

Worksheet | Creativity is **GREAT**

Lead-in: Look at the poster and discuss the questions below.



1. Do you recognise the characters?
2. Do you know about any of their inventions?
3. What does the word 'creativity' mean to you?
4. Do you know any creative people? How are they creative?
5. What is the most creative thing you have ever done?
6. Do you agree with the poster's statement 'British talent leads the world'? Why?

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Task 1: Match the words to their definitions.

Word	Definition
1. winding	a. small glass balls used in games
2. reflect	b. an elastic material which comes from a tree
3. device	c. the force that causes a substance to move into a vacuum
4. marbles	d. a thing made or used for a specific purpose
5. rubber	e. not following a straight line
6. suction	f. send light back
7. prototype	g. reduce something to the least possible measure or amount
8. launch	h. the powerful effect that something (especially something new) has on a situation
9. impact	i. devoted to some purpose, cause or person
10. brand	j. a type of product made by a particular company
11. minimise	k. a model, or first example of something, on which later forms of that product are based
12. dedicated	l. begin something or introduce something new

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**Task 2: Read about three British inventions of the 20<sup>th</sup> century. Which do you think is the most innovative?**

1935 – Cat’s Eyes

One foggy night, Percy Shaw was driving on a dark winding road. His life was saved when a cat’s eyes reflected his car’s lights, which stopped him from going off the side of the hill. After his near-death experience, Percy Shaw decided to create something similar to cats’ eyes by inventing a small device (made of two marbles placed close together in a rubber case) which would reflect oncoming car headlights to show the way ahead. Since their invention in 1935, ‘Cat’s Eyes’ have helped motorists to see where they are going and have surely prevented countless accidents like the one which Percy Shaw avoided. Shaw won an OBE in 1965 and died in September 1976.

1983 – Bagless vacuum cleaner

In the late 1970s, James Dyson designed a bagless vacuum cleaner which would not lose suction as it picked up dirt. After five years, and over 5,000 prototypes, Dyson launched the ‘G-force’ cleaner in 1983. No manufacturer or distributor would launch his product in the UK at that time, as they were concerned about the impact it might have on the cleaner-bag market. Consequently, Dyson launched it in Japan, where it won the 1991 International Design Fair prize and sold for £2,000. Later, in 1993, Dyson set up his own manufacturing company in Wiltshire, England. Since then, the Dyson vacuum cleaner has become one of the most popular brands in the UK and, in 2005, it was the market leader in the US by value. In 1997, Dyson was awarded the Prince Phillip Designers Prize and in 2005 he was elected as a Fellow at The Royal Academy of Engineering.

1993 – Wind-up radio

Trevor Bayliss is another famous British inventor, whose personal focus is on using technology in innovative ways to deal with social problems. He invented the wind-up radio to allow people living in remote areas to stay in touch with the world. In 1989, he watched a TV programme about the spread of AIDS in Africa and felt that one way spread of the disease could be minimised would be by educating people through radio broadcasts. Despite early rejection from everyone he approached, the turning point came when Bayliss’ wind-up radio was featured on a TV programme, creating interest from a number of investors. This enabled Bayliss to form his own company, and since then, Bayliss has received countless awards, met the Queen and Nelson Mandela and travelled to Africa to produce a documentary about his life. Furthermore, Bayliss has updated the radio to include a solar panel so that it runs in sunshine without winding. In June 2005, Bayliss received an honorary doctorate from Leeds Metropolitan University and he now runs a company dedicated to helping inventors develop and sell their ideas.

**Discuss these questions.**

1. What do the inventors in the text have in common?
2. How have these inventions impacted people’s lives? Have they helped you?
3. Which modern invention are you grateful for?

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**Task 3: Complete the following sentences taken from the text, using either the present perfect tense or the past simple tense.**

1. In the late 1970s, James Dyson \_\_\_\_\_ (design) a bagless vacuum cleaner which would not lose suction as it picked up dirt.
2. Dyson \_\_\_\_\_ (launch) the 'G-force' cleaner in 1983.
3. Later, in 1993, Dyson \_\_\_\_\_ (set up) his own manufacturing company in Wiltshire, England.
4. Since then, the Dyson vacuum cleaner \_\_\_\_\_ (become) one of the most popular brands in the UK.
5. In 1989, he \_\_\_\_\_ (watch) a TV programme about the spread of AIDS in Africa
6. Since then, Bayliss \_\_\_\_\_ (receive) countless awards.
7. In June 2005, Bayliss \_\_\_\_\_ (receive) an honorary doctorate from Leeds Metropolitan University

**Task 4: Follow the instructions.**

1. Write about things you did three years ago. Use the past simple tense.

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2. Write about things you have done in the last three years. Use the present perfect tense.

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3. In groups, compare the things you did and have done with your classmates. Which are the most creative?