



*In the creative process, the **Judge** takes the Artist's idea and can do one of three things with it - implement it, change it, or throw it away.*

*The **Judge** keeps an open mind so possibilities are not squelched and Artists are not stifled.*

*The **Judge** looks for problems that new ideas may carry with them.*

*The **Judge** makes the hard decisions so that the Warrior has an idea to work with which is worth fighting for.*

*The **Judge** must remind him/herself to –*

- cut through all extra information to find the real idea.*
- explore all aspects of the idea and not overly criticize.*
- be thorough, decisive, and then move on quickly.*

*Here are five things the **Judge** should consider while reviewing the idea—*

- 1. Know your objective*
- 2. Consider pros and cons*
- 3. Avoid bias*
- 4. Avoid arrogance*
- 5. Make a decision*



*In the creative process, the role of the **Warrior** is to carry the world of "what if" into action, bringing to completion the idea-making process which was started and developed by the Explorer, the Artist, and the Judge.*

The **Warrior** has a can-do attitude.

The **Warrior** erases self-doubt and fear of failure.

The **Warrior** takes action, exhibiting courage.

Here is what The **Warrior** must do to accomplish the task -

1. Put a plan together; make a strategy to achieve the plan's goals.
2. Be strong; recognize the sacrifices and consequences.
3. Capitalize on resources – who/what else can help?
4. See each obstacle as a worthy challenge.
5. Get back up when knocked down; be persistent; follow through.
6. Savor victories and learn from defeats.
7. Value accomplishment.

For further information read
A Kick in the Seat of the Pants by Roger Von Oech



The Creative Process



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The Creative Process

There are four steps in the creative process. Roger Van Oech described them in his book, *A Kick in The Seat of The Pants*.

1. The Explorer



2. The Artist



3. THE JUDGE



4. The WARRIOR



The Explorer



In the creative process, the **Explorer's** role is to search, look, and probe for information.

The **Explorer** must be open and pay attention to different kinds of information.

The **Explorer** never gets stuck in routine, where only old ideas exist.

The **Explorer** loves to wander off track. Curiosity and taking risks can be exciting and invigorating.

To perform effectively, the **Explorer** must have flexibility, courage and openness.

Here are some approaches the **Explorer** takes to perform his/her role –

- * Create an idea map so you know what you're looking for.
- * Leave your boundaries and open your worlds.
- * Don't forget ideas you had in the past.
- * Be curious about everything.
- * Look for ideas in places you've been avoiding.
- * Notice what is right in front of you.
- * Stand back and look at the Big Picture.

The Artist

the artist

An illustration of an artist's palette with colored dots and a paintbrush, representing the Artist role.

During the creative process, the **Artist** is the one who examines the information provided by the **Explorer**, and transforms these ideas into something new.

The **Artist** has an open mind. The **Artist** looks at the information from different perspectives. The **Artist** is imaginative in how the information is used. The **Artist** loves to experiment.

Here is what the **Artist** needs to do to perform his/her role –

- ~ Adapt - become familiar with the concepts and contexts of the information; try out the concepts in new situations.
- ~ Imagine - think about the information with a creative eye; challenge yourself to suggest the unexpected.
- ~ Reverse - look at the information backwards and upside down; from above and below.
- ~ Connect - combine all the information together; rearrange.
- ~ Eliminate - take out things not needed.
- ~ Compare and Contrast - recognize similarities and differences; challenge your results.
- ~ Incubate - let your project results sit for a while; go back later and reflect; identify what works and what does not.
- ~ Formulate - pull your ideas together into a new shape.

