



# **ACADEMIC PROGRAM**

## **CREATIVE THINKING**

### **B.F.A. IN INTERACTIVE PRODUCT DESIGN**

***MODALITY: ON CAMPUS***

***ACADEMIC YEAR: 2023-2024***

<b>Name of the course:</b>	<b>Creative Thinking</b>
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Transversal Knowledge
Area:	Soft Skills
Year:	4º
Teaching period:	1º
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
Lecturer / Email	Ángela Sánchez De Vera Torres/angela.torres@u-tad.com
Web page:	<a href="http://www.u-tad.com/">http://www.u-tad.com/</a>

## SUBJECT DESCRIPTION

### Area description

This area refers to the study and practice of the set of communication techniques and skills. In the subjects that belong to this area, content related to philosophical foundations, knowledge of the environment, the philosophy of innovation, business ethics, design and social responsibility, sociology of communication, etc. will be covered in relation to the humanist and generalist orientation of the degree. In addition, the relationship of this knowledge with artistic development will be addressed.

### Subject description

Thinking is an activity of the mind and creativity is the ability to generate new ideas or concepts, or new associations between ideas to solve problems or generate different solutions. Creativity is synonymous with "original thinking", "constructive imagination", "divergent thinking" or "creative thinking". Creativity is a typical skill of human cognition that is absent, for example, in algorithmic computing. Therefore, this subject of Creative Thinking is directly related to all the subjects of the degree and to the students' daily life, as creative thinking is needed every day in each and every one of our actions.

This subject will help students to be more creative, both in their personal lives and in their social relationships and in the workplace; "this in turn will be the basis for a more creative society with greater well-being, which will become economic and social wealth" as stated by the Botín Foundation with its project: Art, Emotions and Creativity since 2014.

## **COMPETENCIES AND LEARNING OUTCOMES**

### **Competencies**

#### **BASIC AND GENERAL**

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC4 - Exercise leadership and negotiation skills.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC12 - Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

GC13 - Value the ethical sense of work.

GC14 - Know how to work in a team in multidisciplinary environments.

GC15 - Organisational and planning skills

GC16 - Express oneself correctly in oral and written form.

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

#### TRANSVERSALS

CT1 - To deploy their knowledge, activities and values in cultural, sporting and social spheres.

CT2 - Show interest in acts of cooperation and civic solidarity.

#### SPECIFIC

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

SC16 - Understand the processes of the elements involved in interactive artistic production.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

#### Learning outcomes

Communicate effectively, both formally and informally, in the work environment

Communicate information, ideas, problems and solutions to both specialized and non-specialized audiences

Writing documents specific to their specialty.

To lead a work team motivating its components.

Use methods of problem solving in work teams

Use creative thinking techniques in the professional environment

Propose ideas that can be transformed into designs and developments

Analyze critically proposals related to game design

#### CONTENTS

- The process of persuasive communication
- Communication tools in digital environments

- Presentation techniques
- Fundamentals of Communication Theory.
- Peace and democratic values
- Development of creative thinking.
- Cultural values of the 21st century
- Definition and sense of creativity
- Communication, thought and language.

## SUBJECT SYLLABUS

### Topic 1. INTRODUCTION TO CREATIVE THINKING.

- 1.1 Brief history of creativity. What is creativity?
- 1.2 Characteristics of creative people. Creativity as an attitude and experience. How to be creative?
- 1.3 The creative process. Phases

### Topic 2. IDEATION, PROBLEM-SOLVING AND EVALUATION TECHNIQUES

2.1. Divergent and lateral thinking, PO, The creative focus, The art of questioning, Brainstorming, Brainswarming, Conceptual / mental maps, Six thinking hats, Flow, SCAMPER, NUF Test, etc.

### Topic 3. APPLIED CREATIVITY

- 3.1 Creativity, ideation and project. Implementation of the idea
- 3.2 Creative process and product
- 3.3 Project memories or portfolios.

## TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

### TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	16,67	16,67
<i>Seminars and workshops</i>	2,50	2,50
<i>Practical classes</i>	10,00	10,00

<i>Tutorials</i>	1,67	1,67
<i>Evaluation Activities</i>	1,67	1,67
<i>Group work and study</i>	8,33	0,42
<i>Autonomous and individual study and work</i>	34,17	0,00
<b>TOTAL</b>	75	33

### Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

### TEMPORAL DEVELOPMENT

Topic 1. INTRODUCTION TO CREATIVE THINKING: 4 weeks

Topic 2. IDEATION, PROBLEM-SOLVING AND EVALUATION TECHNIQUES: 5 weeks

Topic 3. APPLIED CREATIVITY: 6 weeks

### EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	30	60
<i>Objective test</i>	30	70

## GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Assessment of participation in class, exercises or projects of the course</i>	10	10
<i>Assessment of assignments, projects, reports, memos</i>	45	45
<i>Objective test</i>	45	45

### General comments on the evaluations/assessments

- Students must attend at least 80% of the classes and submit and pass at least 80% of the course assignments. If the student does not complete the required 80%, he/she loses the right of evaluation in the ordinary call.
- Excused absences are processed with the Academic Secretary's Office through Zendesk. To justify an absence, you can access the following link: <https://u-tadhelp.zendesk.com/hc/es/articles/4407779679890-Justificaci%C3%B3n-de-faltas-de-asistencia>
- Grades for work done during the course will account for 45% of the final grade. The document must contain and detail the practices and steps developed in the creative process of the project.
- The activities will only be evaluated through the open activities in blackboard: the practices sent by mail or other means will not be evaluated. It is crucial to deliver on time. No submission will be accepted after 24 hours.
- The final exam/presentation of the portfolio or field notebook will account for 45% of the final mark. For this, a visual, oral and written presentation must be prepared, detailing the exercises and steps developed throughout the creative process.
- The self-evaluation, hetero evaluation and co-evaluation practices will account for 10% of the final mark.
- Students who fail an assignment may repeat it until they pass it. The deadline for submission will be the last day of class.
- Both parts (practical work/portfolio presentation) must have a grade higher than 5 to pass the course.
- In order to pass the course in the extraordinary call, two deliveries (class practices / portfolio) will have to be presented. These deliveries will not be done in groups, but individually. The student will have to upload the documents to Blackboard and will also have to present the contents in person on the day of the exam. Both parts must have a minimum grade of 5 to pass. The percentage of the mark associated with class participation (10% of the final mark) obtained in the ordinary call be part of the final mark in the extraordinary

call. The class practicals will account for 45% of the final mark. The portfolio will account for 45% of the final mark.

- Any detection of plagiarism, copying or use of bad practices (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.
- The use of SmartWatches or mobile phones is not permitted during exams. These devices must be put away and out of sight of the student during the exam.
- The use of mobile phones is not permitted during lessons.

## **LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):**

### Key references

Csikszentmihalyi, M. (1998) *Creatividad. El flujo y la psicología del descubrimiento y la invención*, Ediciones Paidós Ibérica, S.A.

Bono, E. (1985) *Seis sombreros para pensar*, Paidós Ibérica Boden, M. (1994) *La mente creativa*, Editorial Gedisa

### Recommended references

De Bono, E. (1994) *El pensamiento creativo. El poder del pensamiento lateral para la creación de nuevas ideas*, Editorial Paidós

Gardner, H. (1995) *Mentes creativas: una anatomía de la creatividad*. Editorial Paidós Lamata, R. (2013) *La actitud creativa*, Editorial Narcea

Wertheimer, Max, *El pensamiento productivo*, Paidós Ibérica, 1991 Boden, M. (2017) *Inteligencia artificial*, Editorial Turner

## **REQUIRED MATERIALS, SOFTWARE AND TOOLS**

### **Type of classroom**

Theoretical-practical classroom as versatile as possible. Occasionally we can request the use of the set for specific students' work

### **Materials:**

To be agreed according to the needs of each creative process. A notebook



**Software:**

A convenir según las necesidades de cada proceso creativo/To be agreed according to the needs of each creative process.