Creative Problem Solving:
a book of visual provocations

Prompts by Gordon Fletcher

Creative Problem Solving:
a book of visual provocations

Prompts by Gordon Fletcher

Visual provocations give us a nudge to think about the world around us differently. When visual provocations are applied to a single area of thinking or a set of concepts the effect is all the more powerful. Any sense of normality, pre-existing believes or understanding are pushed to a breaking point as we try to make sense of these visual statements in ways that are not intended and cannot always be reconciled.

See these provocations as ways of reflecting upon what you thought you knew was certain. Is it because the image is incorrect? Is it because you did not have all the information enabled you to understand?

The images in this book are produced by artificial intelligence. The titles of the provocations were generated directly from the section titles – with additional style information – or were generated by prompting an AI with the section titles. The titles were then feed into a text-to-image AI tool that generated the image. Some upscaling (to make the images print quality) or refining (to make the images sharper and sometimes more visually attractive was undertaken). The generated images were not further 'tweaked' in Photoshop or any other editing software.

These provocations encourage you to think about how problem solving can be done by looking at the situation in a different way.

The provocations focus on...
– VUCA / BANI
– Innovation
– Systems thinking
– Visualising problems
– Rich pictures
– Developing models
– Approaches to problem analysis
– Complex problems
– Holistic approaches
– Creativity

Systemic approaches to problem solving | Hard-edge painting | by Mary Adshead

VUCA / BANI

VUCA | Arte Povera | by Sonia Boyce

"BANI", Magic realism, by Joan Eardley

"VUCA" in the style of an eye test chart

"BANI", high resolution video art

A character called "VUCA" in a scene of Rick and Morty

Innovation

"Innovation", photorealism, Viking style

"Innovation" screen printed 1980s band poster

"Innovation" Political cartoon from U.S. newspaper

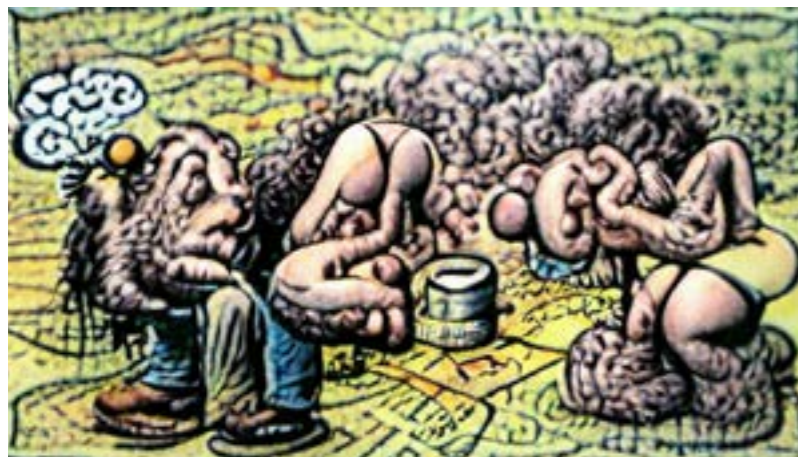"Innovation" in the style of The Simpsons

"Innovation", in Animal Crossing, by Gustave Doré

Systems Thinking
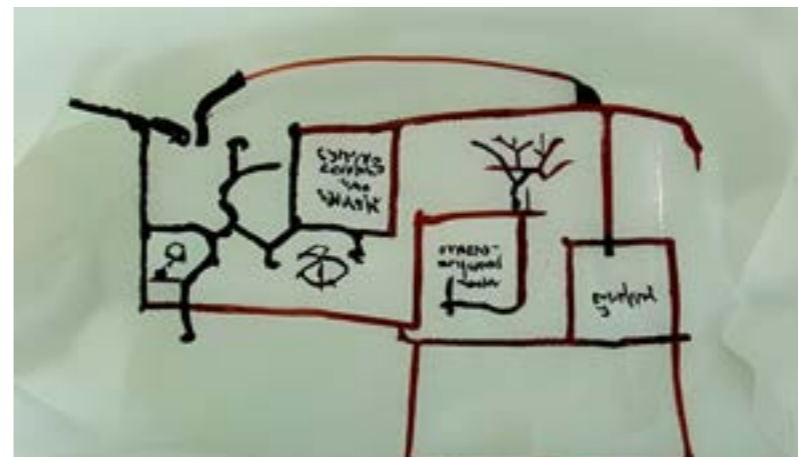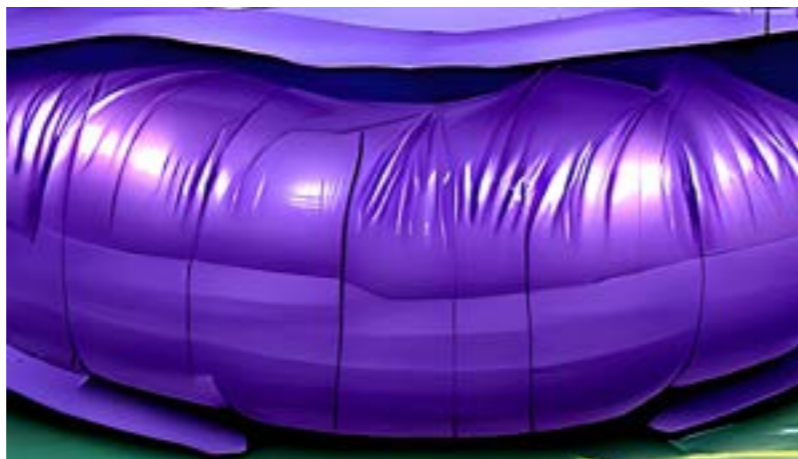

