



ideas
powered

@SCHOOL

21 DAYS

TO A MORE CREATIVE LIFE

- Helping pupils value creativity -



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



“Every child is an artist. The problem is staying an artist when you grow up.”

Pablo Picasso

“Creativity is intelligence having fun.”

Albert Einstein

“Just because something doesn’t do what you planned it to do doesn’t mean it’s useless.”

Thomas Alva Edison

“Creativity comes from a conflict of ideas.”

Donatella Versace

“You can’t use up creativity. The more you use, the more you have.”

Maya Angelou

“You see things; and you say, ‘Why?’ But I dream things that never were; and I say, ‘Why not?’”

George Bernad Shaw

“Creativity is just connecting things.”

Steve Jobs



In today’s world, creativity and innovation are important in every walk of life. Complete this diary over 21 days to create a creative habit.

Once you have completed all the activities in your diary, ask your teacher and one of your parents to sign the certificate on the last page and claim your reward.

Day

2

Print two photos that you like

1. Choose a photo from your phone that you took.
2. Print it out and stick it in a frame. Write a title.
3. Write your name under the photo.
4. Ask a friend to print a photo for you from his or her phone.
5. Stick it in the other frame and write a title for it.
6. Write your friend's name under the photo.



Blank area for the first photo, featuring a yellow banner at the top and a dashed-line border for the photo and title area.

©

Blank area for the second photo, featuring a yellow banner at the top and a dashed-line border for the photo and title area.

©

TIP

Copyright means that when you take a photo, you own it. You have to ask for permission to use other people's photos.

Day

3

Create an original work connected to **YESTERDAY**

Think about something **really good** or **really bad** that happened to you yesterday. Close your eyes and imagine it is happening again.

What can you see?

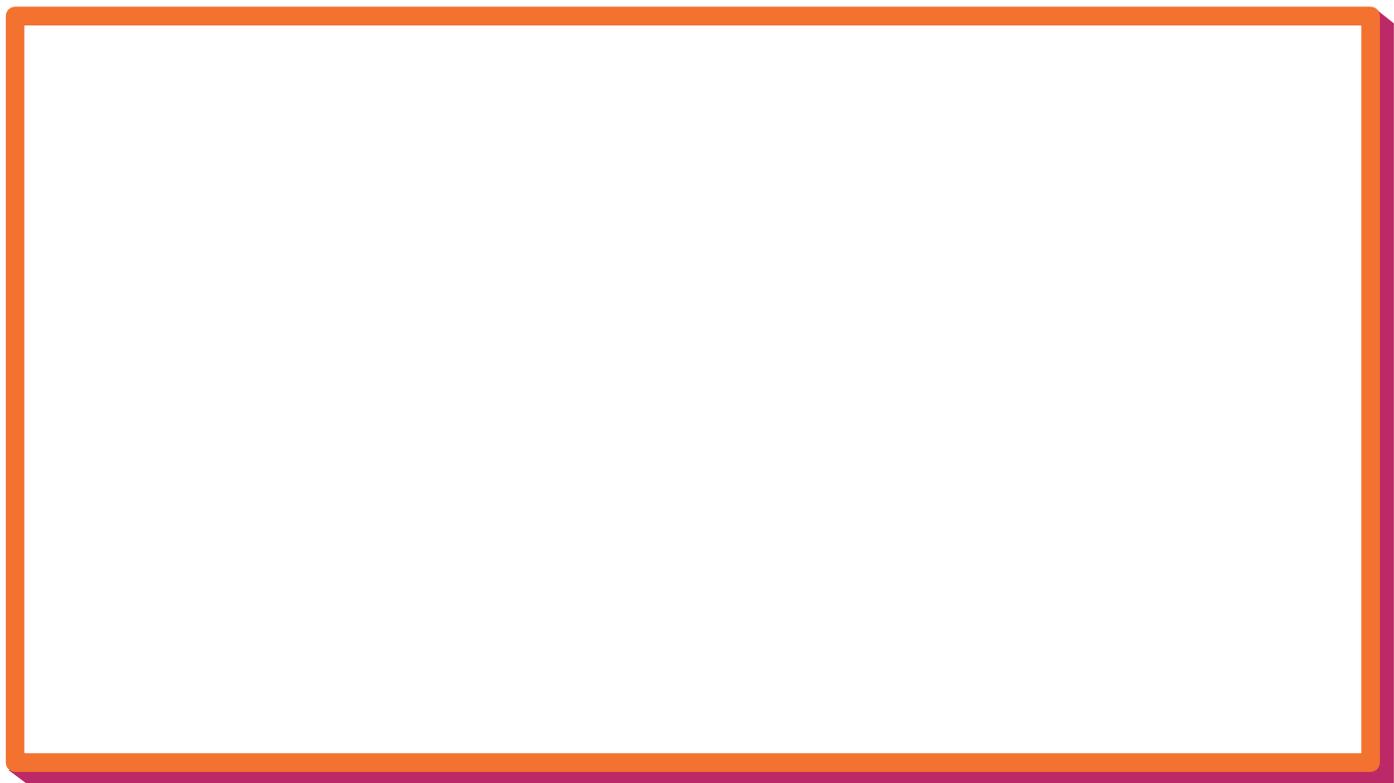
What can you hear?

