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Abstract: *This article provides information on the concept of the digital age and its impact on creativity, as well as on the relationship between digital technologies and creativity. At the same time, several concepts are presented about the means of developing creative competence in the digital age.*

Keywords: *creative, resource, information flow, competence, innovation, digital platform, graphic designer, simulation, infrastructure, quantitative research, problem-based learning.*

INTRODUCTION

The digital age is a time when information and innovation have become the main resources as a result of the rapid development of technology. This era affects almost all aspects of human activity, including creativity.

Creativity is the ability to create new ideas, take a non-standard approach to problems, and find innovative solutions. In the digital age, this concept has expanded further and is closely associated with technology. Due to the development of information technologies, people's creative capabilities have increased significantly compared to before. For example, if previously only professional artists could draw, today, thanks to digital programs, anyone can visually express their ideas. The digital age affects the development of creativity in several ways. For example, the following can be cited:

☐ **Borderless information flow:** you can find information on any topic via the Internet, which allows you to create new ideas.

☐ **Collaboration and exchange of ideas:** Digital platforms allow creators to collaborate worldwide. For example, graphic designers and programmers can work on the same project from different countries.

☐ **New technological tools:** virtual reality, artificial intelligence and multimedia technologies allow people to shape their creative approaches in new ways.

☐ **Rapid experimentation and flexibility:** it has become much easier to test new ideas through programs, simulations and interactive environments.

There is also a negative impact of the digital age on creativity. For example, excessive dependence on technologies can weaken a person's ability to think independently or develop creative thinking based on ready-made templates. The digital

age creates enormous opportunities for people. However, in order to effectively use these opportunities, a person must not only master technologies, but also develop independent thinking and creative abilities.

Digital technologies have become an integral part of modern society, and they have a great impact on the development of human creative potential. Creativity, that is, the ability to generate new ideas, approach problems in a non-standard way, and find innovative solutions, is gaining greater opportunities thanks to technology. Digital technologies are related to creativity in several ways:

☐The development of creative tools: Whereas previously expensive materials and special conditions were required to create art, design, literature, or music, digital technologies have now made this process much simpler. For example, artists now use graphics programs instead of paint and paper, and composers use digital sound recording technologies to create music.

☐New creative possibilities: technologies help expand people's imagination. With the help of virtual reality and artificial intelligence, it is possible to create works of art or conduct scientific experiments. For example, 3D modeling allows you to discover new approaches in the fields of architecture and design.

☐Collective creativity and collaboration: While creative processes were previously largely individual, digital technologies are now enabling people to collaborate across the globe. For example, writers, artists, programmers, and musicians can collaborate online to create projects and share experiences.

☐Creative problem solving: Digital technologies are teaching people to think in new ways. For example, the creation of automated systems through programming and artificial intelligence can help them find new ways to solve creative problems. In engineering and scientific research, simulations can be used to test ideas that were previously only theoretically possible

☐Free access to information and inspiration: The Internet allows people to find information on any topic, study historical works of art, and draw inspiration from different cultures. This creates the basis for the emergence of new ideas.

Along with the interdependence of technologies and creativity, there are also certain risks. For example, over-reliance on technology can stifle a person's ability to think independently. There is also a risk that original creativity will be lost as a result of relying on ready-made templates. Digital technologies are taking creativity to a new level. It is important that people use these technologies correctly to strengthen their creative abilities and discover new opportunities.

LITERATURE REVIEW AND METHODOLOGY

The topic of developing creative competence in the digital age has been studied in many studies. Scientific works were analyzed to determine the interaction between digital technologies and creativity. The following are important concepts and main points in this regard:

☐Creative competence: creative competence is the ability to generate new and original ideas, use existing information creatively, and propose new approaches to problems. It is important not only in the fields of art or design, but also in scientific research, business, and many other areas. T. Amabile (1983) in his work "The Social Psychology of Creativity" defined creativity not only as an individual ability, but also as a phenomenon related to the social environment, cooperation, and resources.

☐Digital age and technologies: modern technologies play a major role in developing creative competence in the digital age. M. Csikszentmihalyi (1996) in his work "Creativity: Flow and the Psychology of Discovery and Invention" studied the conditions that allow creativity to develop. He emphasizes the importance of technologies and digital tools in creating a state of "Flow" (full immersion and enjoyment of the work process).

☐Digital tools and creativity: digital tools provide the technical and creative infrastructure necessary for the development of creativity. For example, technologies such as artificial intelligence, 3D modeling, virtual reality expand creative approaches. J. Robinson (2015) in his work "Creative Schools" recommends the use of digital tools in the development of creativity in education.

