

# Power of Creativity

A guide to encourage creative expression



The Power of Creativity



It starts here.™

# Dear Parents,

As parents you experience the joy of watching your children grow and develop as they express themselves through art.

Creative expression helps children believe in themselves and feel that they have something unique to offer. Art helps children enjoy bright, colorful lives and reach their full potential.

Creativity is not so much about children becoming accomplished artists, as it is about expressing what's inside. Expressing thoughts and feelings through art is important throughout childhood and in helping children develop into accomplished adults. Our parental role is to encourage creative activities to ensure our children reach their full potential. As a parent of three young children, I personally feel good about the time I've invested in their creative development. As an educator, I'm delighted that the research supports the long-term benefits of art on children's learning.

From the moment a colorful mark is first made on paper, to heading back to school each year with fresh supplies, creativity begins with high quality children's art products that ignite the imagination and dreams within each child. That's why generations of parents have trusted Crayola® products and programs for nearly one hundred years.

Enjoy the colorful, fun ideas in this guide with your children. Celebrate the power of creativity by making art activities an everyday part of your family's life.

Sincerely,

*Cheri Sterman*

Cheri Sterman  
Crayola® Director of Child Development



# The Importance of Creativity



Creative people invent, imagine, problem-solve, create, and communicate in fresh, new ways. Every career requires creative thinkers: scientists, engineers, medical researchers, technology innovators, business entrepreneurs, artists, performers, writers and illustrators,

designers, inventors, educators and parents. Those with the ability to “think outside of the box” will lead the future and make special things happen.

Seeds of creativity live in everyone. You as parents are kids’ first and lifelong teachers. You can nourish sprouting imaginations into strong, growing creative minds.

Nourish kids with creative experiences throughout childhood with art. Encouraging your child’s creativity can be simple and easy to do and fun for everyone. Try these tips:

- 1.** Provide your children with both planned craft projects and spontaneous, simple art experiences they can do on their own. Create an art center in your kitchen or family room so your kids can creatively express themselves.
- 2.** Encourage your children to try new, unique ways of doing things. Don’t expect their artwork to look like samples others have made. Encourage your kids to come up with their own way to do crafts. Ask, “I wonder what would happen if...” to inspire their imagination.
- 3.** Build your kids’ confidence in their own creative abilities. If they ask you to make it for them, reply that you’d love to see what they create. Children’s fresh and unique styles should be valued.
- 4.** Emphasize the enjoyment and the “process” of creating art, more than the results. The aesthetic qualities of a young child’s works are not as important as the process used to create them.
- 5.** Celebrate your children’s creativity by displaying their art.

# Simply Creative Fun

*Make creative experiences part of your kids' daily routine and each special occasion your family celebrates.*



## Make Games

Games don't always come in a box. Your kids can make them! Remember the classics and create homemade bingo and tic-tac-toe. All you need is paper and Crayola® art supplies.

## Drawing Funny Memories

Provide paper and Crayola® crayons and markers. Ask the kids to draw their funny memories. Try themes, such as "funniest Halloween outfit," "funniest story," "funniest school scene," and "strangest food I ever ate." Then discuss the illustrations and enjoy learning more about how your kids think and feel.

## "Warm Fuzzies" or Acts of Kindness

Kids cover a recycled box, such as a tissue box, and decorate it with Crayola® markers or crayons. On small slips of paper write "warm fuzzies" (loving thoughts that make others smile) or "Acts of Kindness" messages (thoughtful, simple acts of kindness that kids can do for the family). Fill the decorated box with the small, folded cards. Every night, after dinner each family member picks a card. Refresh the box with new kindness cards, as needed. Enjoy! Kindness is sweeter than dessert.

## Thanks to You!

Kids create cards for family, friends, teachers, scout leaders, coaches and teammates that show how much they appreciate their special talents, helpfulness, kindness, humor, warmth, personality, effort and special friendship. Get the Crayola® colored pencils ready so they can express thoughts in pictures and prose. These will surely warm the recipient's heart.



## "Deck the Walls" with Art

Decorate your home with children's artwork to celebrate their creativity and show that you value what they create. The refrigerator is the family art gallery for your child's artwork. Hang their artwork in mats or frames. Take some art to work to brighten your office or work area. Send artwork to relatives. Decorate your child's room with personally created art originals. A fun place to hang artwork is above your children's beds, so they have something special "to look up to."



