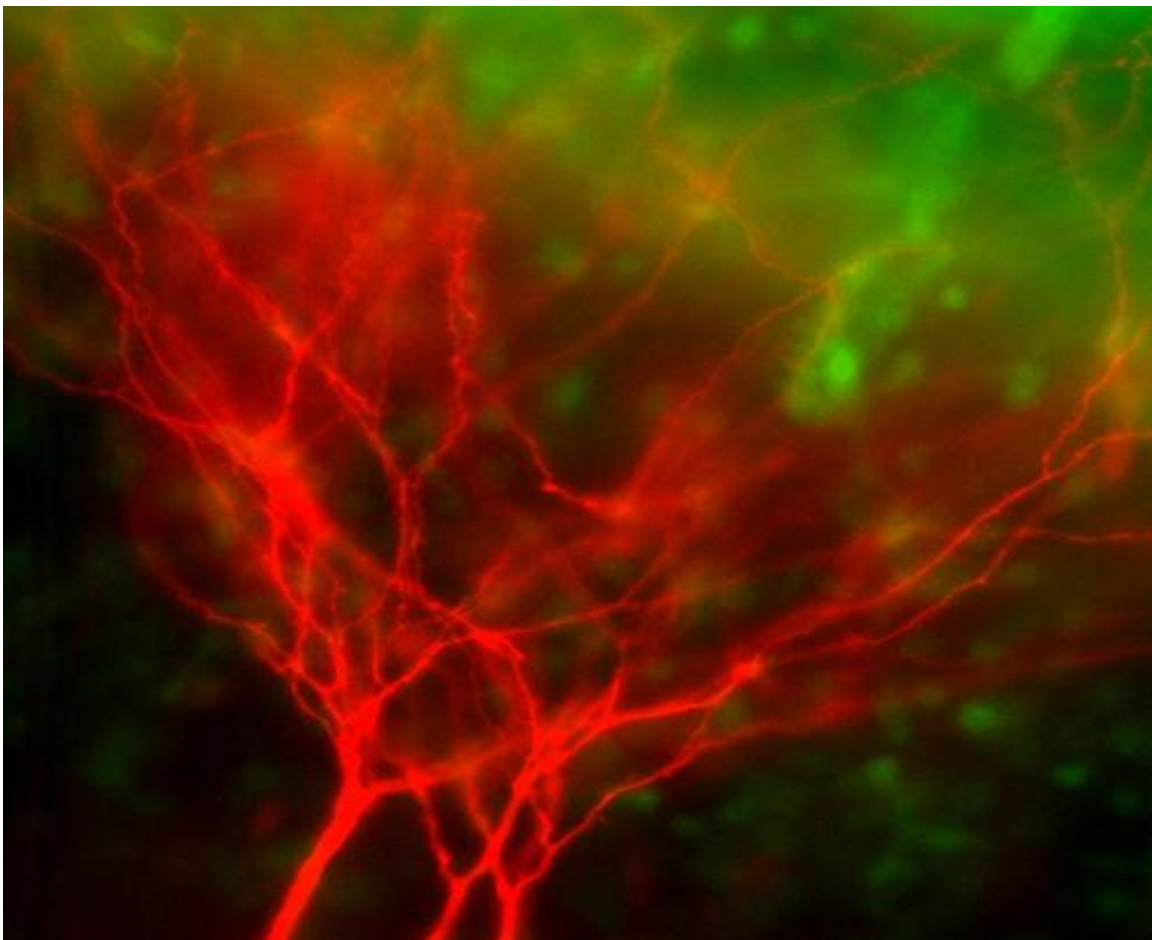


Department of Modern Languages and Literatures  
Western University, 2012-2013

**DH2121G**  
**Digital Creativity**

*Creativity is a mental and social process involving the generation of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts. An alternative conception of creativeness is that it is simply the act of making something new. (Wikipedia 2008)*

For the full site of the course, please visit <http://courses.cultureplex.ca>



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**Classes: T 1:30-3:30 & Th 1:30-2:30 @ SSC**

