

CREATIVE THINKING THE DISNEY IMAGINEERING WAY

LEADERSHIP DEVELOPMENT

Designed For Students:
Grades 6th-10th
Ages 11-16

Program Length:
2.5 hours

Park:
Disney's Hollywood Studios®
Meet at the flagpoles outside the Main Entrance

OVERVIEW

Examine the creative process of the world-renowned Walt Disney Imagineers. This experience is designed to demonstrate the benefits of forming a team with diverse talents to brainstorm and identify innovation solutions. Students may find a unique perspective and even be inspired by their classmates during immersive group interactions.

LEARNING OUTCOMES

What Do You See?

As expert storytellers, Disney Imagineers use visual literacy to help communicate our stories. Every detail in the Disney Parks and Resorts contributes to the story and is designed to create a sense of time and place, specific emotions, and the illusion of magic.

- As honorary Imagineers, students are challenged to think creatively without rules and limits, just as Disney Imagineers do
- Using their powers of observation, students discover the attention to detail that brings the story of Disney's Hollywood Studios to life
- Students experience a Disney attraction to discover the creative science and minute details that immerse guests into the story
- Students use keepsake Walt Disney Imagineering notebooks and pens to record their observations and ideas

Igniting a Spark

A multi-media presentation helps illuminate the creative process of the Walt Disney Imagineering group.

- Students learn to be curious, to keep moving forward, explore new things and use their ingenuity
- Students are introduced to the same process used by Walt Disney Imagineering to brainstorm and think creatively. They will discover how to collaborate, problem solve and create a culture where no idea is a bad idea and possibilities are endless

Making the Seemingly Impossible, Possible with Science

Students will learn how Imagineering's creative process was used to develop Disney's Hollywood Studios.

- Original artwork straight from the Disney Imagineering archives give students get a glimpse into the steps to take a idea sketched on paper to an actual attraction in the park
- Students discover how the diverse talent of the Walt Disney Imagineering group came together to use scientific principles and the art of storytelling to bring an attraction to life
- Students have the opportunity to interact with and ask questions of a Disney Imagineer

GROUP LEADER RESOURCES

A video overview of *Creative Thinking the Disney Imagineering Way* is available on the Disney Youth Programs YouTube Channel.

Please note that this program requires a minimum of 15 student participants.



Disney Youth Education Series programs are accredited by the Northwest Accreditation Commission.

All programs subject to availability. Program content, times, attractions, and locations subject to change due to inclement weather, availability, or group dynamics. Students must meet minimum age/grade requirements.

Start planning your field study today! Call 877-FIELDTRIP (877-343-5387) • Visit DisneyYES.com

