Reimagine, redesign and transform

Enhancing generation and exploration in creative problem finding processes in visual arts education

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APPENDIX D: MATRIX OF CREATIVE GENERATION AND EXPLORATION ACTIVITIES
Running from no-remoteness/concreteness (a1) to remoteness/abstractness (c4)

	C: ABSTRACTION *Increasing complexity in abstraction:* *Apparently remote and incompatible concepts, functions or contexts are analyzed, deconstructed, restructured and ultimately transformed on a structural level through defocused and focused attention.*	C1: **CONSTRUCT CONCEPTUALLY** Analyzing remote categories and contexts on a deep structural level and constructing novel concepts through complex and systematic combinations.	C2: **DECONSTRUCT** Deconstructing concepts, functions and contexts on a deep structural level can be used to analyze specific structures of various and apparently incompatible concepts, functions or contexts for restructuring, through focusing on possible novel use of these structures in remote contexts (*disassembly use*).	C3: **RESTRUCTURE** Mapping the complex structure of one concept, function or context to restructure another remote concept, function or structure in a non-obvious way (*dissociation*). Problem analysis & problem definition: 1: break-frame/conceptual change. 2: relating existing structures to remote, non-obvious structures. 3: combining knowledge of existing structures for the creation of new structures through analogical thinking.	C4: **TRANSFORM** Blending two apparently incompatible structures (far transfer) into a radically new concept, function or category through *bisociation*. This requires 1) abstraction: a systematic comparison of two concepts on a structural level (types of objects or categories). 2) complex combination: mapping similarities on a structural level that can be used to create a novel structure (analogical or metaphorical thinking). 3) the blending of structures into a novel structure; a structure is radically transformed.

EXPLORATION: ABSTRACTNESS → *Basic types of exploration from association to abstraction.*	**B: COMBINATION** *Increasing complexity in combination:* *Combining different features and functions for broad uses through imagination and/or through semantic combinations.*	B1: **ADJUST** Adding or changing one of the features or properties of a specific object or function (features like colour, shape, size, texture) through association.	B2: **MERGE** Flexibly combining all features or properties of two or more objects, subjects or functions.	B3: **RECOMBINE** 1) Splitting the object or function into parts or functions. 2) Combining remote properties and functional parts for non-obvious, novel purposes or functions.	B4: **RECONNECT** Using functions in remote, non-obvious contexts or for novel, broad use purposes. (shoe as 'weapon').
	A: ASSOCIATION *Increasing complexity in association:* *By combining remote concepts and generation of non-obvious or surprising ideas through retrieval from long-term memory and/or through analogical thinking.*	A1: **ASSOCIATE FREELY** Free generation of as many associations as possible from a stimulus.	A2: **ASSOCIATE FLEXIBLY** Generation of as many *diverse* associations as possible (chains of associations).	A3: **DISSOCIATE** Generation of unrelated concepts from a stimulus, that is generation of as many remote associations as possible.	A4: **BISOCIATE** Generation of associative combinations of two (bisociation) or more remote concepts.
	GENERATION OF ORIGINAL IDEAS	*1: INCREMENTAL THINKING* *To retrieve knowledge from memory and step-by-step thinking.*	*2: FLEXIBLE THINKING* *To switch flexibly between different categories.*	*3: REMOTE THINKING* *To think from an entirely different perspective and to make mental leaps.*	*4: SYNTHESIZING THINKING* *Far analogical thinking, envisioning and mental blending.*
	GENERATION: REMOTENESS - METAPHORICAL DISTANCE → *Types of thinking to generate ideas from more closely related ideas to more remote ideas (from a stimulus).*				