How do you feel?

Make notes in words or pictures.

Use your notes to create an original work. It can be:

- a drawing
- a story
- a poem
- a song
- a cartoon strip
- a video



©

This is my original creation!

TIP

You can't protect ideas. You can protect their expression in works of art, stories, poems, songs, films, video games, software, etc. by **copyright**.

Day

4

Fill the heart with things you love

Use colours and fonts to communicate your feelings.

Use:

- words, phrases, sentences
- pictures
- symbols

Include:

- people, places, animals, objects, possessions
- music, films, books, games
- activities



THINK!

How would you feel
if your teacher put this on
the school website
without asking you?

TIP

Your school cannot publish or make copies of your work without your permission.

Day

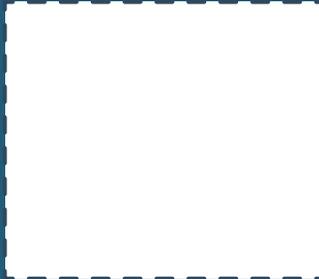
5

Design a logo to represent you

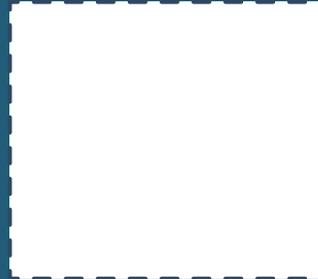
Find three logos that you like on things around you. Copy the logos.



Logo = a design



Logo = a word



Logo = word + design



What do you want to communicate about yourself in your logo? Make notes:

Design your logo:

TIP

A logo is a drawing, image or symbol that represents a company. A logo looks interesting and can communicate more quickly than words.

Day

6

Make your mark on a trademark

Trademarks are all around us. Look in your kitchen and make a list of the food trademarks. Look for the symbol for registered trademarks.



Copy or stick a food trademark here. How could you improve it? Make notes.

TIP

You can register® a logo as a **trade mark**. A colour, a sound, and the way a product looks can also be a trade mark.

Day

7

Design your ideal bedroom

Measure your bedroom and draw the outline on the graph paper.

What items are essential in your room?

.....

