Creativity Lab
UGBA 190T.3, 2 Units
Prof. Clark Kellogg
Thursdays noon to 2 pm in the Haas iLab

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 one’s personal creativity; 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 experimenting with 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 190T.1, “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.

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