Creativity

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The Plan

• Creativity attributes
• Visual
• Verbal
• What do we need?
• How can we put this together?
Scale

• Individual
• Conversation
• Group
Attributes

- Efficient search as agility
- Flexible
- Open Minded
- Thrives on Ambiguity
Duality
Juxtaposition

Conceptual Layer

Conceptual Representation

Source (vehicle) \[\text{Projection (2)}\] evokes \(3\) Target (topic)

Target (topic) \[\text{evokes (1)}\] Target (topic)

Perceptual Layer

Perceptual / imagery / episodic data
An eye in a blue face
Saw an eye in a green face.
“That eye is like to this eye”
Said the first eye,
“but in low place
not in high place.”

What am I?
Deconceptualization

Conceptual Layer

Conceptual Representation

Source (vehicle) → Metaphor (4) → Target (topic)

Source (vehicle) evokes (3)

Perceptual Layer

Target (topic) evokes (1)

Perceptual / imagery / episodic data
Requirements

• Hierarchical model of cognition
• Integrate perception with cognition
• Imagery and episodic memory
• Top-down and Bottom-up mechanisms to mix concepts and perception
Slipnet

Governor of California

- governor of 12% of the U.S.
- leader of 12% of the U.S.
- president of 12% of the U.S.
- president of 100% of the U.S.

President of the U.S. ←

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Creativity as Learning

• “Lucy went to a restaurant. She did not like her meal. But she left a big tip.”

• Memory Organization Packet

• Explanation Patterns (XP)

• Analogy Molecules and Restructuring Rules

• Restructuring and Reformulation
Exploiting Situational Attributes

S1: and the reason you give for the failure of the project is the location issue. Only the location issue. I really have to ask myself. You are judging at a distance; [you are making] a remote diagnosis, [saying] that the project is built at the wrong place.

S2: *bird’s eye view!*
Concept Blending
Groups

• Makes marks on a canvas.
• Represents objects and scenes pictorially.
• Paints scenes in a different styles.
• Chooses styles in a meaningful way.
• Paints new scenes from imagination.
• Invents scenes for a purpose.
• Learns and progresses as an artist.
Discussion Time!

• What do we need?
• How can we do it?
• Does a request confirmation network match any of our requirements and what does it lack?