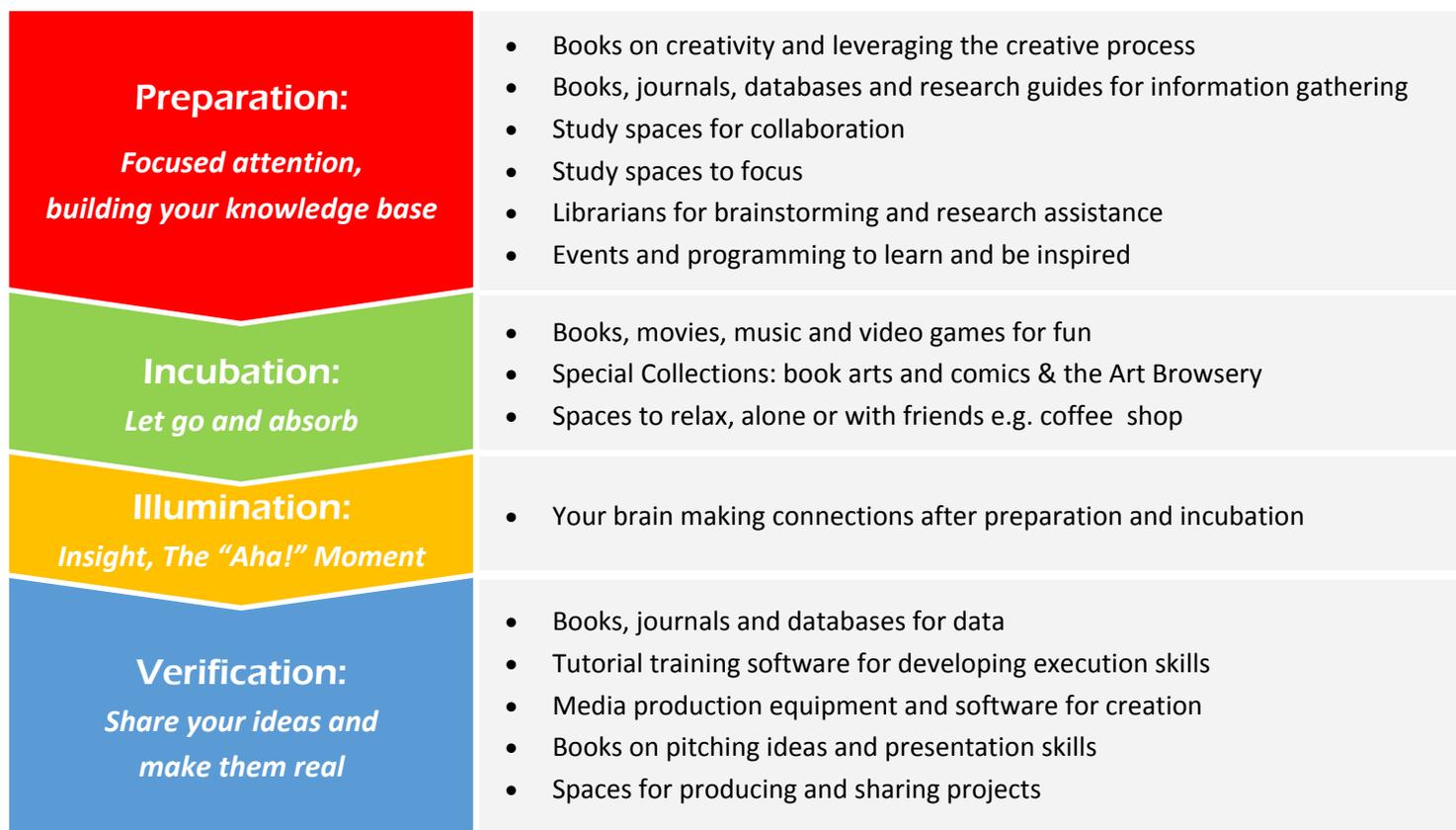


Overview

“Your ‘Aha!’ Moment” was a session on creativity that was part of “Advance Your Research,” a workshop provided by VCU Libraries for graduate students from a range of departments. Research on creativity in the field of cognitive psychology suggests it is a process that can be managed, and one that is necessary for all disciplines. The session was an introduction that linked this concept to specific resources and services VCU Libraries provides, focusing on those that would be most helpful at each stage in the process. Most of the workshop attendees were from non-art disciplines including Biology, Economics, Information Systems and Physical Therapy, indicating an interest in this topic beyond the Visual Arts.

There are many theories about the nature of creativity. The one chosen for “Your ‘Aha!’ Moment”—Preparation, Incubation, Illumination and Verification—is outlined in a video used in the presentation, *How to be Creative* from the PBS OffBook series. It was first proposed by Graham Wallas, an English social psychologist, and was chosen because it is concise, structured, and touches on qualities shared among other theories on creativity: it doesn't happen in a vacuum, unconscious processing of information is vital, and insight must be paired with action. In the book *Creativity*, Runco places Wallas' theory in content with an overview of scholarship on cognition and creativity.

The Creative Process + VCU Libraries



Selected Readings

Birla, Madan. Unleashing Creativity and Innovation Nine Lessons from Nature for Enterprise Growth and Career Success. Hoboken: Hoboken : Wiley, 2013.

Damon-Moore, Laura. The Artist's Library : A Field Guide, from the Library as Incubator Project. Ed. Erinn Batykefer author. First edition.. ed., 2014.

Johnson, Steven, 1968-. Where Good Ideas Come from : The Natural History of Innovation. New York: New York : Riverhead Books, 2010.

Runco, Mark A. Creativity : Theories and Themes : Research, Development, and Practice. Amsterdam ; Boston: Amsterdam ; Boston : Elsevier Academic Press, 2007.

Weisberg, Robert W. Creativity Understanding Innovation in Problem Solving, Science, Invention, and the Arts. Hoboken: Hoboken : Wiley, 2006.

Recommended Video

How to Be Creative/Off Book, PBS Digital Studios

<https://www.youtube.com/watch?v=weIQlthC3Ks>

Where Good Ideas Come From, Steven Johnson, TED Presentation

http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from?language=en

For more sources, visit the research guide:

<http://guides.library.vcu.edu/creativity>

View the Poster:

http://scholarscompass.vcu.edu/libraries_present/