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The Referential Creativity!

A very new type of creativity is in high demand all over, now-a-days. However, the creative element seems to be pretty compromised here…

Let's start with some usual sentences used in the Creative departments, which you might feel quite familiar and associated with…

"Take this theme, change the colours and flip some words around!"

"It should be in the same lines, but better than the original!"

"I want it ASAP! Don't waste time over a blank notepad."

"I am sure you must have Googled it well!"

Yes, It is really shocking to witness a very strange form of creativity getting rampant all over the (already scarce) creative chunk and organisations around the world. If it were during the 'original days' of art and creativity; this type of attitude would have been a horrendous shame for all. However, it is become so common that it has landed within the creative-realm; out of no choice.

After witnessing years of disgrace, agony and distress; the referential creativity has finally made it through! In fact, the advantages of referencing in the creative sector were too good to be ignored for this long. Let's take a quick walk-through and find out why…

1, 2, 3 and it's done!

Saving time has always been a corporate weakness. If anything can save time, it's almost like a miracle for everyone. Lesser time, faster work, more profits. This is the very point where referencing nailed down even the biggest of the creative corps. All that referencing takes, is just few clicks over internet, some browsing over different media, little pondering over competitor's work and you're done!

It's really easy!

See something, flip it, twist it and you are good to go. Referencing has made creative task this simple. No need of any innate creativity. No need to be highly imaginative or good at visualisation. Just do some referencing and you're through. This might not give you something truly original and creative, but will definitely serve the purpose. Luckily or unfortunately, this is how it is!

Now you got it!

When it's referenced, it's obviously going to be a tried and tested formula. Because of this, the effort is explaining and convincing the clients reduces to a large extent. Ironically, even the clients love it; because most of them hardly have anything to do with or any understanding of core necessity of creative substance. This is how referencing also serves as a convincing tool for getting quick approvals.

Why make it when you can fake it?

This is indeed; the cheapest justification for supporting referential creativity by simply admitting the inability to churn-out something genuinely creative. Sadly, it is often an ideology of those very senior creatives who are to set (such pathetic) examples for their juniors. This ultimately creates a whole league of referencing and manipulating (but) 'creative' people serving the society.

Everyone is Creative!

It's not about optimistically acknowledging the creativity hidden in everyone. As we have already seen how easy and fast can referencing be. This has led to the most effortless way of getting a permanent visa for the uncreative masses into the creative clan. This is also when you start getting (golden) advices and reviews over your genuinely creative work, along with casual retorts stating "What's so special in it, anyone can do this kind of creative work"; that too from the reference-maniacs!

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