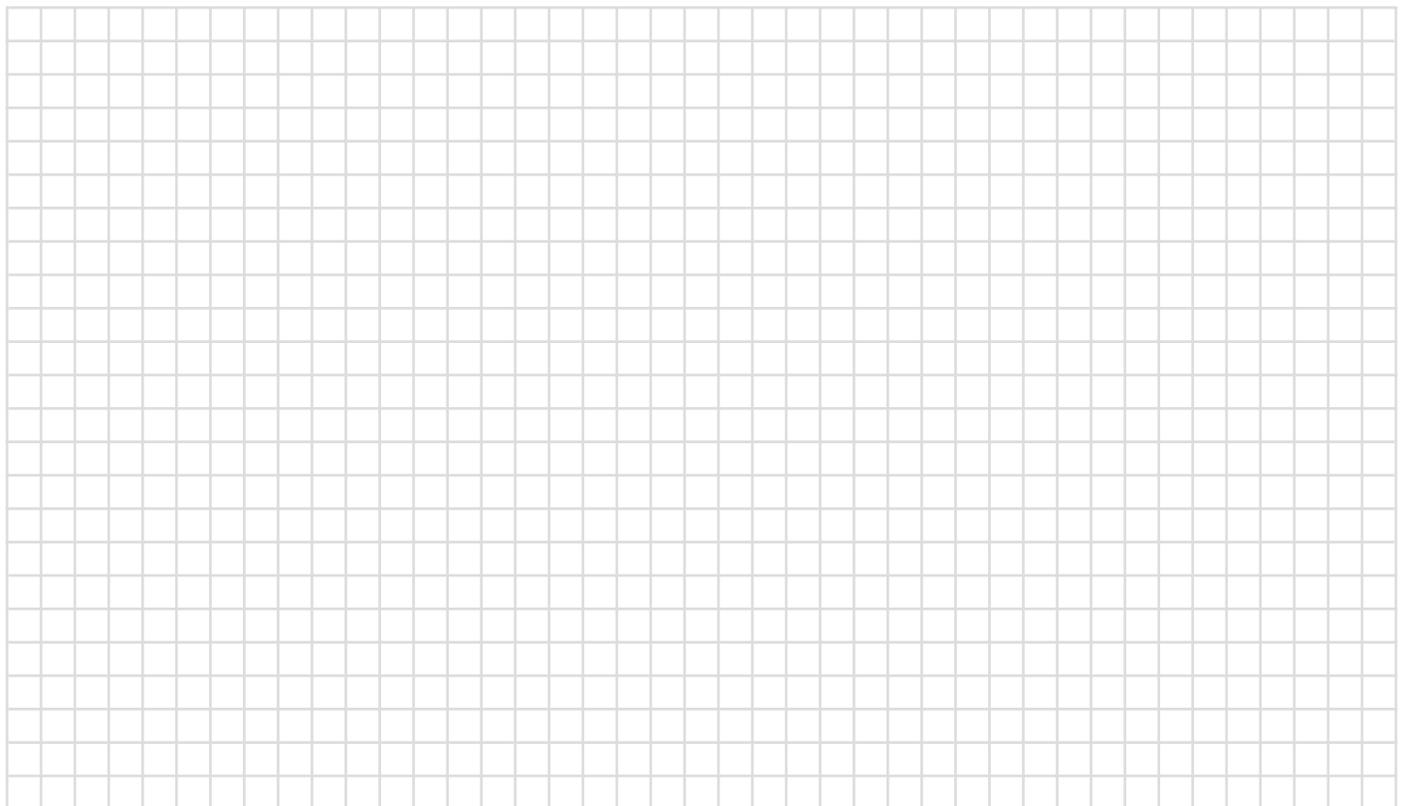
How can you change their design to make them better for you?

Which is the best place for them? Draw them on the plan.

What items would you like to have in your room? Write them in order of importance:

1. 2. 3. 4. 5. 6.

Draw them on the plan.



Compare your designs with a friend. What do your ideal bedrooms say about you?

Mine

My friend's

TIP

Designs are an expression of your creativity. You can create a big impact in a small place.

Day

8

Think of a new home invention

Which home chore do you really hate doing?

.....

What do you hate about it?

.....

What solutions could an invention provide?

.....

Draw and label your invention.



Sometimes it takes only a moment of inspiration to come up with a great idea, but it takes a lot of experimenting to turn that idea into a useful invention. Inventors need a reward for all the time and money they spend on developing their ideas. This is why they can patent their inventions.

Does your invention meet the three requirements for a patent?

- Is it really new?
- Is it inventive?
- Could it be made and used?

TIP

Patents are only given to new, inventive and industrially applicable inventions.

