Love's Creative SPARKS!

USE YOUR IMAGINATION TO CREATE AND INNOVATE!

LESSON 4: HOW TO DEVELOP & SHARE YOUR IDEA

Now that you have recognized an important issue in your community, developed a campaign to create awareness, and sought advice on how to solve the problem, it is time to create your plan and communicate it to others.

Being innovative means introducing something new. Often others will need to be persuaded that the new idea is both beneficial and plausible. This requires the innovator to sell the idea.

There are specific things to keep in mind as you attempt to convince others to support your plans. Know yourself. What are your personal biases, beliefs, and attitudes? How will they affect how you present your ideas? Just as important as knowing yourself is knowing your audience. Who can truly help you effect change? What is the best argument you can put forth to convince them to help? You must support your arguments with important facts and figures. Another way to strengthen your argument is to point out opposition that your audience may bring up and counter it yourself.

CREATIVITY IS:

- **A skill that everyone has**
- **Used every day**
- **Essential to have in the 21st century**
- **The process of having an original thought or idea that can be put into action**

CREATIVITY IS NOT:

- **Something only a few people have**
- **Just for the "arts" such as drawing, writing or singing**

>>Activities

1. Study any commercial. How does it sell its product or idea? What arguments does it use? How do your personal beliefs and attitudes affect how you respond to the commercial? What is the advertisement really selling? What can you learn from it to apply to selling your own ideas? Share what you learn with your class.
2. Now that you have raised awareness about your important issue through your campaign (Lesson 3), what is the solution you want to promote? Who is the most important audience to promote your solution to? How will you promote your solution? Use any media you want to sell your idea to your group. (Remember if you want to submit your idea to the SPARKS competition, follow the rules for submission found at **http://www.stateofcreativity.com/awards/loves-creative-sparks/**.)
3. How would a financial award help you to bring your project to reality? Specifically, what would you do with $500 to actualize your creative solution?

If you chose to create a video and submit to the SPARKS competition, do not forget to check out the tips for making a video from experts at the DeadCenter Film Festival.

Download information here **http://tinyurl.com/SparksTips**.

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