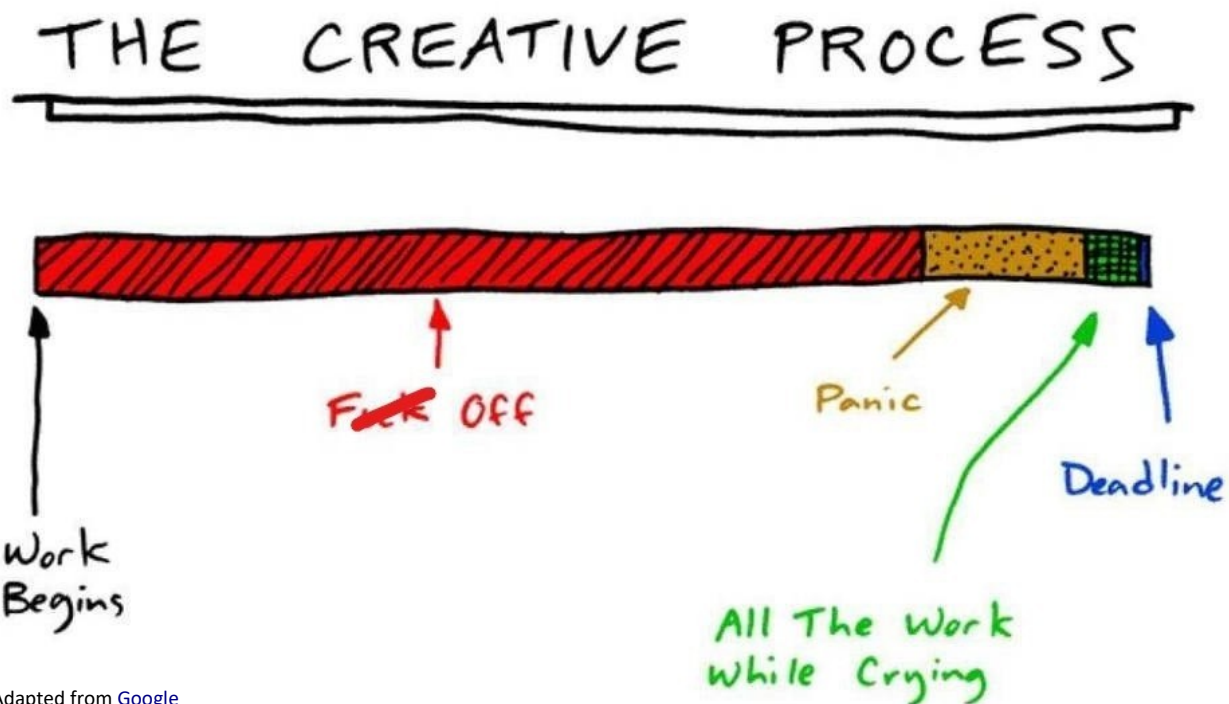


## The creative process

### Five stages of creative process



Adapted from Google

**1. PREPARATION:** the idea that you are immersing yourself in the domain.

You are looking at other artist's work in the area that you are looking at creating something in.