Day

9

Invent an app to use at school

WHO is it for? (ages)

WHY? What is the purpose of the app? To

WHAT? Write a short description of what it does:

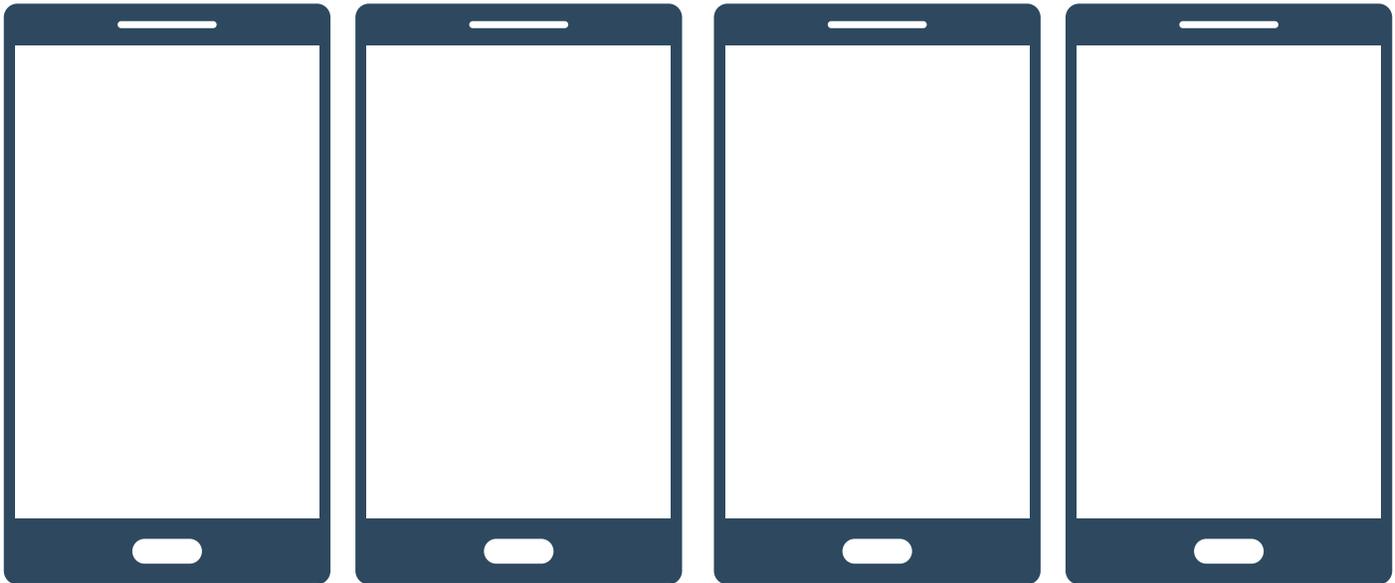
.....

HOW does it work?

camera swiping typing voice control GPS tilting

other

WHAT will it look like? Design your app on the screens:



DON'T BE A COPYCAT!

Many 'new' apps are variations of ideas that we already use.

Be as original as possible. Try not to copy an idea that is popular at the moment.

Please sign:

I certify that this app is my original idea!

TIP

Remember that you can't protect an idea! If you've got a really great new idea for an app, start coding it and save it on your computer. Then it can be protected by **copyright**.

Day
10

Ask a friend to create a *'Right Now'* blog entry

Your friend should write a blog with these headings.

He or she can use colours and pictures to communicate feelings and ideas.

'Right Now'

- wearing
- feeling
- needing

- listening
- watching
- wanting

- weather
- thinking
- hoping

Print it out and stick it here.



Write your friend's name and the year.

©

Ask your friend if you can make a copy and show it to your class.

TIP

If you create material on the internet (e.g. a blog, a website, a video clip), you can protect your IP so people don't use it without asking you.

