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Creativity as a complex form of creation and thinking

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Abstract
Creativity is the highest form of human creation, thought and action. We have known it since the earliest beginnings of human existence. Freed, stereotyped and elevated above the primitive level, the human mind encounters creativity. It encompasses intellectual thinking, problem solving and challenges, and with its homologous heritage, raises man as an individual and the entire civilisation to a level higher than the very beginnings. The aim of this research is to generate a design that can be followed for creativity. Information is needed for creativity. However, the classic form of information and creation has been replaced by computer technology. It is almost impossible to follow the course of development of the branch and the progress of all human activities. In a sea of new information and data, we are losing the thread and have to opt for a narrowly specialised area or areas that we monitor. A large selection of communications and ideas slowly leads us into chaos. As much as it seems to us that the channels of creativity and opportunities for innovation are enriched, we also encounter the problem of overload. Creativity in 'design' translates into creating software with many capabilities, and a true designer is a programmer who designs features and a program for a particular branch of design. The goal of design is not commercialism, but quality and progress, making life easier, instead of creating imaginary desires and needs for the offered product.

Keywords: Design, creativity, computer design, functionality.

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1. Introduction

Creativity is a general genetic trait, a general human quality, a universal human possibility and a power that is inherent in all people, and it is possessed by individuals in different ranges, at different levels and in different intensities (Arar & Racki, 2003). It belongs to all areas of life and is essential to all its aspects and its progress as a whole. Creativity is the ability to connect hitherto unrelated information and, thus, find new solutions (Tasdugen et al., 2020). It is a process characterised by the openness of spirit, desire for change, imagination, invention, originality, the gift of finding, a sense of importance, critical thinking and so on.

Creativity is the ability and form of cognitive activity with the participation of emotional levels and personality characteristics (American Art Therapy Association, 2020). Creativity is a way of life, a desire to discover something new, to explore and to constantly learn (American Dance Therapy Association, 2020; Kouloumpis et al., 2019). From the abovementioned definitions, it is clear that most researchers still agree that creativity is the process of creating something that is original and valuable.

Now is the time for the power of digital records to control all processes and all aspects of human life (Atabek, 2020; Babiloni et al., 2013). With the development of society, consciousness and the accumulation of knowledge, man synchronises and synergistically connects his consciousness and development with his native mother earth and the universe. We are witnessing the development of digital technologies, and only solving design problems is gaining in speed and new dimensions (Libkovska & Lusena-Ezera, 2018). All of humanity is connected, and information circulates in all pores of society in a matter of seconds, almost instantaneously. It is a time when it has never been easier to create something, and never harder to be new and original. Plagiarism happens every day because it is difficult and almost impossible to protect an idea when everything is available online. SF-thinking and the vision of taking human life by robots and computers are already a reality.

Young people are ‘connected’ to electricity and the Internet from birth. We live in parallel worlds of information, virtual spaces and dimensions, and complex everyday reality (Erbay et al., 2018). The question is often asked whether human consciousness can keep pace with today’s technology and whether we can continue to distinguish the moral and ethical principles necessary for a human being to continue to feel Human (Tekin et al., 2018). We wonder if we need piles of products and innovations that end up as waste, take up valuable space, challenge the consumer mentality and often take longer to maintain than they actually benefit from using primitive methods and tools. The classic form of creation is being lost, and solving ideas is faster and easier with the help of digital devices in our everyday environment and making any design using a computer or appropriate software. The design is trivialised by offering readymade shapes, dimensions, materials, space and colours in the software, and the designer loses his innovation by assembling cubes from a database pre-designed and proposed. The danger of superfluous things and kitsch lurks, as well as the danger of design non-functionality. Aesthetics and function must be satisfied.

2. Design

Achievements are based on questions that direct opinion towards one predetermined correct answer, and there is a talk of divergent versus convergent thinking. In convergent thinking, everything is directed towards a single possible solution to the problem. Favouring the expression of imagination and originality of the individual encourages creative creation. The creative product that is created in this way is original and applicable, but very often it represents the simplest solution, i.e., idea.

