Creativity and Education: Why it Matters

The value of creativity in education and impact on career success

71% of college-educated professionals say creative thinking should be taught as a course, like math and science.

78% say creativity is very important to their career, but only 57% thought so when they were in college.

82% wish they had more exposure to creative thinking as students.

91% agree there is more to success in school than focusing on course material.

Of education majors:

- 68% say creativity is something you are born with and also something you can learn.
- 75% viewed creativity as important in school.
- 86% say creativity is important in their career.
- 48% believe creative thinking currently has a place in their career.

Interestingly, math and science ranked nearly as high as traditional creative subjects in contributing to creative thinking:

- 79% in ART
- 76% in MUSIC
- 65% in DRAMA
- 69% in SCIENCE
- 9% in MATH

85% agree creative thinking is critical for problem solving in their career.

32% don’t feel comfortable thinking creatively in their career.

78% wish they had more creative ability.

Source: Adobe Creativity and Education: Why it Matters study

Study based on interviews with 1,000 U.S., college-educated and full-time salaried employees ages 25+.