Day
11

Design a new sports item for a sport you like

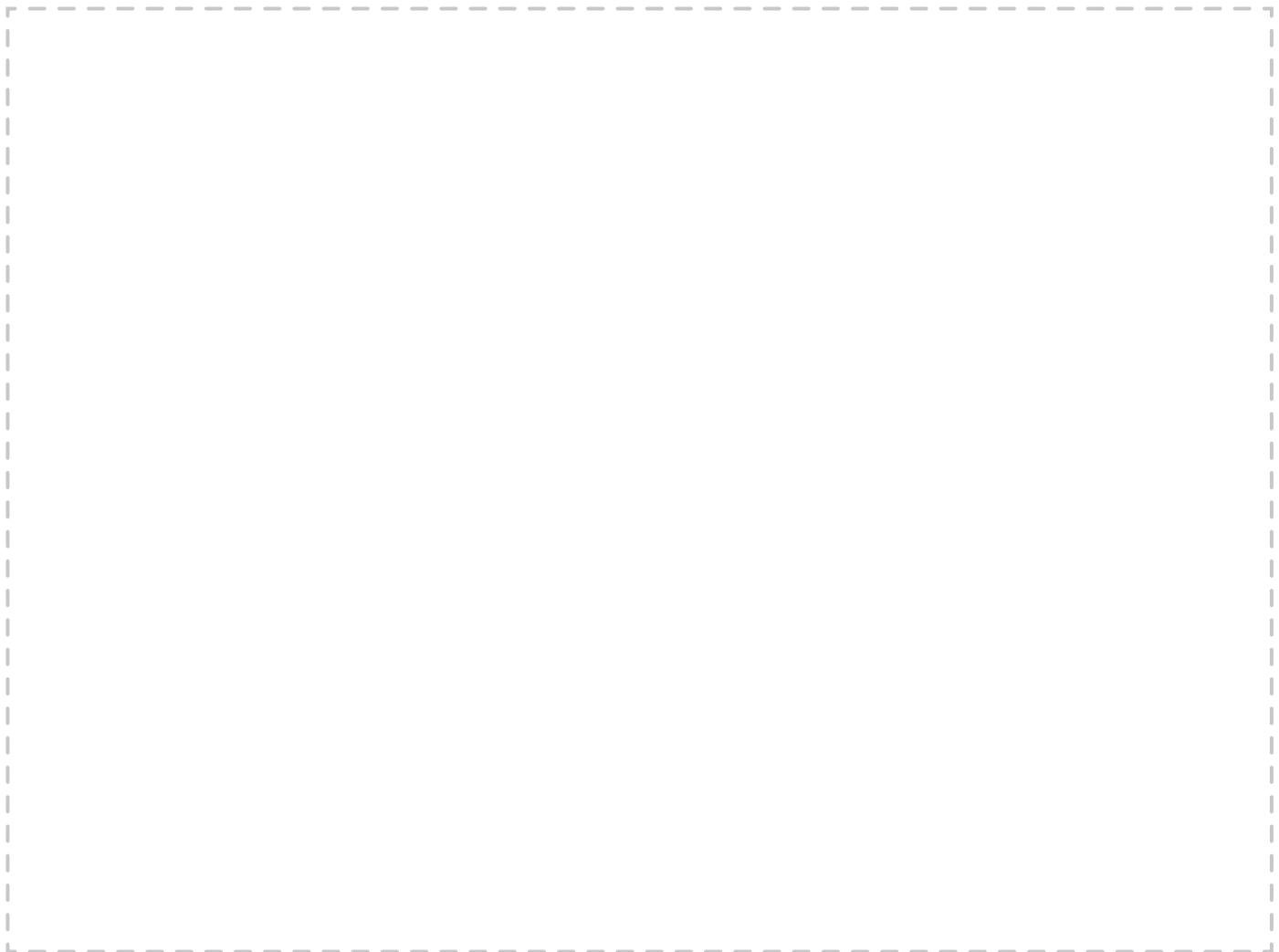
Sport:

Piece of equipment or clothing you would like to improve:

Is your improvement related to safety or performance?

Why is a new design important?

Sketch your design and label the improvements.



Show your design to a friend and talk about it.

Do you think your friend's design is new?

Why? Why not?

TIP

You can register a new design if it has a new shape or pattern or if it is made using a new technique. If you want to register a design do so before showing to people.

Day
12

Create a trademark for your sports item

Think of a name for your new sports item:

What message do you want to give customers?

Brainstorm colours, shapes and phrases to use in your trademark.

Sketch a trademark

Brainstorm

--	--

Show your trademark to a friend and ask for their suggestions on how to improve it.
Sketch it again.

Suggestions

--	--

TIP

A trade mark helps to market a product. It identifies the goods of one seller from another and helps people to recognise a product. A good trade mark should be memorable.

