

**INNOVATIVE WAYS TO DEVELOP INNOVATIVE THINKING IN STUDENTS THROUGH CREATIVE WRITING AND DESIGN**

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**Annatation:** This article analyzes the role of creative writing and design activities in the formation of innovative thinking in students. The main goal of the project is to develop students' independent thinking, creative approach and innovation skills. Through creative writing exercises, students are taught to use original ideas and images in creating texts, and through design activities, to express their views in visual form. This project serves to use modern technologies in the educational process, develop teamwork, and increase the creative and innovative potential of students.

**Keywords:** creative writing, design, innovative thinking, creative education, project-based learning, independent thinking.

**Introduction.** Creativity is the ability to find unique, unusual and effective solutions to existing problems, in addition to acquiring simple knowledge. The development of such abilities in students depends on the implementation of innovative approaches based on new methods by teachers in the educational process. While traditional approaches only direct students to acquire knowledge, innovative pedagogical technologies give them the opportunity to think independently, put forward new ideas and be creative. Today, memorizing information or traditional teaching methods alone are not enough to develop children's thinking. Modern psychological and pedagogical sciences show that the human brain is in a state of constant change and development, and advanced technologies are necessary to further expand its growth potential. It is in such conditions that the introduction of neurotechnologies into the educational process expands the cognitive capabilities of students, strengthens attention and memory, develops creative thinking and serves to increase intellectual potential.

Nowadays, the development of creative thinking in the educational process is one of the urgent issues. Because creativity and innovative approach are the main factors determining the competitiveness of the future generation. Therefore, projects aimed at developing innovative thinking among school and college students through the use of creative writing and design activities are of great importance. In today's fast-paced information age, it is important not only to master ready-made knowledge, but also to form a creative approach and new thinking skills in the educational process. Modern society requires innovative, independent-thinking, creative individuals. Therefore, projects aimed at creating new ideas, developing aesthetic taste and enriching practical skills in students by combining creative writing and design in the education system are very effective.

**Analysis.** Encourages students not only to freely express their thoughts through written speech, but also to enrich them visually using design tools. As a result, the student expands his worldview, demonstrates creative imagination, and is ready to take a step into innovative activity in the future.

Creative writing increases students' ability to imagine, think independently, and create new ideas. By writing stories, essays, articles, or short plays, the student learns to freely express his views. In the traditional education system, it is important to direct students not only to master ready-made knowledge, but also to think creatively, make independent decisions, and develop innovative ideas. In this process, creative writing and design activities are effective tools for expanding students' thinking, developing aesthetic taste, and forming new approaches.

Design activities help to form artistic aesthetic taste and visually express innovative ideas. Creating posters, presentations, digital graphics or 3D models engages students in creative activities.

Project-based learning develops teamwork skills in students, teaches them to approach the problem comprehensively and find new solutions. The integration of technologies - the use of mobile applications, graphic design programs, online platforms - makes the project modern and effective.

The role of creative writing in education. Creative writing allows students to: express their thoughts freely and independently, develop fantasy and imagination, enrich their speech culture, and combine artistic and scientific styles.

In the process of writing, the student observes the environment, processes his life experience and expresses it in a figurative form. This brings them closer to innovative thinking.

The importance of design activities. Design is a combination of aesthetic views, modern technologies and creativity. The formation of design skills in students: develops visual thinking, teaches the synthesis of art and technology, helps to find creative solutions to problems, increases efficiency in social communication.

Integration of creative writing and design. A project that combines creative writing and design allows students not only to master knowledge, but also to apply it in practice. For example: writing a story and illustrating it using graphic design tools, creating infographics for a scientific article, presenting the text of an essay using design elements.

Such activities form innovative thinking in students, that is, they strengthen the skills of creating new ideas, finding unusual solutions to existing problems, and working with creativity.

Pedagogical effects of the project. Develops independent research skills in students. Increases interest in learning new technologies. Forms a culture of self-expression and social communication. Strengthens innovative thinking and creativity. An educational project based on creative writing and design encourages students not only to acquire knowledge, but also to apply it in real life situations, to create innovations. This approach breathes new life into the educational process and serves to educate the future generation as creative, innovative and enterprising individuals.

A project based on creative writing and design activities is an effective tool for developing students' innovative thinking. They not only acquire new knowledge, but also gain practical experience, learn to think independently and creatively. In the future, such projects are expected to be widely used in the education system, encourage students to create innovations and increase their intellectual potential. A project organized in combination with creative writing and design is an effective method for equipping students with new knowledge and skills, directing them to new thinking. In the process of such activities, students learn to express their thoughts not only in writing, but also through aesthetic design tools. This forms in them the skills of creative imagination, innovative thinking and an integrated approach. This project: encourages students to engage in independent research, develops critical and creative thinking in them, strengthens the skills of effective use of information technologies, strengthens the culture of free self-expression and social communication. Most importantly, the integration of creative writing and design prepares the student to create innovative projects in various fields in the future. When the student expresses his idea in written speech and brings it to a visual form through design, creative thinking begins to turn into practical activity. This process allows them to create innovations, solve problems in an unusual way, develop aesthetic taste and technological literacy. Therefore, the widespread implementation of projects created on the basis of creative writing and design in the education system is an important factor in forming the modern generation as individuals with intellectual, spiritual and innovative potential, competitive in the global labor market.

The multifunctionality of pedagogical activity is manifested in its three main functions. It consists in the correct selection of the information base provided to students, its practical application and the formation of knowledge and skills in the student, the transfer of information based on pedagogical experience, cultural values. These functions ensure the full fulfillment of the main task of the teacher. You can be an excellent specialist in the field of botany, physics or aesthetics, make a scientific discovery or defend a dissertation, but at the same time, special skills are needed to become a good teacher. The presence of high professional experience in a teacher, the possession of special knowledge and competencies for a specific activity (transferring knowledge to students, the ability to teach, influencing the mind, awakening the student to self-development, etc.) is a pedagogical skill that requires a special "craft", skills and talent. In the modern modernization of practical education, it is impossible to achieve this without developing the appropriate qualities in teachers. This creates the need to pay special attention to the process of continuous professional pedagogical education. The development of all components of the teacher's professional thinking culture, teaching thinking or forming a culture of professional thinking directly in the educational process should be included not as an obligation, but as a real factor characterizing the main one, like the inclusion of educational material.

**Conclusion.** Today, improving the educational process, developing the thinking of the younger generation and increasing their intellectual potential have become an urgent issue. Modern technologies, in particular neurotechnologies, create great opportunities for improving the quality of education. Studies have shown that neurofeedback, adaptive learning based on artificial intelligence, virtual reality technologies and interactive learning environments are effective tools for developing the thinking of young students. These technologies, along with increasing students' attention, memory and creative thinking skills, also increase their motivation for the learning process. It has been shown that the growth process of the education system will continue only if the quality of teaching, the authenticity and integrity of knowledge of each teacher, as a whole and individually, is maintained. Therefore, in order to maintain growth in the process of learning, teachers should not only impart knowledge, but also form creative motivation in students. At the same time, students should

understand the need for spiritual development, the need for professional perfection, the need to correctly direct knowledge based on the situation, and understand that personal development, application in future activities are a characteristic of the individual. Like any person, a teacher has his own point of view. However, as a teacher preparing a new generation for life, he does not have the right to lay an “old” foundation for students. This makes it difficult for students to enter a new life.

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