

**DEVELOPMENT OF CREATIVE IMAGINATION OF FUTURE
DESIGNERS**

The article analyses creative literary imagination of students of higher educational institutions, considers display of laws of formation in the conditions of educational activity. It also highlights communication of creative literary imagination with mental processes such as perception, thinking, knowledge, emotions and sensations. Specificity of functioning of literary imagination is also characterized. Special attention is paid to the consideration of self-affirmation attempts in creative activity.

Keywords: *creative literary imagination, psychology of the literary text, creative person, inquisitiveness, aesthetic orientation, flexibility of imagination, originality.*