

Chapter 4 Developing a Business Plan

College and Career Readiness: Creativity

The first pencils were simply a piece of lead. Later, graphite was used, which left a darker impression, and these pencils were wrapped in string for the user to hold. Eventually, the graphite was placed inside wooden sticks. Eventually, pencils were refined to the familiar hexagonal pencil you are familiar with today. The addition of erasers improved the functionality of the pencil. The invention of mechanical pencils, which provide lines of constant thickness and never need sharpened, was a further improvement. All of these design innovations arose from people seeing a need for an improvement and addressing it creatively.

Directions List several objects you use regularly. Choose two or three that have specific features that you find useful. Now think creatively and combine their best characteristics into one new invention. Describe what this new object would be able to do.

Now, return to your list and choose one object. Propose an improvement to its current design or another application other than its current use.
