

INTERACTIVE SESSION AT TGC INDIA



In Interaction with Students at TGC Animation



Our Ceo, Mr. Uday Sonthalia was cordially invited at TGC India for an Interactive Session with the students. The session covered different aspects of Advertising and was found to be insightful for the students.



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CREATIVITY IS DRIVEN BY MEMORY

When People are asked to be creative, they assume that they have to engage into some new cognitive process, which would help them to create new ideas. In the book Smart Thinking, Art Markman has stated that the only route for finding creative solutions to a problem is to find information in your memory. Memory that will help you to solve the problem in some way. It is often said that one should attempt to keep details of the surroundings, as it helps in creating memories. The key is to find new memories that will relate to the problem that you are trying to solve in some way.

Even though the things people may say or do might come from someone else, but it reflects information from created memory and experiences. Creativity is driven by memory. This means that for any given creative task, it is crucial to find memories that will help to perform the task. Next time, when there is a situation in which solution is required for a creative problem, find ways to reach deep into the memory in order to find information that will be relevant for solving the problem. The most important thing to keep in mind is that all creative work requires the existing knowledge which will help to do the new things and solve problems creatively.



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