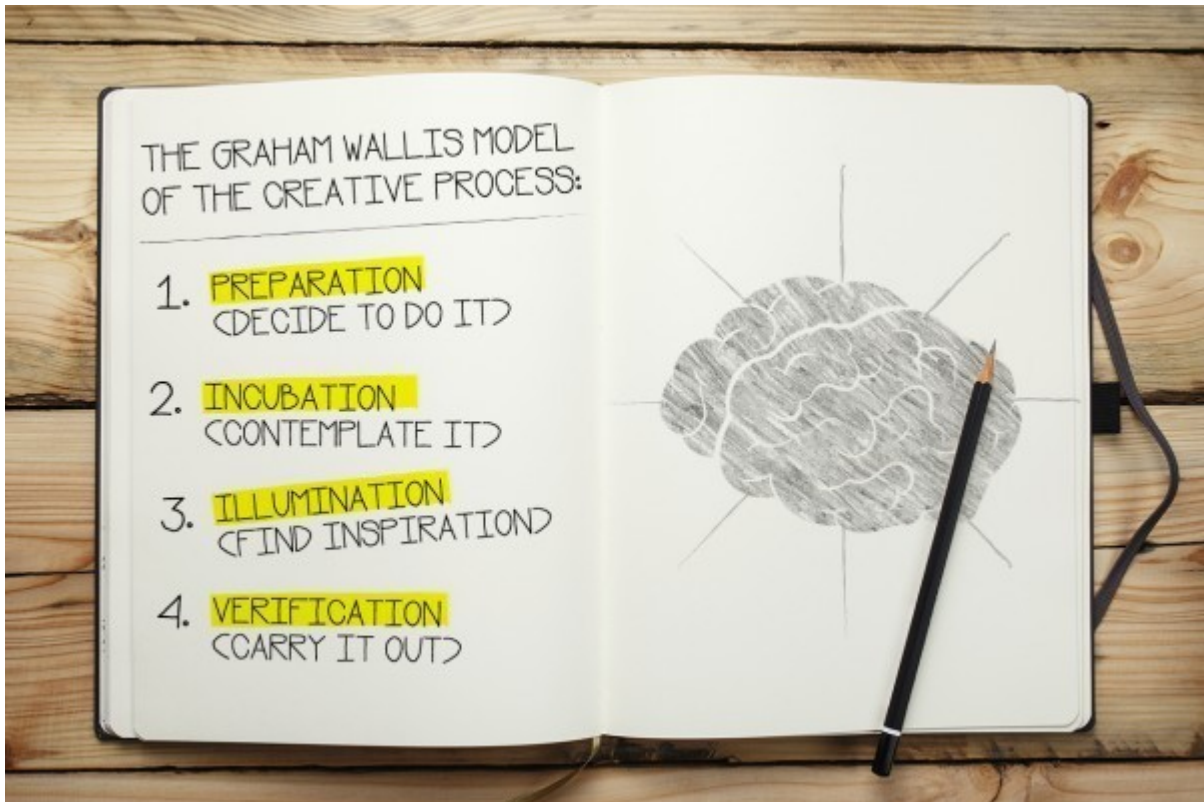
It's really in this stage that you are trying to absorb as much information as possible because this information will go into your sub-consciousness.

**2. INCUBATION:** all the information that you have gathered in the PREPARATION stage really goes back. Sometimes it can takes days, or weeks, or months or sometimes even years.

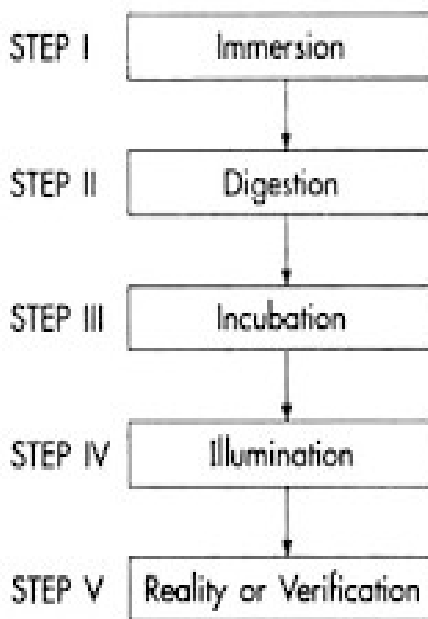
**3. INSIGHT:** the 'Aha' 'Aha' moment. It often happens when you are doing some kind of low-level physical activity; going for a shower, having a walk. This is because your subconsciousness in the previous stages is bubbling away and this insight stage really allows the mind to work on something else.

**4. EVALUATION:** it requires self-criticism and reflection. You must select your thinks and choose the best idea.

**5. ELABORATION:** you are actually doing the work; testing and working on the idea.



From Google



### THE CREATIVE PROCESS

1. This is AWESOME
2. This is TRICKY
3. This is SHIT
4. I AM Shit \$
5. This MIGHT be OK
- 6 This is AWESOME

Fig 21.2 James Webb Young creative proces.

From Google

From Google