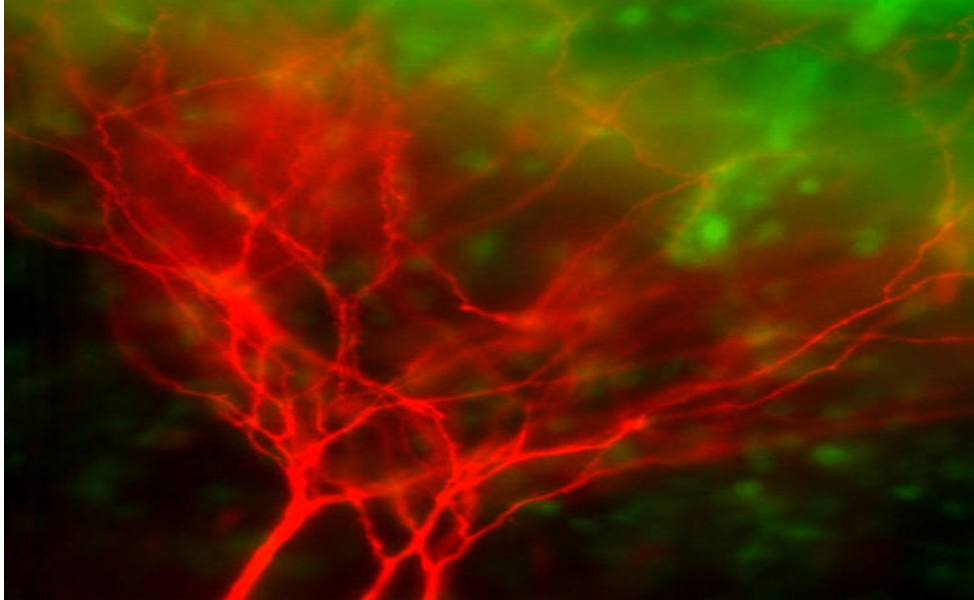


DH2120F
DIGITAL CREATIVITY¹

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*)

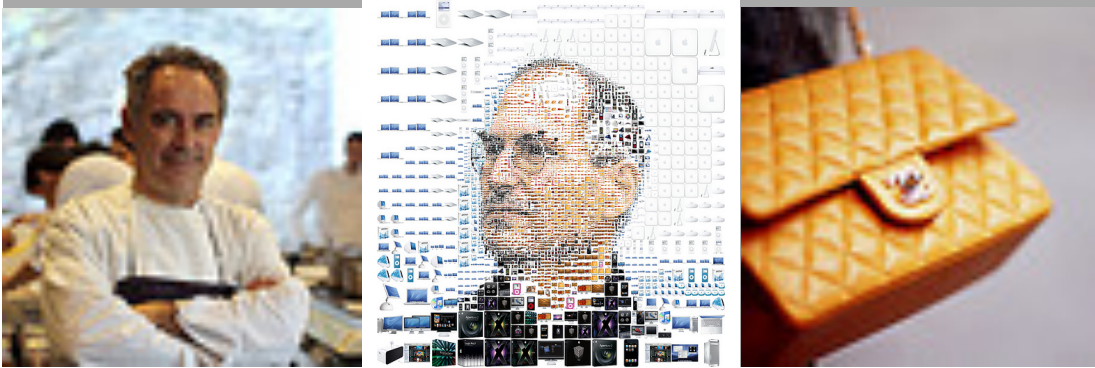


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DESCRIPTION

Study creativity as it happens through some of the most creative minds in the world! Grounded in contemporary practices of creativity, you will examine actual cases of innovation in fields like music, tech, fashion, cooking, theater and the Internet. Students will learn how to transform a creative idea into a business plan, and tackle big problems using design thinking techniques.

¹ **Tentative Syllabus** as of July 14, 2020. Final version will be available on September 1, 2020.