"Systems Thinking" in the style of Dr Seuss

Systems Thinking | Robert Crumb

"Systems Thinking, inflatable parade float

"Systems Thinking" in a secret hideaway, Detailed scientific diagram

Systems Thinking | Go pro footage | Highly Detailed

Visualising Problems

"Visualising Problems", 1960s Cartoon, Award winning
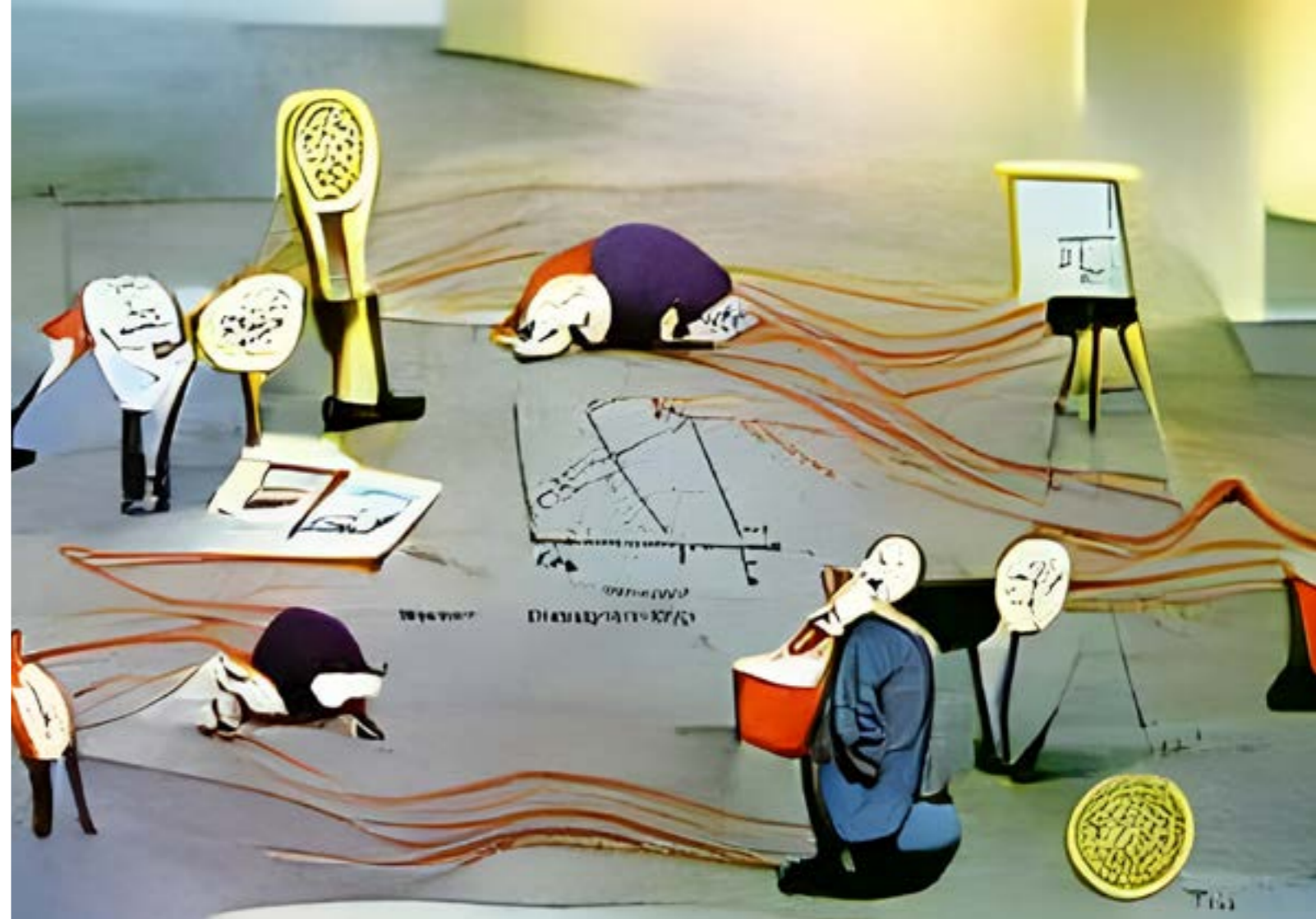
"Visualising Problems",
Cyberpunk digital art, Highly
Detailed

