

CREATIVE LEADERSHIP VISUAL VISION STATEMENTS



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Creative Leadership Transforms Schools

1. Creative Leadership Matters
2. Art Builds 21st Century Skills
3. Crafting Education Vision
Collaboratively, Illustratively



Exploring What Being a Chief Creative Officer Means...



- Reflect on the card explanations—front and back...
- Share thoughts with person next to you on what this could mean for you...

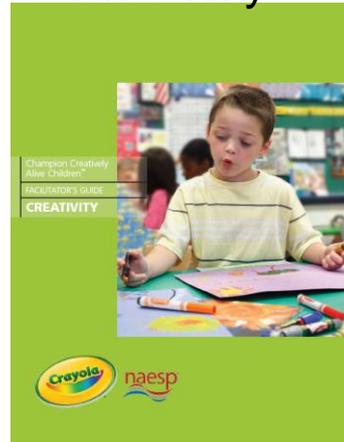


Champion Creatively Alive Children

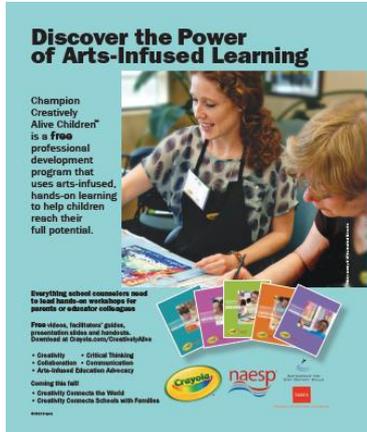
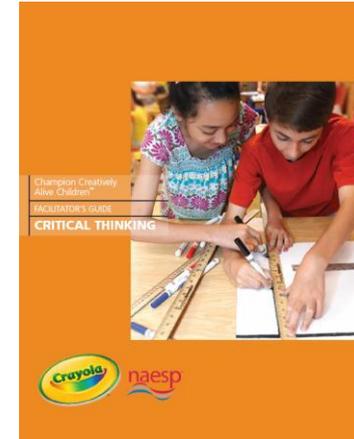
free workshop guides, videos, handouts...

to align on “why to and how to” embrace power of art-integration

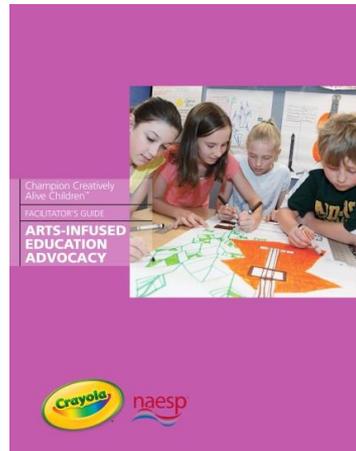
Creativity



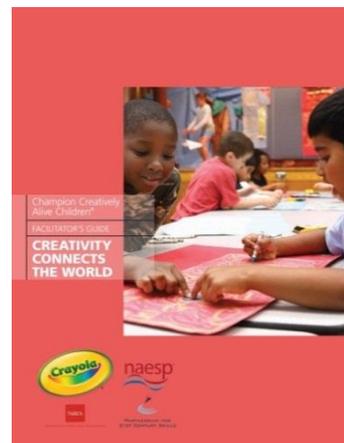
Collaboration



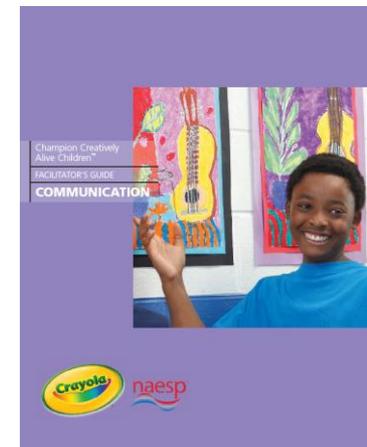
Arts Education Advocacy



Critical Thinking



Communication



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Teacher Leaders Facilitate Interactive Workshops

Arts Builds 21st Century Skills—4 Cs

CRITICAL THINKING

Using original ideas to solve problems



CREATIVITY

Discovering novel ways to think, learn and do

Arts experiences create memorable, engaged learning.



