Creativity in Learning

Insights from Gallup's Creativity in Learning report

What is creativity?

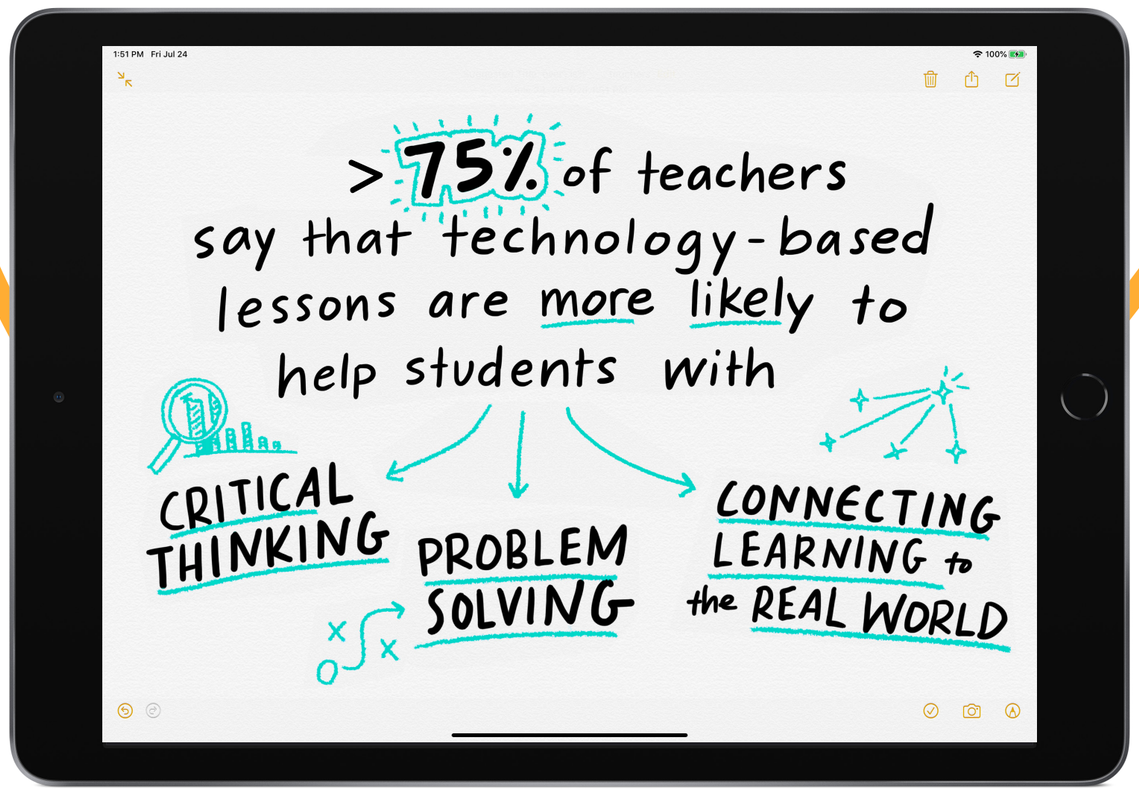
The ability to imagine new ways of...



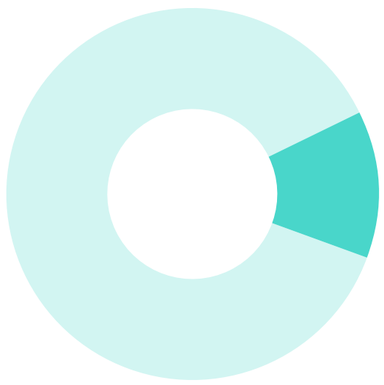
3 out of 4 teachers
agree that students learn most when they can creatively express what they know.

*creativity is ESSENTIAL for learning!

Teachers know the creative and transformational power of technology



Yet tech is rarely used to its full potential



Only 13% of teachers report using tech in transformational ways.

*there's GREAT opportunity!

*what can we do?

Support teachers as champions of creativity

When teachers have the freedom to be creative, students see the creative process modelled and are more likely to embrace challenges that require creativity of their own.



Apple can help

- Get free professional learning with Apple Teacher
- Try Everyone Can Create activities
- Build creativity by teaching code
- Find resources for creative learning at home
- Follow @AppleEDU on Twitter

The Creativity in Learning report was developed by Gallup, based on funding provided by Apple Inc. The findings and conclusions are those of Gallup.