

Liverpool John Moores University

Title: Creative Practice
Status: Definitive
Code: **4501MPP** (118293)
Version Start Date: 01-08-2011

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

Team	Leader
Sarah Haynes	Y

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
Lecture	12.000
Practical	12.000
Tutorial	12.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS1	Individual Workbook	70.0	
Presentation	AS2	Team presentation of an original concept	30.0	

Aims

To develop student's awareness of knowledge as a driving force of creativity.
To develop student's creative identity.
To develop student's ability to work creatively in a team.
To develop student's ability to reflect on their own and others creative practice.
To provide student's with tools 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

Learning Outcomes of Assessments

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

Individual Workbook	1	3	4
Team Presentation	1	2	4

Outline Syllabus

Research and synthesis

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

Through lectures, presentations, debates and workshops students will explore a wide range of theories, facts, issues and ideals from disparate subject areas (not necessarily media related). They will experiment with tools for creative practice and idea generation, developing ways of applying knowledge gained to set briefs, 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 workbook throughout the module.

References

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

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

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

Course Material	Book
Author	Rawlinson, J.
Publishing Year	1983
Title	Creative Thinking & Brainstorming
Subtitle	
Edition	
Publisher	Aldershot UK: Gower Business Skills
ISBN	

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

Course Material	Book
Author	Bergstrom, B.
Publishing Year	2008

Title	Essentials of Visual Communication
Subtitle	
Edition	
Publisher	London: Laurence King Publishing
ISBN	

Course Material	Book
Author	Hall, S.
Publishing Year	2007
Title	This Means This, This Means That
Subtitle	A User's Guide to Semiotics
Edition	
Publisher	London: Laurence King Publishing
ISBN	

Course Material	Book
Author	Maeda, J.
Publishing Year	2000
Title	Maeda@Media
Subtitle	
Edition	
Publisher	London: Thames & Hudson
ISBN	

Notes

This module is concerned with raising student's awareness of creative practice and sources of inspiration. As well as requiring students to gather and present knowledge from disparate fields it will provide them with the tools and methodologies to utilise this knowledge creativity as inspiration for their own work. The creative tool kit presented to students in this module provides skills we anticipate they will use throughout their degree and beyond.

Workshops, lectures and presentations will vary in length and will involve some independent study.

Students will be expected to conduct 168 hours of private study for this module.