COMMUNICATION

Expressing thoughts and feelings effectively



COLLABORATION

Working in partnership with others toward a common goal



Creative Leadership Teams Help Colleagues...

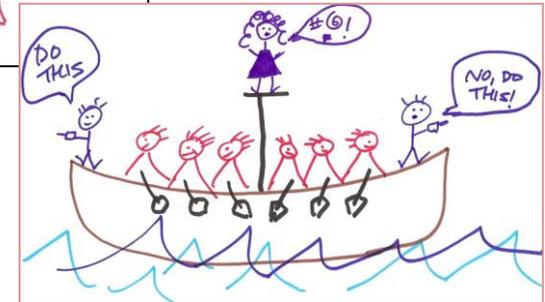
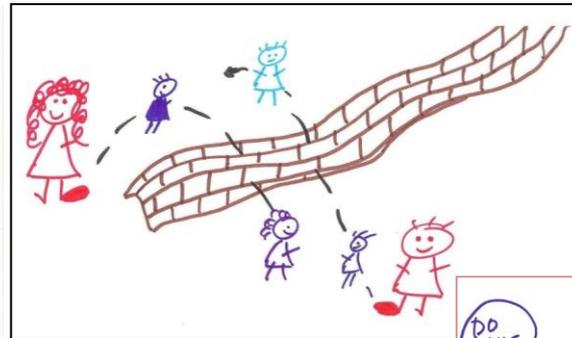
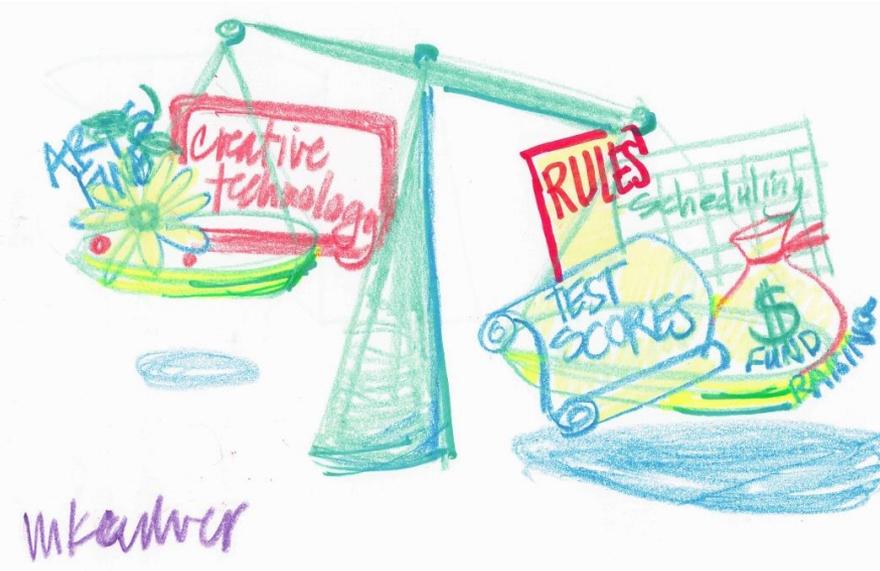
Understand Creativity

-  Creativity means “coming up with new ideas that work.”
-  Creativity is “thinking outside the box” or “divergent thinking.”
-  Creativity is the act of making connections between seemingly unrelated ideas to make something new and appropriate.
-  Creativity means finding new ways to solve problems and interact with the world.
-  Creativity is the ability to see what’s not there and create something new.



Creative Collaborative Culture

“Draw Your School Culture”



Select a favorite—
talk about how you'll use with colleagues...



Craft a Vision & Build Creative Capacity

*Story of Silverton Elementary School
Cincinnati Public Schools*





“Collaboratively, Illustratively Craft Vision”

- establish collaborative process for articulating vision
 - unifying
 - gives each individual a voice in process
- align on common vocabulary & key words for vision
- gather deeper understanding of colleagues’ points-of-view
- articulate benefits of arts in education & integrate creativity into vision
- Can use for...
 - district vision
 - school vision
 - teachers & students can write personal vision statements...



