

# The Creativity Lab

UGBA 190T.3, 2 Units, Spring 22

Profs. Mariana Somma & Clark Kellogg

Thursdays, 10am - noon in the Haas Innovation Lab

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## What is The Creativity Lab?

Students explore and expand their creative skills and practices in the Creativity Lab. CEOs consistently say they need people who think for creatively 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. We build skills, learn how to think creatively and build creative confidence.

## How does it work?

Creativity is not limited to a select few who somehow utilize a secret skillset. Instead, creativity—and creative work—are learnable, knowable and doable. One part of The Creativity Lab will identify what we believe about how we think. Another 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 meet virtually on Zoom and Mural. We work individually and in small groups. We work with words, images, motion, photography, space and ideas. Exercises are designed to enhance student's creative skills, mindset and creative courage. We will learn new ways of seeing and being. We will talk with designers, artists, musicians, writers and dancers.

## Who teaches the Creativity Lab?

Mariana Somma and Clark Kellogg are both designers, makers, and artists. They are passionate about exploring creativity and helping others find their creative confidence. They have been teaching the Creativity Lab since it began in 2017, as well as courses in Design Thinking and Innovation. Mariana has a formal background in Architecture, MS in Industrial Design, an MBA. Clark is the Haas Artist-in-Residence. He is also an architect, product designer, graphic designer and has taught design, innovation and creativity at Haas for a decade.

## Student Comments:

"Being in this class made me so happy." -Darren

"My creative confidence has taken an entirely new shape." - Kaady.

"This journey has been transformational not only because I gained the courage to put my work out into the world, but because I learned to channel fears and insecurities into art and find solace and growth." - Tausif

"This class has equipped me to work creatively and have confidence in my creative process." - Jenny

"Perhaps most importantly I learned that I am in fact creative." - Jordan

