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!
Insert Video: You Don’t Your Beautiful by Piano Guys
In what ways did MacDonald’s founder Ray Kroc employ the SCAMPER technique?

Selling restaurants and real estate instead of simply hamburgers

http://litemind.com/scamper/
Put to Other Uses

Selling restaurants and real estate instead of simply hamburgers

http://litemind.com/scamper/
Having customers pay before they eat

http://litemind.com/scamper/
Rearrange

Having customers pay before they eat

http://litemind.com/scamper/
Letting customers serve themselves, avoiding the use of waiters

http://litemind.com/scamper/
Eliminate

Letting customers serve themselves, avoiding the use of waiters

http://litemind.com/scamper/
The restaurant sold only burgers, fries and beverages

http://litemind.com/scamper/
Minify

The restaurant sold only burgers, fries and beverages

http://litemind.com/scamper/
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?
SCAMPER
SOMETHING
Infusion

• **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?
Final Exam

Galimoto
Insert Video: Apollo 13. Square Peg in a Round Hole.
What will you use with your students? How will you use it?

Debrief
Insert Video: Flowers are Red. Harry Chapin.
Enjoyment
Engagement
Enthusiasm
Three Obligations

• Develop the talents you have been given
• Pass on what you learn
• Leave the world better than you found it