



# HARNESSING YOUR CREATIVE SELF

Or how not to color within the lines

# Ice Breaker!

- What is your personal ringtone? (Not Blackberry, since those are all stock!)



# Default Ring Tone

- An old-fashioned ringing phone announces to others that you are too busy for your own good. Take time to slow down and relish life's little niceties, including the freedom to choose your own ringtones. Pick a few random ringtones just to show that you can change your style.

# Camouflage Ringtone

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- Obviously, you are another considerate member of society. Your background-sound ringtones show that you have a strong creative side and a quirky sense of humor. (Chirping birds, candy wrapper, etc.)

# Heavy Rock or Pop Rock

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- You're on the nervous side, you like the big city, and you just hate feeling trapped. You long to fit in. You tend to move quickly, but don't always consider the consequences. You drive a sports car or a funky truck, and you drive it pretty fast.

# Movie Clip

- If you've spotlighted your favorite movie scene or tune on your cell phone ringtone, you're most likely a romantic, well-liked by others—often a leader. You're also probably the one that picks the movies when renting DVDs (and most likely the only one in your crowd quoting them afterward).

# Country, Soft Rock, Oldies

- You're also a romantic—a nostalgic, with a keen sense of rhythm. You like to dance (or would like dancing if you'd ever bother to learn). You would rather be a follower than a leader, and you are charitable.

# Custom Made

- Truly, you are an entrepreneur of original sound. You have a unique personality and are always on the lookout for something new and different. You don't follow the crowd, but dance to your own drummer. Keep up the good work.

<http://ringtone-software-review.toptenreviews.com/your-ringtone-personality.html>



- Think outside the box!
- 4Cs: Communication, Collaboration, Critical Thinking and Creativity
- [http://www.youtube.com/watch?feature=player\\_embedded&v=7KMM387HNQk#!](http://www.youtube.com/watch?feature=player_embedded&v=7KMM387HNQk#!)



“An essential aspect of creativity is not  
being afraid to fail.”

**Edwin Land**



**Why are we not more  
creative in our designs?**

# Standard...

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- In this lesson, you will learn:
  - I am boring
  - I am unoriginal
  - I don't have time for creativity
  - I like templates

# Coloring in the Lines?

- “Artists can color the sky red because they know it’s blue. Those of us who aren’t artists most color things the way they really are or people might think we’re stupid.”
  - Jules Feiffer
    - Cartoonist
    - 1961 Academy Award Winner for Animated Short
    - 1986 Pulitzer Prize for editorial cartooning The Village Voice

# MASLOW'S HIERARCHY OF NEEDS\*

\*AND THE SOCIAL MEDIA THAT FULFILL THEM.



agrabr



**How can we incorporate  
creativity into our designs?**





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- “You can’t use up creativity. The more you use, the more you have.”
    - Maya Angelou

# TOOLS

- Audio Production
  - Audacity (FREE!)
  - Adobe Soundbooth/Audition
  - Garageband
- Video Production
  - Adobe Premiere Pro
  - Windows Movie Maker
  - Final Cut Pro
  - iMovie
  - Flash!

# Flash!



[http://elearning-  
examples.s3.amazonaws.com/motivating/player.html](http://elearning-examples.s3.amazonaws.com/motivating/player.html)

# Premiere Pro & YouTube

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<http://www.youtube.com/watch?v=JFVkzYDNJqo>

# TOOLS

- eLearning
  - Captivate
  - Articulate
  - Camtasia
  - PowerPoint
- Sound Effects
  - Freesound.org
  - Make up your own!
  - Internet is full of useful (and useless) sound bites

# TOOLS

## □ Social Media

▣ Facebook - <http://elearningexamples.com/the-world-is-obsessed-with-facebook/>

■ Secret Groups

■ Lists

▣ Google+

■ Circles

■ Hangouts

<http://otal.umd.edu/facebook>

# TOOLS

- Social Media
  - Twitter
    - Poll Everywhere
  - LinkedIn
  - YouTube
  - Pinterest
  - Blogger/Wordpress
  - Wikis
  - Podcasting/iTunes
  - Hootsuite
  - Twittercaster

**Questions?**





# JR DeLaney

- Twitter: @larrydelaneyjr
- Blog: [www.larrydelaneyjr.com](http://www.larrydelaneyjr.com)
- LinkedIn: JR DeLaney (SRA International)
- Google+: [larrydelaneyjrelearning@gmail.com](mailto:larrydelaneyjrelearning@gmail.com)
- Pinterest: <http://pinterest.com/jrdelaney/>

(Just to name a few...)