# Drawing Families Together

*Enjoy these unique bonding experiences during Youth Art Month and beyond. Gather the family around the kitchen table to share thoughts and feelings through art.*

**Swap Art** - Create art together by starting and swapping pictures. Have kids work in pairs or every family member can participate. Here are three ways to play:

1. **“Color Doodles”** starts by making crayon scribbles. Swap and have the other person turn the doodles into colorful abstract art.

2. **“Mystery Scratch Out Pictures”** is layered art made with a partner. Everyone fully covers a piece of paper with big crayon splotches of color. Don't worry about the design, just cover every inch with crayon. Then use a black or dark blue crayon to color over those colors, filling the entire paper. Swap. Partners scratch out (use toothpick, paperclip or pen cap) drawings and are surprised where different colors pop up, making the pictures mysteries.

3. **“Picture Puzzles”** turn art into puzzles. First, everyone uses Crayola® crayons or markers to draw a picture on paper or thin cardboard filling the sheet. Then every picture is cut into 6-8 pieces. Swap. Partners put the pictures back together like puzzles.

**Art Night Marathon**—Start a new family tradition that on every Saturday night, or one evening per month, the family spends time together celebrating the Art Night Marathon. Gather Crayola® art supplies and kids. Invite relatives, classmates and neighbors to your colorful celebrations.

**“Roots and Leaves”** - Explore your family names and family history. First and last names have special meanings. Check out where your names came from and what they might mean. Draw a family tree that shows ancestors and relatives. Where did your ancestors live? Look up those places on the Internet and learn more about your family roots. Family structures, like trees, vary in their shape and form. Draw roots, branches and leaves to illustrate the relationship of various family members.



## **“Family Favorites” Murals** -

Learn more about family members while creating a big “Family Favorites” mural. Use a large roll of paper or poster board and Crayola® markers or crayons. On the mural, all family members draw their favorite pizzas, fruits,

sports, colors, holidays, and animals. Display this as a big, beautiful record of the family's similar and individual tastes and interests.



**The Family News** – Your kids can keep relatives and long distance friends up-to-date on family news by writing an original family newsletter. Look at your local newspaper or family Web sites for ideas on feature stories, clever headlines, interviews and illustrations. This could be a kids' project or everyone in the family could take a different job, such as interviewing, illustrating, writing, editing, designing, photocopying, and sending or E-mailing the finished news.

www.Crayola.com

# Creativity CENTRAL

*Make creativity part of your everyday life with Crayola.com.*

## Inspiring Ideas

Search the world's largest collection of arts & craft ideas. Whether you are looking for Kitchen Table Crafts, Group Activities, Rainy Day/Every Day Art, Homework Helpers, Travel Projects, Party Fun, Simple Ideas for Kids, or Outdoor Art, you'll find everything you need. Print out the supplies list, step-by-step instructions, and photo of the completed craft.



## Activity Book

These easy to print coloring pages are the most popular feature on the Crayola® Web site. Enjoy Print & Celebrate holidays, Print & Color fun pages and the new Print & Learn pages, which focus on states, nations, leaders, alphabet, and numbers that make learning fun. The Print & Craft pages turn plain paper into gifts, games, mobiles and crafts. Get out the Crayola® crayons, markers and scissors for hours of fun.

## Crayola® Card Creator

Looking for creative, fun cards to send to family and friends? Add your personal sentiments to colorful electronic cards and create hand crafted cards from a wide selection of print & color cards that meet all your holiday, seasonal, and daily card sending needs.

## Parents & Teachers as Partners™

Communication between school and home is critical for education to be successful. Both parents and teachers have information to share with each other which benefits children. This feature provides parents and teachers a place to ask questions and get answers. Participate in this on-line partnership.



## Books & Beyond

Imagine your kids being published authors, for the entire world to see! It's easy. Your kids write and illustrate a story or poem, or draw a picture about a favorite book. Send this to Crayola.com and we'll publish it. Check out the idea starters, print out the permission form, and start drawing. This isn't a contest limited to a few winners. Every child gets published!

## Crayola® Calendar

Keep up to date with this creative calendar that links arts & craft projects to every historical event, global celebration, famous birth date, and fun special occasion.

## Celebrations & Parties

Whether it is a seasonal celebration, birthday bash or neighborhood party, you'll get practical ideas. Everything you need to host a gala celebration, send invitations and thank you cards, make decorations and party favors, and entertain the guests with arts and crafts activities.



## Kids Pages

Kids will love the electronic games and virtual tour of The Crayola FACTORY® especially designed for them.

## New News and Free E-mail

Twice a month you can get a newsletter full of timely craft projects, seasonal activities, special calendar events, articles on creativity, and new news. To sign up for this feature, register on Crayola.com and opt-in for the newsletter. Registered users can also receive free E-mail accounts. What fun to send your E-mail from your name @64box.com!



