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## Arthink: Creativity Skills for 21st Century Careers

By C Ray Frigard

Createspace Independent Publishing Platform, United States, 2011. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Arthink explores the creative process by guiding the reader through a variety of challenge scenarios while applying essential creativity skills used by artists, inventors and designers in their development of works of art, inventions and new product concepts. Previous art experience is not necessary. Individuals work at their personal level of artistic competency (even stick figures) where original thinking and idea communication is what matters. Clear objectives and challenge-statements involve the reader in the idea generation process by using simple everyday materials. This method would be beneficial for anyone interested in: Entrepreneurship, Leadership, Engineering, Invention, Education or any area that requires an innovative approach to challenges. A basic understanding of the creative process can be gained by simply reading through the book or to truly engage and draw out your own creativity use the materials listed to go through the various challenges. The author draws on over 40 years experience with leading design and research and development groups, as well as from being an inventor, sculptor, product designer and creativity educator.



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