2.1. List of creative personality traits

- Openness to 'internal' and 'external' experiences
- The ability to think that goes against logic
- Sensitivity/sensitivity
- Perseverance in finding order in chaos
- Frequently asked question: 'Why?'
- Relative absence of repression or suppression
- Tolerance of ambiguity
- Willingness to grow and change
- Tendency to critical attitude
- Activity, initiative
- Openness of spirit
- Unconventionality
- Autonomy of thought
- Divergent thinking
- Transcendence
- Curiosity
- Ability to concentrate deeply
- Willingness to change yourself
- Craving for freedom
- Self-sufficiency and self-confidence
- Strong intrinsic motivation

2.2. Design language

Each operating system differs visually and has its own visual style characteristics and standardised usage patterns. Before embarking on the design and development process, it is necessary to understand the idioms and behaviour of the platform. Users can easily understand and use the app on the platform they are used to, and the product will always be functional, clear and good looking, whether used on a mobile phone or tablet. The user interface of the system is based on a material design.

Material design is a new multi-platform design approach that aligns the classic principles of good design with the innovations and capabilities of technology and science that allow for a unique experience on all screens and device sizes. Many products are visualised with digital platforms and then realised materially.

2.2.1. Functionality

The designer must know what he is creating when designing a product—most important is the functionality of the product. Items that are cute but worthless cannot be categorised into the design. There is no differentiation between good design and design because real design encompasses all design features:

- Functionality,
- Aesthetics
- Accessibility
- Value for money
- Market demand.

However, under the false name 'design', there is planting and inventing items that will attract consumers. This insidious way of cheating and temporary pleasures has long been called kitsch. Kitsch is a lie, a deception, an imitation, a dysfunction, a surplus. The strongest weapon against kitsch is the

question 'What is this for?' There are many multifunctional items on the market where one function has nothing to do with another and the item is either overwhelmed with various possibilities that lose its true meaning and exaggerate with size.

It is not profitable to buy the whole car if we are interested in the battery. The media floods us with offers that call us to buy them. Before the advertisement was shown, we did not have a need for such products and imposed imaginary needs and desires that do not justify their function or price. Today, the non-existent wishes that have been placed and imposed on us are being successfully sold. The Industrial Design Charter dismisses this as a lie, incorrectness and consumer fraud, sharply dismissing such actions as fraud according to the designer's code of ethics. Situation at the police, website. The intrusive behaviour of the seller did not bypass anyone with the advertising leaflets.

Creativity when designing is extremely important because creativity does not copy, it is original and it connects many neurons in the brain, which allows the creation of a wide range of upcoming ideas.

Creativity, contrary to the opinion associated with connected design, does not mean overcrowding, kitsch, but often the most ingeniously simplest solutions by rejecting superfluous elements.

3. Conclusions

Creativity innate or trained enables countless new solutions in all fields of human activity. We notice it in art, mathematics, physics, chemical experiments **and** all levels of natural**,** sociological and psychological sciences. It is important in the development of technology, technique, product design and computer software. Creativity allows for exploration, gathering of ideas, divergent thinking **and** mistakes**, and extracts the best from the human mind.**

Respecting the laws of aesthetics, design, technique **and** creativity does not mean overloading the subject with unnecessary elements and functions, nor cheating the customer with an unnecessary product. Adhering to ethical principles in the social context, as well as scientific, technological **and** technical, without creative ideas, humanity would stop at the development ladder, reduced to plagiarism, **and reproducing and processing of what has already been seen.**

Childhood is unfettered, imaginative, and it is unacceptable to limit children and to limit their nature by creating obedient, like-minded people without personality who, because they are young, are afraid to be different. Schools often, instead of developing and encouraging creative thinking, stifle the potential of future geniuses because no matter how gifted and creative the fear of punishment and persistent re-education treatments, they produce children robots without their own opinion. Human encyclopaedias full of information and people who are unable to connect them and create a better future are emerging.

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