Day
13

Invent a slogan and design an advert for your sports item

SLOGAN

Design a short video advert using your slogan.

Setting:

Characters:

Sketch the scenes.

Scene	Duration	Scene	Duration	Scene	Duration
Notes		Notes		Notes	
Scene	Duration	Scene	Duration	Scene	Duration
Notes		Notes		Notes	

TIP

A good slogan should be short and simple and should focus on what makes your item different. Words are one of the most powerful things we have.

Day
14

Design a cake for your birthday



Name:

Colour:

Shape:

Decorations:

Ingredients:

-
-
-
-
-
-

Sketch your cake.

TIP

There are lots of different ways to be creative.

Day
15

Write a script for a scene in a play or a film

1. Think of a funny experience you have had.
2. Close your eyes and play through the scene in your head.
3. Open a document on your computer. Write a title at the top.
4. Who was in the scene? Write their names on the left.
5. Write a rough version of the dialogue. Read it aloud and correct it. Do this 10 times!

Print out the final script and stick it here.

©

Would you like to perform your scene in class? Why? Why not?

.....

Would you give another class permission to perform and film the scene? Why? Why not?

.....

TIP

Plays, films and video clips are protected by **copyright**. You need to ask for permission to use them at school or at home.

Day
16

Create an outline for a new video game

Type of game:

Where is it set?

Where are the different levels? (*the rooms*)

Who or what is in it? (*the objects*)

Rules:

To score points: To lose points:

Draw the 'room'
at the beginning
of the game.



Present your game idea to a friend.
Is it original? Is it fun? How could you improve it?

To turn your ideas into a digital game you need to start coding.

TIP

Video games combine creativity and technology. They are protected by **copyrights**, **trade marks** and **patents**. Millions of people around the world work on creating video games thanks to the money earned by these IP rights.

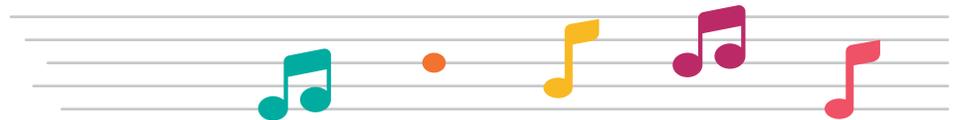
Day
17

Design an album cover

Choose an album that you like. Listen to it, look at the cover and complete.

	Album by	My album
Name		
Colour		
Words		
Images		
Description		

Create an album cover.
Print it out and stick it here.



Did you use any copyright material when you created this album cover?

What?

TIP

Copyright protects songs and music. It can also protect album artwork.

Day
18

Write a minisaga about a family story

1. Think of a story that one of your parents or grandparents has told you.
2. Open a document and write the story in note form.
3. Read it carefully and correct it.
4. Count the words and add or take away words so that it is exactly 50 words long.
5. Write a title.

A minisaga is a story in exactly 50 words. The title can have up to 15 characters.

Print out and stick your minisaga here.

Does the copyright belong to you or to the person who told you the story?

©

TIP

Creating artistic works is hard work and takes time.
Editing is an important part of creative writing.

