



Ben FORTA

The Purpose of Classroom Creativity with Ben Forta

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A little bit about Ben

- ❑ Works as a liaison for Adobe Spark and the education community.
- ❑ Has been an educator for 30 years teaching on and off in the classroom.
- ❑ Enjoys spending his time getting kids and grown-up kids excited about building, creating and sharing.

- **How do we get kids to be the purveyors of content and not just consumers?**
- **Why is creating in the classroom so important?**
 - Giving kids the ability to create has a huge impact on short and long term education outcomes.
- **What does creating mean?**
 - Putting your personal stamp on whatever you are doing.
 - Scotland study found these six outcomes when allowing kids to create in the classroom.
 - Students are more interested in discovering things for themselves.
 - Students are more open to new ideas and challenges.
 - Students are able to solve problems.
 - Students learn to work well with others.
 - Students become very effective learners.
 - Students have greater ownership of their learning.
 - Teachers that have figured out how to give students that level of autonomy have a tremendous impact in the classroom.
- **Data on the impact of creative potentials in the workplace.**
 - 78% of hiring managers believe that creativity is needed for economic growth.
 - 82% of companies see a strong correlation between creativity and business.
 - We don't want to let future job prospects define what we are doing in the classroom.
 - We do want to make sure we are arming our kids with what future employers might want.

- The most searched term on LinkedIn is “creative”.
- **What do you say the teacher who says “but I’m not a creative person”?**
 - Must define what creation really means.
 - Sir Ken Robinson’s definition “ **Creativity** is the process of having original ideas that have value.”
 - If it is something that is yours and it can be of use to someone else then you are creative.
 - Around 8 years old kids start to pivot away from wanting to be creative and start to want to be “right”.
 - Teachers are way more creative than they give themselves credit for.
- **“Technology is just another tool put into the hands of a very capable teacher that lets them do things they couldn’t do otherwise.”**
 - The recipe for success is not emulating the way someone else uses technology but adapting it for yourself and your own students.
 - You need to be solving the problems not what tools you want to use.
- Tips for teachers to foster a more creative environment.
 - Let the kids lead!
 - Kids are digital natives.
 - These kids will always be more comfortable with tech than we are.
 - You don’t have to have all of the answers.
 - Be a little less prescriptive and more open ended.
 - Allow students to research, understand and communicate.
 - Find ways to allow your students to show their three Cs.
 - Creativity skills
 - Communication skills
 - Collaboration ability
- Inspiring tools for creativity in the classroom.
 - Most teachers look to other teachers for inspiration.
 - Adobe Spark
 - Free
 - Suited for K-12
 - Content creations tool
 - Creates [videos](#), [images](#), [webpages](#)
 - Runs in any browser, chromebooks or ipads
 - Growing library of ideas from teachers sharing ideas
 - Example from Jesse Buetow a teacher in Saint Paul Minnesota:
 - All of his students create a video for their book reports instead of writing.
 - Created a Twitter hashtag where he shares his videos.
 - Publishes his videos on his [website](#) and the authors have started to respond.
 - Creation tools allow students who might never speak up in class share their voice.
- **Different kids need different ways to express themselves.**

- **There is no right way to bring creativity into the classroom.**

Resources:

Adobe Spark for education- [Spark.adobe.com/edu](https://spark.adobe.com/edu)

- Free creativity tools for you and your students.

Adobe Spark Guide for Educators- [Adobe Spark Edu Guide.pdf](#)

- Downloadable guide for educators getting started using Adobe Spark in their classrooms.

A few of Ben's Blog posts on Adobe Spark for Education. More at [Forta.com](https://forta.com)

- [Post: Adobe Spark for Education](#)
- [Spark in the Classroom: Video Storytelling](#)
- [Spark in the Classroom: Video Journals](#)
- [Adobe Spark: Back to School Posts](#)