

The Creative Process: Phase 3 - Illumination

This phase of the Creative Process covers the germination of the idea. It may be the instantaneous "Ah ha!" moment, or it may be a period where your mind is just working in overdrive. Some say the creative juices are flowing. Some see a vision that they then create in form.



All the great thinkers on creativity have described what this looks like in their own words. They see and describe Illumination as it manifests itself in the actual creative output of others. But descriptions of the cause of Illumination are rare. What sets a mind into action? We know the two preceding phases are necessary to put a mind in a ready state. But what sets it off?

There are many ways to prompt a mind in a certain direction, from the tactile modeling with clay on up to evocative blue sky wishing, each designed to stir the senses. But it is hard to produce repeatable, successful results with many of them. Illumination is the elusive 3rd phase.