Inspired by Warhol



Art Elements:

- Line
- Color
- Texture
- Shape
- Form

Principles of Design:

- Balance
- Emphasis
- Movement
- Rhythm—Repetition—Pattern
- Proportion
- Unity—Harmony
- Variety—Contrast

Wordle™ Home Create Gallery Credits News Forum FAQ Advanced

Wordle is a toy for generating “word clouds” from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends.

Create your own.

View some examples created by others...



Hands-On Art Process

- Work in small groups. Which vision working on?
(District, School, Team)
- Each person contribute 6 words—key to the vision
(jot on scraps of paper—easy to move around, align/organize)
- Come to group consensus on key words for vision.
Group discussion on:
 - *why feel strong passion for particular words?*
 - *where see consensus or difference in opinion?*
 - *debate various meanings of words and the relative weight each word might have in the vision*
- Consider role of creativity and art-infused education in vision....
- Use Art Elements and Principles of Design to convey meaning of each key word.



Art Elements:

Line
Color
Texture
Shape
Form



Principles of Design:

Balance
Emphasis
Movement
Rhythm—Repetition—Pattern
Proportion
Unity—Harmony
Variety—Contrast



Reflective Prompts

- How aligned are colleagues' thoughts on key words for vision?
- How did process help build deeper understanding of colleagues' points-of-view?
- How are the benefits of arts in education articulated in the vision?
- Did this exercise help establish a common vocabulary and align priorities?
- Did it strengthen understanding of Art Elements and Principles of Design—how visuals convey meaning?



Planning Next Steps

- Building School Creative Leadership Teams
 - Crafting School Vision Statements with Faculty
- Sharing this PD within schools
 - Using CCAC Guide and Videos on Art Builds 21st Century Skills
 - Art and Literacy Workshops
- Other Plans...



Creative Leadership

Champion Creatively Alive Children®
Creative Leadership Grants 2015



naesp
National Association of
Elementary School
Principals

Crayola
National Art Education Association

Creative Leadership Grants
Apply today for a grant to fund an innovative, creative leadership professional development program within your elementary school.

Proposals will be accepted December 1, 2014 through June 22, 2015. Every entry that application submitted before midnight on Monday, June 8, 2015 will receive a Crayola product gift pack.

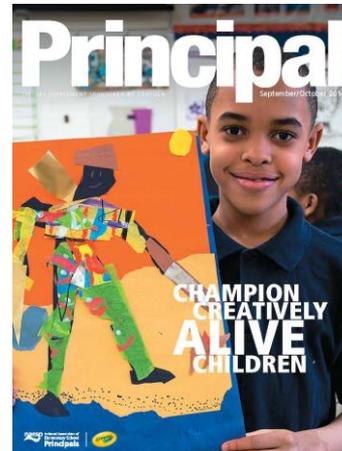
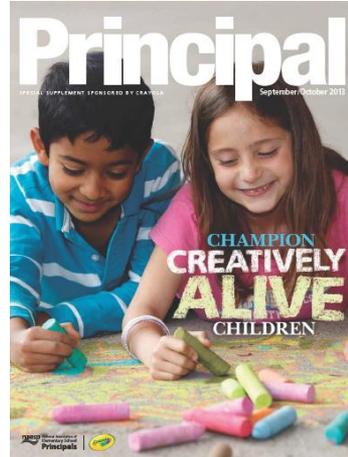
Required for Proposals
15 to 20 elementary schools from the United States or Canada will receive grants to implement and share results of an innovative program that will build creative capacity and collaborative culture school-wide.

Each grant-winning school receives \$2,000 and Crayola products valued at \$1,000.
For complete information and application, go to: Crayola.com/educators or naesp.org

For any questions and to submit proposals, contact CreativelyAlive@Crayola.com

Your School's Creative Leadership Team—

- Envision \$3,500 grant to build creative capacity
- Elementary schools in U.S and Canada (others can partner with Elementary school)
- Application & scoring rubric on Crayola.com
- Innovative, Professional Development, Collaboration
- Exemplar stories featured in Principal journal



National Art Education Association

naesp
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