

The Creative Process

Start

Question, Problem, Challenge
What if?

Investigation

Research, gather information,
make notes, record ideas

Incubation

The Black Box of Creativity
Musing, pondering, subconscious
thought

going for
coffee

staring
into
space

taking
a
walk

Eureka!
The idea bursts on you

Illumination!

Implementation

Evaluation and construction, the most
labor intensive and visible step

Finished Project