Renée s. (cc) by-nc-nd /

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METHODOLOGY AND STUDENT'S WORK

In this **asynchronous course**, you will learn how to become more creative by learning from some of the most creative minds of our time. You will learn how super creative individuals have developed fulfilling and successful careers and lives by following their own paths and creating specific methodologies. By the end of this course you will be able to apply the learnings from these models **to your own life** through a set of **reflective practices**. You will also learn how to do a **Business Plan** for your own career. You will also learn how to solve a complex problem by applying **Design Thinking** techniques and tools.

Activities:

- Each week you will:
 - Review different materials, i.e., **podcasts, course notes, texts, and/or videos** outlining the main ideas and lessons of the week.
- Each week you will:
 - Engage in reflective **practices for creativity**:
 - Each week the class is divided into **Leaders** and **Learners**. If you are a Leader in week 1, you will be a Learner in week 2, and so on.
 - Leaders**: based on the materials of the week, they write three original prompts that will guide the Learners' writing.
 - Learners**: by answering 3 prompts of their choice, they will **write 3 reflection pieces (200 words each)** that connect to the course material but also align with student learning stages: **Identifying; Applying and Creating**. Each of these pieces is called a **Tool to Practice Creativity**.
- Each week there will be:
 - A **voluntary** online **tutorial** (with different times available for you to drop in) to discuss the materials and answer any questions you might have.

- At the end of the course you will:
 - Design your own **Student Tool Kit for Practicing Creativity**. The **Student Tool Kit for Practicing Creativity** consists of extending and harmonizing 6 of the mini tools you have developed during the course. The 6 tools will need to be designed, and refined, and the attribution and translation of the humanist traditions you have used will need to be explained. The goal is that through this process of translation and implementation of creative models into *practice*, students will gain formative innovation and creative skills that allow them to better prepare for the **job market**.

By Week 8, you will learn how to produce a **Personal Business Plan** for your own career path.

By Week 10, you will learn how to solve a complex real-life problem by using **Design Thinking Techniques**.

Gamification:

- The more you contribute to the class, the more choices you will have.
 - You can earn “coins” by writing more prompts or developing more Tools. You can exchange those coins to gain extra points in the final mark or gain flexibility towards deadlines.
 - You can exchange 10 coins for:
 - 2% extra points towards your final grade.
 - A 2-day extension in the delivery of either your **Personal Business Plan** or your **Design Thinking Challenge**.
 - You can exchange 20 coins for:
 - 4% extra points towards your final grade.
 - A 1-week extension in the delivery of your final **Student Tool Kit to Practice Creativity**.
- You earn 10 coins by writing 3 extra Tools.
- You earn 20 coins by writing 6 extra Tools, based on content materials in the Extra Materials section of the course.

NOTE: This is an **asynchronous course**, i.e., there are no set times for lectures. Also, as this is a very practical course, **there are no exams**. However, there is a weekly cycle that we encourage you to prepare for and adapt to. You have the **freedom** to organize your time and the **responsibility** to keep up with your weekly work.

COURSE OBJECTIVES:

- Introduce students to some of the main concepts of creativity and innovation as they are explored and applied on the ground across various fields.
- Make students aware of the environment and attitudes conducive to creation and the main trends in the market place, for recruiters, and for creativity.
- 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
- Acquaintance with some special cases of individuals and organizations renown for their creative endeavors.
- Practical skills to tackle real problems of real organizations: business planning.
- Basic skills from design thinking applied to real life problems.
- Knowledge of some of the main concepts of creativity and innovation.

COURSE CONTENT:

1. Introduction to Creativity.
2. Theaster Gates: The Art of Upscaling and Upvaluing.
3. Creativity in Architecture: from Gehry to Yvonne Farrell and Shelley McNamara.
4. The Artist is Present. Marina Abramovic.
5. Creativity and Innovation in High Cuisine. Ferran Adrià & elBulli.
6. Art with Impact. Doris Salcedo.
7. The Super-Creative Poet. Anne Carson.
8. Art of the In-Between. Rei Kawakubo.
9. Harnessing Change and Innovation. Huawei's Ren Zhengfei.
10. Digital Innovation. Robert Lepage.
11. Potter & Writer. Edmund de Waal.