

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	CREATIVE THINKING		
<b>MODULE CODE</b>	DD1101 (L4)	<b>CREDIT VALUE</b>	40 UK CREDITS / <u>20 ECTS</u>
<b>SCHOOL</b>	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

### MODULE AIMS

This module aims to:

- Introduce the philosophy of creative thinking and visual literacy.
- Enable students to follow a design process from visual research through to an appropriate conclusion.
- Explore a variety of techniques in order to formulate, express and develop ideas and concepts in solving design problems.
- Provide an opportunity for students to develop their theoretical knowledge; skills and understanding within a design process through exploring the fundamental elements related to their specific design discipline.

### MODULE CONTENT

**Indicative syllabus content:**

This module introduces creative thinking processes and idea generating techniques that encourage students to develop previously unexplored ways of solving problems. It also provides the knowledge and basic principles that relate to specific design disciplines.

A series of projects have been devised that introduce the design process and generate creative ideas through the following genre of design-based projects tasks:

- The importance of Health and safety and development of safe working practices for example through mark making technique workshops and workshop activities.
- Lateral thinking exercises and brainstorming projects for example exploring design literature, research and the processing of information.
- Clarifying the message through explorative briefs for example application of the use of media, materials, processes and design techniques.
- Defining problems and problem-solving projects using analysis and appropriate design tools for example through the use of words, semiotics and visual language.
- Exploring image, form, function, and surface for example to develop knowledge about the relationship of word and image, use of type.
- Pushing ideas and their development for example using visual and presentation, skills.

### INTENDED LEARNING OUTCOMES

**On successful completion of this module, a student will be able to:**

1. Work safely and confidently in a studio and/or workshop environment.
2. Define, redefine and respond to a brief in a dynamic, creative manner and deploy a range of idea generating techniques.
3. Communicate both verbally and visually to groups of people and explain their idea development.
4. Address problem solving exercises, research effectively and process information.
5. Use skills and tools associated with their specific design discipline.
6. Participate in review of design work developed by peer students.

### TEACHING METHODS

Teaching and learning on this module will consist of exercises and project-based activities. Students will be guided through these projects through introductory briefings, presentations, lectures, group seminars, workshops, demonstrations, tutorials and critique sessions.

Teaching in the form of feedback is conducted in a variety of ways throughout the module: studio-based activities; group discussions; one-to-one tutorials and critique sessions. Each project will have an interim tutorial discussion and a final critique session where verbal feedback provides the opportunity for students to respond by refining or rethinking and crafting the work up to the best possible standard for the final module assessment.

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At the end of the module students also receive Summative Feedback following assessments. Summative Feedback is either written or provided in the format of an audio recording.

This module will teach the students to explore the basic theory and practice of Creativity and its importance in design. Students will be introduced to the idea of design experimentation, the importance of taking risks, key design activities that will require research, creative responses to set briefs, problem-solving skills and presentation of their work.

Staff contact will be followed by guided self-study where students will be expected to begin independent study and make informed decisions relating to their project solutions, take risks and even value their mistakes. Students will also be supported via other University learning resources: internet; library; workspaces.

Design skills are intrinsic to all project briefs and involve analysis, critical thinking and problem-solving. Verbal communication and interpersonal skills will develop through studio-based activities, group critiques and tutorials with both staff and peers. Written communication skills are encouraged as an understanding of language in visual notebooks and copy often plays a part in project briefs.

Time management and organisation are fundamental in meeting critique and project deadlines. Independent study underpins this and allows for students to develop their self-learning skills.

Submission of all projects typically includes visual notebooks showing research and development of ideas, along with the final solutions presented in a portfolio.

Assessment for this module is based on 100% coursework that is made up of approximately 8 projects, of which all the projects must be attempted and completed in order to pass the module. All coursework is assessed and graded at the end of the module.

Assessment is evidenced through solutions that test the learning outcomes, which are examined through the ideas presented for a range of design formats. A breakdown of the assessment requirements and criteria appears on each assignment brief.

The final module mark is based on a weighted aggregate of all project marks.

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## ASSESSMENT METHODS

This module is assessed through one Portfolio.