

# Creativity

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## SCAMPER

**S** = Substitute  
**C** = Combine  
**A** = Adapt  
**M** = Modify, Magnify, Minify  
**P** = Put to Other Uses  
**E** = Eliminate (or Minify)  
**R** = Rearrange (or Reverse)

## Scamper a Horse



- Substitute: A donkey
- Combine: Add wings and make Pegasus!
- Adapt: Put a cup holder on it so it can carry drinks. Put a saddle on it so it can more easily be ridden!
- Magnify: Make it giant so the whole family can ride at the same time!
- Minify: Make it mouse sized!
- Modify: Make them in prints, like polka dot!
- Put to Other Uses: Use the tail hair for cello bow strings!
- Eliminate: Eliminate the odor! Or better yet, poop!
- Rearrange (or Reverse): Put its tail on its head so it can keep flies out of its eyes!



## Evolution of the Telephone



## SCAMPER

- Name something that is better because it is larger?
- Name something that is better because it is smaller?
- What can be better bigger or smaller?



**Question: In what ways did MacDonald's founder Ray Kroc employ the SCAMPER technique?**

[http://www.mcdonalds.com/us/en/our\\_story/our\\_history/the\\_ray\\_kroc\\_story.html](http://www.mcdonalds.com/us/en/our_story/our_history/the_ray_kroc_story.html)

- Selling restaurants and real estate instead of simply hamburgers (Put to other uses);
- Having customers pay before they eat (Rearrange);
- Letting customers serve themselves, avoiding the use of waiters (Eliminate)
- The restaurant sold only burgers, fries and beverages (Minify)

## Teenager Creates New HIV TEST



# SCAMPER SOMETHING

## Infusion

Antonucci, P. A., O'Callaghan, C. M., Berkowitz, E. (2010)

- **S:** How would the Robin Hood legend change if it took place in Los Angeles in 2016?
- **C:** How would the plot change if I added characters from other legends?
- **A:** How would Robin Hood adapt if evil Sir Guy of Gisborne were secretly helping the poor?
- **M:** How would the plot change if Robin Hood acted alone?
- **P:** How would the plot change if the purpose of my story were to promote anti-capitalism among the people?
- **E:** How would the story change if there wasn't a Friar Tuck?
- **R:** How would the audience react if we began the legend with King Richard and his participation in the Crusades?

## De Bono's Six Thinking Hats

### The Six Hats:



**The White Hat:**  
calls for information known or needed.  
"The facts, just the facts."



**The Yellow Hat:**  
symbolizes brightness and optimism. You can explore the positives and probe for value and benefit.



**The Black Hat:**  
signifies caution and critical thinking - do not overuse! Why something may not work.



**The Green Hat:**  
focuses on creativity, possibilities and new ideas. It is an opportunity to express new concepts and new perceptions - lateral thinking could be used here.



**The Blue Hat:**  
is used to manage the thinking process. It ensures that the "Six Thinking Hats" guidelines are observed.



**The Red Hat:**  
signifies feelings, hunches and intuition - the place where emotions are placed without explanation.

## Resources

- <http://www.dazzeleonadime.com/index.php/strategies/edward-debonos-six-thinking-hats/>
- <http://faculty.scf.edu/sharrie/titlog/examples/L11lele.pdf>
- <http://faculty.scf.edu/sharrie/titlog/examples/L11sec.pdf>

What will you use  
with your students?  
How will you use it?

Debrief

Enjoyment

Engagement

Enthusiasm