Visualising Problems |
Norman-Sicilian | Jenny
Saville

"Visualising Problems",
Later Cretan School, by
Maggie Hambling

Visualising Problems | Cos
Cob Art Colony | Paula Rego

"Visualising Problems", Hudson River school, Rebecca Fortnum

Rich Pictures

"Rich Pictures", cutup collage style, by Wassily Kandinsky

"Rich Pictures", vaporware, Tacita Dean

Rich Pictures | Pittura Metafisica | Rachel Whiteread | shallow depth of field

Rich Pictures | lomography | Maria Lalić | Blade Runner 2049 (2017)

Rich Pictures | Jane Sutherland (1853 – 1928)

Developing Models

"Developing models", 1970s children's television set with Zoe Ball

Developing Models | Stencil | street art | Banksy

Developing Models | airbrush

"Developing Models", Let-trism, Layered Paper

"Developing Models", International Typographic Style

"Developing Models", as a 1960s photocollage from the Whole Earth Catalog
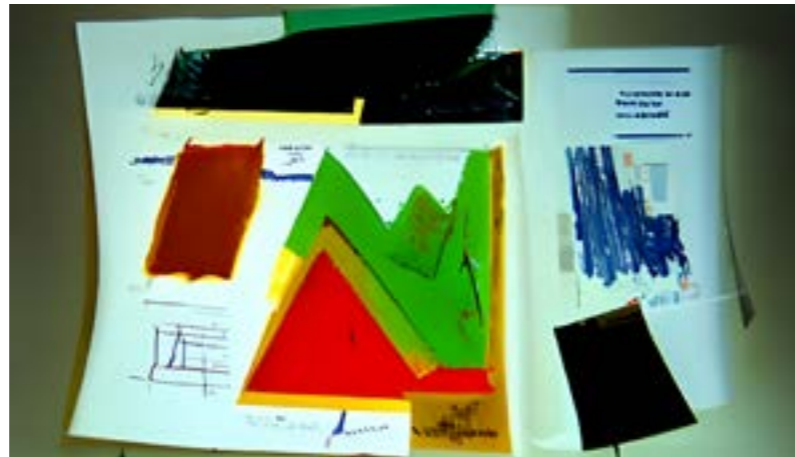
Approaches to Problem Analysis

"Approaches to Problem Analysis", Skateboard sticker illustration, highly detailed

"Approaches to Problem Analysis", style of Young British Artists

"Approaches to Problem Analysis", a photorealistic scene in the style of Hayao Miyazaki

"PESTLE Analysis", film still, Runa Islam

"Approaches to Problem Analysis", pre-historic, Lascaux, primitive

Complex Problems

"Complex problems" an illustration by Michael Sowa, but as photography.

"Complex Problems", as a sand sculpture on Brighton Beach

Complex Problems | Hieronymus Bosch

Complex Problems | Character reference sheet

Holistic and Systemic Approaches

"Systemic approaches to problem solving" as an interpretative performance.

"Systemic approaches to problem solving" by L.S. Lowry

"Systemic approaches to problem solving", Hard-edge painting.

"Systemic approaches to problem solving", Antipodeans art movement, by Ana Mendieta

"Holistic approaches to problem solving" seen from back, sunset, Canon EOS 1000D, ƒ/3.5, Focal length: 18.0 mm, Exposure time: 1/5, ISO 400, Flash on.

Creativity

"Creativity, in the style of Sots Art. The critics say, "The artist has produced a work that is both thought-provoking and visually stunning."

"Creativity", Post-painterly abstraction, by Anne Hardy. The critics say, "The work is stunning and will no doubt be remembered for years to come."

"Creativity" by Luz Donoso (1921–2008)

"Creativity", multiple characters, highly detailed, Comic book art

Creativity | ASCII Art

"The Organisation", detailed image as a tube map based on the New York subway system