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| Short Title: | Creative Practice APPROVED |
| Full Title: | Creative Practice |
| Module Code: | DMED H4025 |
| ECTS credits: | 5 |
| NFQ Level: | 8 |
| Module Delivered in | 2 programme(s) |
| Module Contributor: | Daniel McSweeney |
| Module Description: | The module aims to allow students to develop skills in creative thinking, problem solving and human centred design. The module will equip the student with a wide range of creative thinking and problem solving tools and examine several of the main design methodologies used in the creative industries. The module highlights the main phases in human centred design and compares approaches such as design thinking, Agile, lean, SCRUM etc. The module will highlight the importance of creativity and innovation within the creative industries and beyond. |
| Learning Outcomes: | |
| <i>On successful completion of this module the learner will be able to</i> | |
| <ol style="list-style-type: none"> 1. Describe different approaches to creative thinking 2. Recognise, frame and define real world problems 3. Apply creative thinking techniques to a variety of problems 4. Discuss different methodologies for use in human centred design 5. Select and apply an appropriate methodology/process for use in a human centred design project 6. Implement rapid prototypes 7. Criticise proposed solutions to design projects | |

Module Content & Assessment

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| Indicative Content |
| Introduction to Creativity and Innovation Understanding creativity as a process, its links to innovation and the creative industries. |
| Creative Thinking Techniques Examining a range of creative thinking techniques and tools such as lateral thinking, mind mapping, checklists, brainstorming, six thinking hats, change perspective, CPS, SCAMPER etc. |
| Human Centered Design Examining the importance of human centred design across a range of creative industries. Looking at the process of human centred design and core stages such as understanding users needs, immersion, creating prototypes, synthesis, iterative design, pitching ideas etc. |
| Approaches and Methodologies Examine a range of methodologies and processes which take alternate routes through human centred design. These may include Design Thinking, Lean, Agile, SCRUM etc. |
| Prototyping and visualising techniques Creation and testing of prototypes using a variety of materials and techniques. |
| Case Studies and Evaluations Examination of key case studies related to creative industries. Looking at a range of design successes and failures. |

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| Indicative Assessment Breakdown | % |
| Course Work Assessment % | 100.00% |

| Course Work Assessment % | | | | |
|---------------------------------|---|--------------------------|-------------------|------------------------|
| <i>Assessment Type</i> | <i>Assessment Description</i> | <i>Outcome addressed</i> | <i>% of total</i> | <i>Assessment Date</i> |
| Project | Semester long human centred design project focusing on a real world challenge. Project would span a number of stages including research, problem framing, empathy, ideation, prototyping, synthesis, testing and evaluation. | 1,2,3,4,5,6,7 | 70.00 | Every Week |
| Case study | Examination and reflection on real world projects | 2,4 | 10.00 | n/a |
| Lab work | Short exercises in a variety of related topics including: creative exercises, conditioning/motivating/organizing techniques, randomization, focusing techniques, creative methods, interviewing, user needs analysis, rapid prototyping, problem framing etc. | 1,2,3,4,6 | 20.00 | Every Week |

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| No Final Exam Assessment % |
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| Indicative Reassessment Requirement |
| Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i> |

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time

| Frequency | Indicative Average Weekly Learner Workload |
|------------|--|
| Every Week | 30.00 |
| Every Week | 30.00 |
| Every Week | 45.00 |

Indicative Workload: Part Time

| Frequency | Indicative Average Weekly Learner Workload |
|------------|--|
| Every Week | 30.00 |
| Every Week | 30.00 |
| Every Week | 45.00 |

Resources

Recommended Book Resources

Tim Brown 2009, *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, Harpercollins 2009. [ISBN: 0061766089]

David Kelley, Tom Kelley 2013, *Creative Confidence: Unleashing the Creative Potential Within Us All*, William Collins (15 Oct. 2013) [ISBN: 0007517971]

This module does not have any article/paper resources

Other Resources

Website: IDEO 2014, *Ideo Design Kit*, IDEO
<http://www.designkit.org/>

Website: Stanford University Institute of Design *school's Virtual Crash Course in Design Thinking*, Stanford University Institute of Design
<http://dschool.stanford.edu/dgift/>

Website: *The Edward de Bono Foundation*, The Edward de Bono Foundation
<http://www.edwarddebonofoundation.com/>

Website: Michael Michalko *Creative Thinking*
<http://creativethinking.net/>

Website: Centre for Design Innovation *Centre for Design Innovation*
<http://www.designinnovation.ie/>

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|-----------|
| BN_DDME8 | Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits] | 7 | Mandatory |
| BN_DDMEB | Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits] | 1 | Mandatory |