# ...more **Creative Fun**

*The Power of Creativity feature on the Web site has even more information and activities for your family...*



### **Crayola I.Q. (Imagination Quotient)**

Take a quick quiz to find out how creative you and your kids are. Get your Crayola® I.Q. (Imagination Quotient) by taking either the parents', kids' or educators' Crayola® Creativity Quiz. Have fun finding out if you are a Couch Potato or Potential Picasso.

### **Ask the Experts**

Do you have questions about creativity? Wonder what you could do to make ordinary days extraordinary? The Crayola.com creativity experts will answer your questions. Enjoy reading the advice given to other parents, too.



### **Set Up an Art Center in Your Kitchen**

Kids love art. Setting up an art center in your home will encourage their creative development. See how your kids can manage this special space and keep their supplies organized.

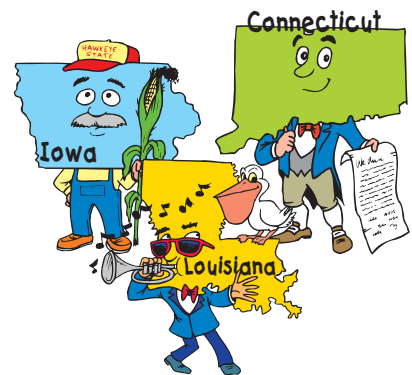
### **Color the States Youth Art Map**

Children across the country drew the landmarks and people that make the 50 states special. Artwork was selected to turn these drawings into a huge puzzle map, assembled during Youth Arts Day, to celebrate children's creativity. Check out the map and kids' inspirational artwork.



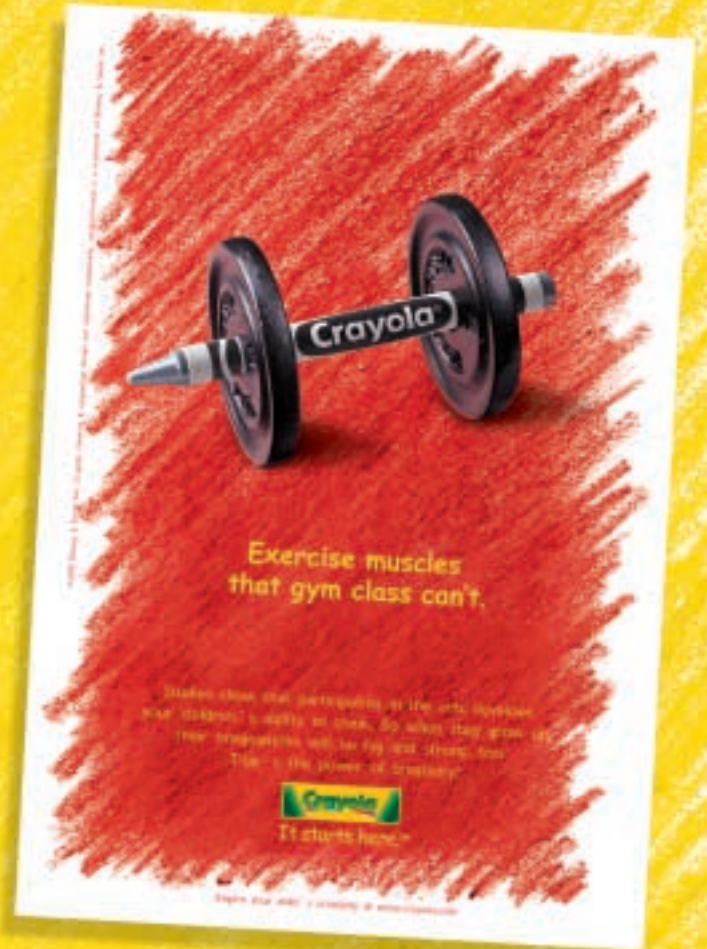
### **Support Art Education in Schools**

Find out what other communities are doing to support art education. Share your art advocacy success stories online.



# Art & Learning

*Studies have shown that art provides learning benefits to children.*



*Research conducted by universities, educators and child development experts demonstrates the importance of art in helping people reach their full potential.*

Read research summaries on the Crayola.com "In the Know" feature  
<http://www.crayola.com/parents/powercreativity/intheknow/>

Visit Americans for the Arts (AFTA) at <http://www.artsusa.org> for arts research and resources.  
AFTA, the nation's leading arts information and advocacy organization, creates opportunities for every American to appreciate the arts.