**Prof. Juan-Luis Suárez**

**Office: University College 114G**

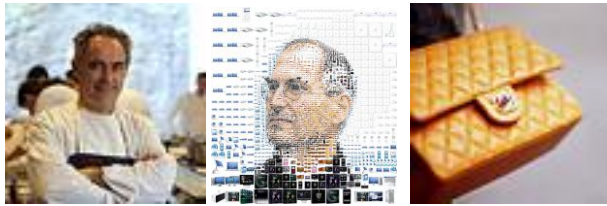
**Tel: 85858**

**Office Hours**

Monday, 11:00-12:00	Tuesday, 11:00-12:00	Wednesday	Thursday, 2:30-3:30	Friday
Élika Ortega	Javier de la Rosa			
Face to Face UC 114	Google HangOut: versae@gmail.com		Face to Face UC 114	

### Description

Study creativity and innovation where it happens! Grounded in contemporary theories of creativity, you will examine actual cases of innovation in fields like sports, fashion, cooking, theater and the Internet. Students will learn how to transform a creative idea into a business plan.



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### Methodology and Student's Work

This is a flip course, i.e., we will use classroom time to comment and debate ideas from readings and videos, to show and explain actual examples of creative persons and institutions, to listen to invited guests, and to learn how to turn an idea into a viable business plan. The reading and the study happen on your own time, you organize it according to the class schedule, and it is your responsibility. Of course, all questions and doubts that you might have will be discussed in class.

### Course Objectives

- Introduce the student to the main theories and concepts of creativity and innovation
- Make the student aware of the environment and attitudes conducive to creation
- Analyze the environment in which real organizations have to solve problems
- Develop the ability to solve real problems and to design a plan for your project

### Learning Outcomes

- Development of a simple business plan
- Knowledge of main theories of creativity and innovation
- Acquaintance with some special cases of individuals and organizations renown for their creative endeavors
- Practical and theoretical skills to tackle real problems of real organizations
- Application of your creative intuition to a digital technology

### Activities:

- Reading and watching all materials before coming to class
- Quizzes on videos on course's web site
- Class discussions and online forum

- Playing and solving activities on Dr. Glearning’s mobile app (if you do not have a smart-phone or tablet, the CulturePlex Lab @UC 114 will make them available to you during office hours). Download at [www.drglearning.com](http://www.drglearning.com), from the App Store or GooglePlay
- Personal Business Plan (what and how you will be doing in 3 years)
- The Case of the Stratford Festival of Canada (this is a team activity)
- RBC and the Global Competitiveness Challenge (this is a team activity)
- Writing ‘in’ Augmented Reality (a personal essay using AR)



Roland Tanglao (CC) BY

### Grade Distribution

- Playing and solving activities on Dr. Glearning’s mobile app: 20% (2% x 10 levels)
- Quizzes on videos on course’s web site: 10%
- Personal Business Plan: 15%
- The Case of the Stratford Festival of Canada (this is a team activity): 20%
- RBC and the Global Competitiveness Challenge (this is a team activity): 20%
- Writing ‘in’ Augmented Reality (a personal essay using AR): 15%

### Content

*Week 1. 8/10 January*

**Topic: Concepts of Creativity**

**Materials:**

- Robert J. Sternberg, Todd I. Lubart: “The Concept of Creativity: Prospects and Paradigms” in Sternberg, R.J., ed., *Handbook of Creativity*.
- [Creativity on Think Quarterly](#)
- [Frank Ghery & Thomas Pritzker at THiNK 2011](#)

- [Talent Search TED@ New York Phil Hansen: The art of the imperfect](#)  
[Phil Hansen's Website](#)

Extra:

- Albert, R.S. & Runce, M.A. (1999). "A History of Research on Creativity" in Sternberg, R.J., ed., *Handbook of Creativity*.
- Irving Singer: *Modes of Creativity. Philosophical Perspectives*, chaps. 3, 4.
- Jonah Lehrer: *Imagine. How Creativity Works*, chap. 2.
- [Starchitect: Frank Gehry Documentary](#)

Week 2. 15/17 January

**Topic: A Personal Business Plan**

Materials:

- Thomas H. Byers et al.: *Technology Ventures: From Idea to Enterprise*, chaps. 1.1, 1.2, 1.5, 2.1, 2.2, 3.1 to 3.5.
- Randy Komisar: *The Monk and the Riddle. The Art of Making a Living*, chaps. 1, 2, 3.
- Alexander Osterwalder and Yves Pigneur: *Business Model Generation. A Handbook for Visionaries, Game Changers, and Challengers*, sections "Canvas" and "Design".
- [Business Model Canvas Explained](#)
- [Lean Canvas – Your Startup Blueprint](#)
- [Why Lean Canvas?](#)
- [Combine and Share Ideas - Instagram cofounders on Startup Ideas](#)

Assignment #1 Starts. Due Jan 29: A Personal Business Plan with Lean Canvas (individual)

Week 3. 22/24 January

**Topic: Agile Project Management**

Materials:

- [The Agile Manifesto](#)
- [The Agile Warrior](#)
- [Scrum Alliance. Head Inception Deck](#)
- [Agile Project Initiation Techniques – The Inception Deck and Boot Camp](#)

Week 4. 29/31 January

**Topic: Cognition and Creativity**

Materials:

- [Creativity and The Brain](#)
- [The Creative Brain](#)
- Colin Martindale: "Biological Bases of Creativity" in Sternberg, R.J., ed., *Handbook of Creativity*.
- Balzac, Fred (2006). "Exploring the Brain's Role in Creativity". *NeuroPsychiatry Reviews* 7 (5): 1, 19–20.
- Kraft, U. (2005). "Unleashing Creativity". *Scientific American Mind* April: 16–23.
- McCrae, R.R. (1987). "Creativity, Divergent Thinking, and Openness to Experience". *Journal of Personality and Social Psychology* 52 (6): 1258–1265. doi:10.1037/0022-3514.52.6.1258.

Extra:

- [Jonah Lehrer: How Creativity Works](#)

<ul style="list-style-type: none"> <li>• Vandervert, L. (2003). “The neurophysiological basis of innovation”. In L. V. Shavinina (Ed.) <i>The international handbook on innovation</i> (pp. 17-30). Oxford, England: Elsevier Science.</li> </ul>
<b>Assignment #2 Starts. Due Feb 26: The case of the Stratford Festival of Canada (teams)</b>
<b>Guest Speaker: Ronen Benin, Co-founder &amp; CEO of Coachd Inc.</b>

<i>Week 5. 5/7 February</i>
<b>Topic: Design Thinking</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Nigel Cross: <i>Design Thinking. Understanding How Designers Think and Work</i>, chaps 1, 2, 4, 7.</li> <li>• <a href="#">Stanford Design Thinking Process</a></li> <li>• Ed Catmull: “How Pixar Fosters Collective Creativity.” <i>Harvard Business Review</i>, September 2008.</li> </ul> <b>Extra:</b> <ul style="list-style-type: none"> <li>• <a href="#">Tim Brown urges designers to think big</a></li> <li>• About Valve, video-games company and its philosophy: <ul style="list-style-type: none"> <li>○ <a href="#">Valve Handbook for New Employees</a></li> <li>○ <a href="#">An article: Is Valve Too Good to be True?</a></li> </ul> </li> </ul>
<b>Guest Speaker: Anita Gaffney, Executive Director of the Stratford Festival of Canada</b>

<i>Week 6. 12/14 February</i>
<b>Topic: The Innovation Engine</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Tina Seelig: <i>inGenius. A Crash Course on Creativity</i>, chaps. Introduction, 1 to 3, 9 to 11.</li> <li>• <a href="#">Innovation on Think Quarterly</a></li> <li>• Ben Austen: “Do You Really Want to be Like Steve Jobs?” <i>Wired</i>, August 2012, 73-79.</li> </ul> <b>Extra:</b> <ul style="list-style-type: none"> <li>• <a href="#">A Crash Course in Creativity: Tina Seelig at TEDxStanford</a></li> </ul>
<b>Guest Speaker: Matt Rendall, Co-founder &amp; CEO of ClearPath Robotics</b>

