Creativity Lab!
UGBA 190T4, 2 Units
Prof. Clark Kellogg
Tuesdays from 10 am to noon in the Haas iLab

What Students Say:
“Being in this class made me so happy.” - Darren
“It has been my absolute pleasure to be part of this class.” - Itzel
“This class has equipped me with more reason to work creatively and more faith in the creative process.” - Chanel
“Overall I cannot express how much I have enjoyed this class. Every week I looked forward to the next enlightening activity, and I was never let down.” - Brandon

What is the Creativity Lab?
The Creativity Lab is a new course where students will explore and expand their creative skills and practices. Business leaders consistently say they need more creative people in their organizations. How does one learn and hone creative skills? By exploring creative disciplines and methods in a learn-by-doing environment. The Creativity Lab is based on the studio model of exploration and critique. The outcome will be both skill building and confidence building.

How does it work?
Creativity is not limited to a select few who somehow utilize a secret skillset. Instead, creativity—and the results of creative work—are learnable, knowable and doable processes. One part of the Creativity Lab will work on identifying one’s beliefs around how we think. Another part will work on maker skills; how we capture, collaborate, communicate and build ideas.

What will we do?
Mostly, make stuff. One can’t read one’s way into creative behaviors and skills. So, the Creativity Lab is based on creating. We will work with words, images, motion, photography, space and ideas. Exercises are designed to enhance student’s creative skills, awareness and creative courage. We will learn new ways of seeing and being. We will talk with designers, artists, musicians, writers and dancers.

Who is teaching the Creativity Lab?
Clark Kellogg teaches design thinking and innovation at Haas to undergrads and MBA students. He is an architect, designer, artist and innovationist. Fall ’16 courses are UGBA 190T1, “Design Thinking and Innovation in Business,” and “Haas@Work” the industry-sponsored innovation projects course for MBAs. Clark also consults to major companies on design thinking and creativity and he is a working studio artist (@clarkkellogg instagram).

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