Kudrowitz

Sparking Creativity

How Play and Humor Fuel Innovation and Design

Blending popular culture and design theory, framed by a decade of scholarly research, this book highlights how play and humor fuel innovation. Now, more than ever, we are in need of creative solutions to global problems, but creative skills and abilities decline over time without intervention and practice. Sparking Creativity provides empirically supported methods for embracing the often-trivialized domains of play and humor to increase our creativity. It shows that topical examples, such as Seinfeld's humor, the Apples to Apples board game, and the Adventure Time cartoon series, are more closely related to innovation than you might first think. The book is organized into five main parts, each containing short, engaging subsections and informative, playful, and colorful illustrations to demonstrate concepts. Written in a humorous and accessible style, this book is aimed toward creative-minded entrepreneurs, designers, engineers, industry leaders, parents, educators, and students. It encourages a playful approach throughout a design process to produce truly innovative solutions.

Auf Anfrage

Lieferfrist: bis zu 10 Tage

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