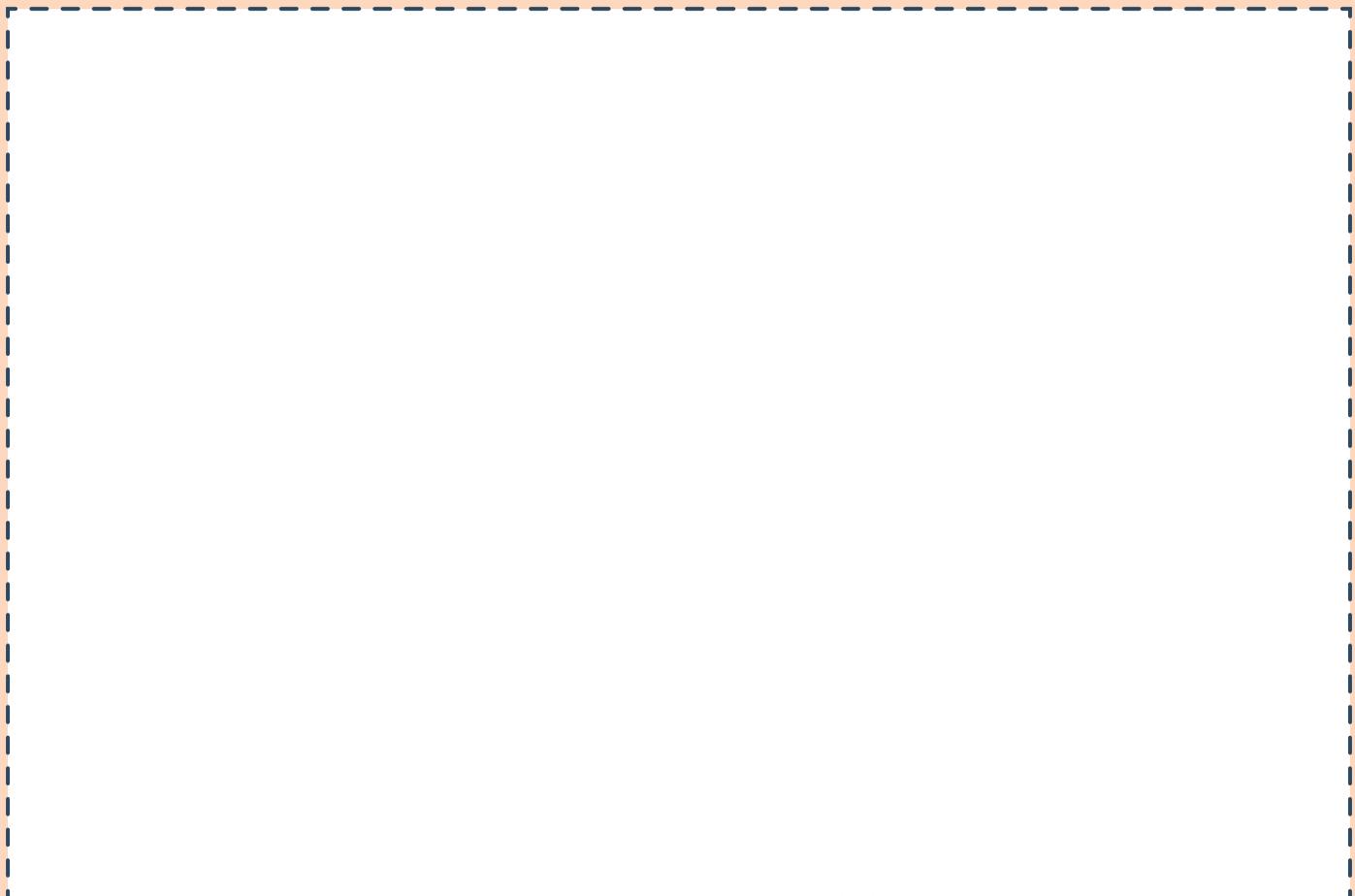
Day

19

Write and illustrate a poem

1. What day of the week is it? Think about how you feel.
2. Choose a colour and write the letters down the left-hand side of the writing box.
3. Start each line of your poem with the letter on the left.
4. Write one idea connected to the day on each line. Use a pencil.
5. Read it aloud and correct it a number of times.
6. Trace the letters carefully and add some pictures.

| In an acrostic poem, the first letter of each line spells a word (if you read down the page).



©

TIP

Begin with a simple word or idea to get your creativity flowing.

Day
20

Use nature to inspire a fashion design

1. Choose an animal, plant or insect that you find beautiful or interesting.
2. Sketch these elements:
3. Use the elements to inspire a design.

colours

patterns

shapes

forms

textures

Careful observation of nature can lead to new innovations and products. Many of today's scientists and engineers use biomimicry to enhance their designs and inventions.

TIP

Fabric patterns and the shape and appearance of clothes can be registered as designs.

