# Middle School Career Investigations; Steps in the Creative Process

## The Creative Process

Beginning with Preparation, click on each step of the Creative Process to learn how individuals in the Arts, A/V Technology, and Communication Career Cluster create their work.

## Preparation

The first step of the Creative Process is **Preparation**. During the preparation process, the individual finds a problem, a challenge, or an assignment that interests them or perhaps they become curious about finding a solution. As a result, the person will begin researching, brainstorming and organizing thoughts, and developing goals and a timeline for the creative project.

## Incubation

**Incubation** is the second step of the Creative Process. The individual thinks about the project and begins to construct a creation in his or her mind. The individual will use his or her imagination to think about what the creation/solution will be.

## Illumination

The third step of the Creative Process is **Illumination**. This occurs as the ideas come together and make sense. It can happen unexpectedly. Once this occurs, a cohesive plan is put in place.

## Evaluation

The fourth step of the Creative Process is **Evaluation**. During this step the individual analyzes the value of the idea. He or she may discuss the idea with peers or compare it to similar ideas.

## Implementation

In the final step of the process, **Implementation**, the individual creates the work. He or she will create and make adjustments until the final product is satisfactory to the individual.