☐Pedagogical methods and platforms: online platforms and innovative pedagogical methods are widely used to improve education in the digital age. S. Pink (2005) in his work "A Whole New Mind" studies the importance of creative thinking and the role of digital tools in this process. To develop creative competence in education, "gamification" (introduction of game elements into the teaching process), "problem-based learning" (problem-based learning) and other modern methods are considered.

The study aimed at analyzing the tools used to develop creative competence in the digital age includes the following methods:

☐Literature analysis - as the first stage of the study, the existing scientific and pedagogical literature is analyzed. This method helps to form the theoretical foundations of the study. It is required to study research and methods related to the development of creative competence in the digital age, as well as practical experiences in various fields (education, art, business).

☐Qualitative research - through interviews and group discussions, the opinions of teachers, students and specialists working in the innovation field are studied. This method allows us to identify the practical aspects of using digital tools and their impact on creative processes.

☐Quantitative research—using surveys, questionnaires, and tests, it is possible to measure how participants use digital tools and how these tools affect creative competence. This method is used to collect statistical data on the topic under study.

☐Experimental methods—conducting practical exercises and learning processes that involve the use of digital tools. This method determines how creative competence develops and changes with the help of technologies. For example, performing creative tasks using artificial intelligence programs or virtual reality tools.

☐Research locations and participants—research can be conducted in educational institutions (schools, universities), workplaces, and innovation centers. Students, teachers, young professionals, and other representatives of the creative field are selected as participants.

DISCUSSION AND RESULTS

In the digital age, there are several tools aimed at developing creative competence, expanding a person's creative abilities and building the skills necessary to create new approaches. These tools mainly help to develop creative thinking through the education system, cooperation in society, engagement in arts and culture, as well as personal development.

☐Educational methodologies: The educational process itself is important in developing creative competence. New approaches and methods in education help to expand students' creative thinking: Problem-Based Learning: Allows students to learn a creative approach to solving real-world problems. In this method, students analyze various problems and develop the most effective solutions for themselves. Collaborative Learning: By working in groups, students exchange ideas and create opportunities for developing creative thinking. Teamwork can be an effective tool for developing new ideas. Experiments and experiences: Allows students to enhance their creative thinking through hands-on experiences and experiments. This is especially important in creating new approaches in scientific and technical fields.

☐Arts and culture: Art, music, drama and other cultural activities are important tools in developing creative competence. They not only help develop aesthetic sensitivity, but also expand creative thinking. Engaging in the arts: Visual arts, music, drama and other forms of art develop creative thinking. Art encourages people to create new forms, which stimulates creative thinking. Music and drama: Participation in music and theater encourages people to express their feelings and create new ideas. Using these arts is important in developing creative abilities.

☐Literature and thought formation: Literature, especially through reading, helps to broaden a person's worldview and develop creative thinking. Provides students with the opportunity to study classic and contemporary literature, think about new ideas and approaches. Reading and analysis: Forming new ideas through books and articles, comparing and analyzing different ideas develops creative thinking. Reading also provides the necessary information and approaches to solving creative problems. Developing ideas: Books and other written sources expand a person's thinking and form creative ideas. Analyzing ideas and introducing new approaches to them strengthens the creative approach.

☐Teamwork and collaboration: In developing creative competence, collaboration with the community, exchanging ideas, and networking are important. Teamwork, especially by using different ideas and perspectives, expands creative thinking. Group work: Working together and taking a team approach to solving problems strengthens creative thinking. In

a team, you can get inspiration from each other's ideas and introduce new approaches. Networking: Collaborating in developing new ideas and sharing experiences with other professionals is important for creative development. This tool can be effective in developing and creating new ideas.

Traditional tools can be very effective in developing creative competence. These tools manifest themselves in the educational process, in the field of arts and culture, in cooperation and teamwork, as well as in connecting with nature. These approaches encourage people to generate new ideas and help develop creative thinking.

CONCLUSION

There are various tools and approaches to developing creative competence in the digital age, ranging from educational methodologies to art and culture, teamwork, and connection with nature. Each tool helps to enhance students' creative thinking, develop new ideas, and create innovative solutions. It can be said that in developing creative competence, methodological approaches of the education system, attention to art, teamwork, and connection with nature are important in expanding creative thinking. In the new conditions of the digital age, these tools complement each other and take creative abilities to a higher level.

In conclusion, it can be said that not only digital tools, but also traditional methods and practices play a major role in developing creative competence. Their effective use helps students develop creative and innovative thinking skills.

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