

Liverpool John Moores University

Title: CREATIVITY AND CONCEPT DEVELOPMENT
Status: Definitive
Code: **4001MPS** (117960)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Sarah Haynes	Y
Alex Irving	

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	72.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Team presentation of an original concept	50.0	
Reflection	AS2	Individual log	40.0	
WoW Skills Bronze	AS3	Complete a World of Work Skills Bronze statement on Self Awareness and then reflect on your feedback using a standard template.	10.0	

Aims

1. To develop student's creative identity.
2. To develop student's ability to work creatively in a team.
3. To develop student's ability to reflect on their own and others creative practice.

4. To provide students with tool sets for creative thinking, practice and reflection.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply creative tool sets to given briefs as an individual.
- 2 Contribute to the team process of applying creative tool sets to given briefs.
- 3 Demonstrate an understanding of self awareness about creative practice through reflection.
- 4 Be able to communicate original ideas effectively.
- 5 To identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Team Presentation	1	2	4
Individual Log	3		
Bronze Statement & Reflection	5		

Outline Syllabus

Personal creative practice.

Team creative practice.

Tools to develop students own creative/artistic identity.

Design thinking.

Self awareness - self promotion.

Brainstorming techniques.

Foresight.

Ideas interrogation/testing - critical practices.

Communication of ideas and presentation skills.

Learning Activities

In workshops students will experiment with tools for creative practice and ideas generation as individuals and in teams. Finally students will work on developing a concept, which they will communicate in team presentations.

Students will keep a reflective log throughout the module.

References

Course Material	Book
Author	De Bono, E.
Publishing Year	1985
Title	Six Thinking Hats
Subtitle	
Edition	
Publisher	London, UK: Penguin Books
ISBN	

Course Material	Book
Author	Koestler, A.
Publishing Year	1989
Title	The Act of Creation
Subtitle	
Edition	
Publisher	London, UK: Arkana
ISBN	

Course Material	Book
Author	Gordon, W.
Publishing Year	1961
Title	Synerctics: The Development of Creative Capacity
Subtitle	
Edition	
Publisher	New York: Harper & Row
ISBN	

Course Material	Book
Author	Michalko, M.
Publishing Year	2006
Title	Thinkertoys: A Handbook of Creative-Thinking Techniques
Subtitle	
Edition	
Publisher	Ten Speed Press
ISBN	

Course Material	Book
Author	Vernon, P. Ed.
Publishing Year	1970
Title	Creativity
Subtitle	
Edition	
Publisher	London, UK: Penguin
ISBN	

Course Material	Book
Author	Rawlinson, J.

Publishing Year	1983
Title	Creative Thinking and Brainstorming
Subtitle	
Edition	
Publisher	Aldershot, UK: Gower Business Skills
ISBN	

Course Material	Book
Author	Wilmer, H. Ed.
Publishing Year	1991
Title	Creativity: Paradoxes & Reflections
Subtitle	
Edition	
Publisher	Wilmette, Illinois: Chiron Publishing
ISBN	

Notes

This module is concerned with raising student's awareness of creative practice and tools and methodologies to stimulate and manage creativity, as individuals and in teams. The creative tool kit presented to students in this module provides skills we anticipate they will use throughout their degree and beyond.

Workshops vary in length and will involve some independent study. Students will be expected to conduct 168 hours of private study for this module.