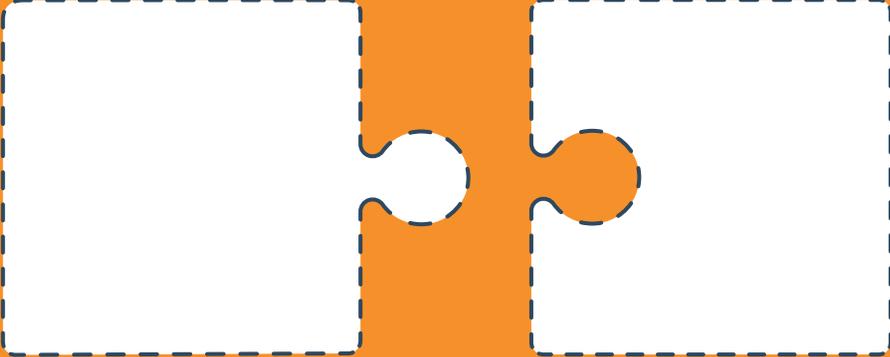
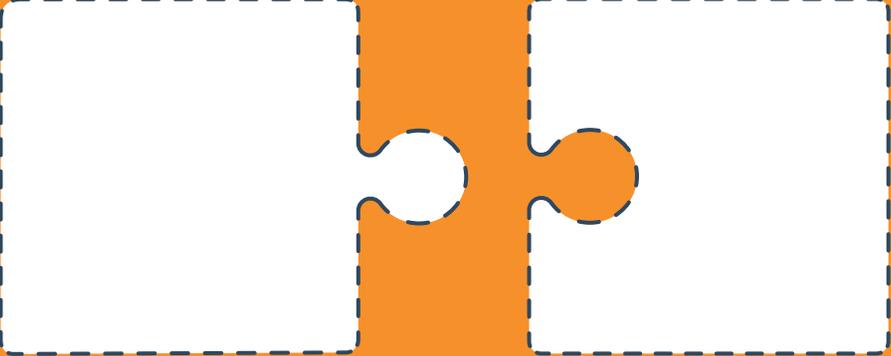
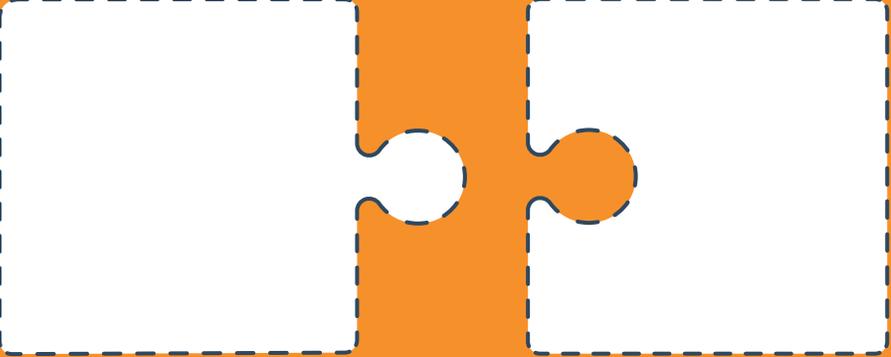
Day

21

Creating for the future

In order to invent, inventors first identify a problem, then they think of creative ways to solve the problem and work hard to make their ideas a reality.

Write three world problems that worry you.

- A white puzzle piece with a dashed border, intended for writing a world problem.
- A white puzzle piece with a dashed border, intended for writing a world problem.
- A white puzzle piece with a dashed border, intended for writing a world problem.

Work with some friends. Brainstorm ideas for solutions.

Could you develop any of your ideas?

TIP

Inventions improve lives so we need to encourage people to invent new things. **Patents** encourage inventors to keep inventing because they stop people stealing their inventions.



Which activity did you most enjoy doing? Why?

Which is your best idea in the diary, do you think? Why?

After doing the diary, how are you going to keep the creativity habit?
(For example, you could buy a sketch book, join a coding club or start your own blog, etc.)

Complete and send us this certificate to win a reward.



Certificate of Completion

Creativity Diary

Name

Class

*For successfully completing the 21 day Creativity Diary
on (date)*

Signed and certified by

.....

Teacher

.....

Parent

Send to:

IPinEducation@eupo.europa.eu

More information and links:

<https://euipo.europa.eu/ohimportal/es/home>

<http://www.ideaspowered.eu/en/ip-basics>

<https://euipo.europa.eu/knowledge/course/view.php?id=1738>

For more information please contact:

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