<i>Week 7. 26/28 February</i>
<b>Topic: Social Innovation</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Frances Westley, Brenda Zimmerman and Michael Quinn Patton: <i>Getting to Maybe. How the World is Changed</i>, chaps. 1, 2, 3, 8.</li> <li>• <a href="#">“After elBulli: Ferran Adrià on his desire to bring innovation to all”</a> <i>Wired UK</i>, October 2012.</li> </ul> <b>Extra:</b> <ul style="list-style-type: none"> <li>• <a href="#">El Bulli: Cooking in Progress (2011) Official Trailer</a> (full film available in UC 1)</li> </ul>
<b>Assignment #3 Starts. Due March 26: RBC and the Global Competitiveness Challenge (teams)</b>

<i>Week 8. 5/7 March</i>
<b>Topic: Assignment #1 Pitches (2 minutes)</b>
<b>Guest: Anita Gaffney, Executive Director of the Stratford Festival of Canada</b>

<i>Week 9. 12/14 March</i>
<b>Topic: Networks of Innovation</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Ilkka Tuomi: “Innovation as Multifocal Development of Social Practice”, “Socio-Cognitive Spaces of Innovation and Meaning Creation”, and “Breaking through a Technological Frame” in <i>Networks of Innovation</i>.</li> <li>• William Illsey Atkinson: “Heartland: The Rebirth of Ontario”. <i>Prototype. How Canadian Innovation is Shaping the Future</i>.</li> <li>• <a href="#">"The Secret History of Silicon Valley,"</a> Steve Blank, Nov 20, 2008.</li> <li>• <a href="#">It's Not the People You Know. It's Where You Are,</a> Randall Stross, NYT, Oct 22, 2006.</li> <li>• <a href="#">"When it Comes to Innovation, Geography is Destiny,"</a> Pascal Zachary, NYT, Feb 11, 2007.</li> </ul>
<a href="#">Guest: Joel Adams, Entrepreneur</a>
<i>Week 10. 19/21 March</i>
<b>Topic: The Creative Class</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Richard Florida: “The Creative Age”, “Managing Creativity”, “Community”, in <i>The Rise of the Creative Class</i>.</li> </ul>
<i>Week 11. 26/28 March</i>
<b>Topic: Writing ‘in’ Augmented Reality</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• <a href="#">Layar</a></li> <li>• <a href="#">Layar for Developers</a></li> <li>• <a href="#">Layar Roadmap</a></li> <li>• <a href="#">Ultimate Dinosaurs: Giants From Gondwana at the ROM</a></li> </ul>
<a href="#">Assignment #4 Starts Due April 11: Writing ‘in’ Augmented Reality (individual)</a>
<a href="#">Guest Speaker: A Senior Member of the Applied Innovation Team at RBC</a>
<i>Week 12. 2/4 April</i>
<b>Topic: Creative Machines</b>
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Jeff Smith, David Mould &amp; Mark Daley: “Constructures: supporting human ingenuity in software” in <i>Digital Creativity</i> (2009), 20:1-2, 79-94.</li> <li>• Vibeke Sorensen: “Rewiring Culture, the Brain, and Digital Media” in Thomas Bartscherer and Roderick Coover, eds: <i>Switching Codes. Thinking Through Digital Technology in the Humanities and the Arts</i>.</li> </ul>
<a href="#">Guest Speaker: Mark Daley, Music Composer, Mathematician and Computer Scientist</a>
<i>Week 13. 9/11 April</i>
<b>Topic: Assignment #2 Pitches (2 minutes)</b>

## Plagiarism

Plagiarism is a major academic offense (see <http://westerncalendar.uwo.ca/2012/pg113.html>). Plagiarism is the inclusion of someone else's verbatim or paraphrased text in one's own written work without immediate reference. Verbatim text must be surrounded by quotation marks or indented if it is longer than four lines.

A reference must follow right after borrowed material (usually the author's name and page number). Without immediate reference to borrowed material, a list of sources at the end of a written assignment does not protect a writer against a possible charge of plagiarism. This also applies to work facilitated or written for students by third parties. **Submit all essays to Turnitin.com.**

### **Absenteeism**

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments must apply to the Academic Counseling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department.

•Accommodation for Medical Illness:

[https://studentservices.uwo.ca/secure/medical\\_accommodations\\_link\\_for\\_OOR.pdf](https://studentservices.uwo.ca/secure/medical_accommodations_link_for_OOR.pdf)

•Downloadable Medical Certificate: <http://www.uwo.ca/univsec/handbook/appeals/medicalform.pdf>