

Syllabus

Descrizione del corso

Course title	Seminar 3 "Creativity"
Course code	97140
Scientific sector	
Degree	Bachelor in Design and Art – Major in Design
Semester	Winter semester
Year	2020/21
Credits	2
Modular	<i>no</i>
Total lecturing hours	18
Total hours of self-study and / or other individual educational activities	about 32
Attendance	75% of the attendance is compulsory in order to be admitted to the exam
Prerequisites	<i>none</i>
Maximum number of students per class	18

Specific educational objectives of the course	<p>Description</p> <ul style="list-style-type: none"> • The course belongs to the class "altro" in the curriculum Design • Disciplinary fields and course description <p>The course deals with the topic "creativity" in relation to problem solving and design concepts. The objective is to ensure that students have an insight into scientific knowledge of cognition theory (methods of thinking) and the course is also orientated towards the acquisition of a professional knowledge about methodologies of problem solving, design research methodology and will get professional tools to create innovative design solutions.</p> <p><i>Structure of the course:</i> <i>First part is a frontal lecture which gives an overview of the different aspects of the notion creativity and its relations to design research and design methodology.</i> <i>Second part is a seminar (physical presence or online) which deals with the notion problem and problem solving.</i> <i>Third part are workshops where different methods of finding ideas, produce solutions and provides divergent methods of thinking.</i> <i>Last part is a critical analysis and reflection of the results, produced by the participants of the course.</i></p>
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	<p>Indicate the disciplinary objectives: Students will have acquired:</p> <ul style="list-style-type: none"> - a design methodology in the field of visual communication and/or artistic production; - the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art; - certified language skills to develop professionalism and/or a research path of international dimension; - skills necessary to manage a project from the ideation phase to the realisation phase; - a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection.
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Lecturer	<p>Prof. Gerhard Glüher, e-mail: Gerhard.Glueher@unibz.it tel. +39 0471 015140 And 331 674 2951 lecturer's website: https://www.unibz.it/en/faculties/design-art/academic-staff/person/889-gerhard-glueher'</p>
Teaching language	English
Lecturers scientific disciplinary field	M-FIL/05
Office hours	
List of topics covered	Innovation, problem solving, system analysis
Teaching format	Frontal lectures and group workshops

Expected learning outcomes	<p><i>Disciplinary skills</i> Students will be able to apply knowledge related to the design of:</p> <ul style="list-style-type: none"> - furniture products - virtual and physical prototypes and functional models - Virtual and physical visualization of scenarios - packaging in its product aspects and from a graphic point of view - brand image graphics - advertising graphics of public and/or social utility - corporate design of O.N.G. organisations - advertising graphics
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- graphic design of posters
- graphic design of magazines, newspapers
- capacity for critical thinking
- knowledge of the cultural arena, in particular, the artistic one
- flexibility with clients and collaborators
- ability to manage a project (project management);
- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena

Knowledge and understanding

The students will have acquired:

- a design methodology in the field of product design, visual communication and/or visual arts, from the ideation phase to the realisation phase of the project;
- the basic knowledge necessary for the realisation of a project in the field of product design, visual communication and/or visual arts, from a technical, scientific and theoretical point of view;
- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;
- basic knowledge relating to the culture of the project in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context.

Ability to apply knowledge and understanding

Students will be able to:

- concept, develop, realize a project in the field of product design, visual communication, and/or visual arts;
- understand the main phenomena that characterize today's society, to be able to observe them critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer;
- put to good use and to develop what has been learned during the course of studies towards the possible continuation of the own formation with a magistral degree in the field of design.

Transversal skills /soft skills

Autonomy of judgment

The students must have developed:

- a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion
- a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.

Communication skills

Students will be able to:

- present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form;
- communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;
- communicate and present at a professional level one's own project in another language in besides to one's own and correctly in a third language.

Learning skills

Students will have:

- learned at a professional level a design methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree;
- developed a creative attitude and learned how to increase and enhance it according to their own inclinations;
- acquired a basic knowledge of theoretical, scientific and technical disciplines combined with a suitable study methodology to continue their studies with a master's degree;

Examination method	<p>Examples:</p> <ul style="list-style-type: none"> • <u>Written and laboratory</u>: Written with verification questions, experiment setting and experience reworking • <u>Oral and laboratory</u>: oral with questions of verification and new questions with reworking laboratory experience • ...
Criteria for measuring and giving votes	<p><i>Evaluation criteria:</i> 40% of the final grade: problem description and analysis 40% of the final grade: an adequate number of innovative solutions 20% of the grade: models and / or other appropriate realisations of one of the above mentioned innovative solutions</p> <p>Evaluation criteria and criteria for awarding marks Quality and quantity of the semester assignment (homework) Quality and transparency / traceability of the results</p>
Foundational bibliography	<p><i>Poschauko, Thomas; Poschauko, Martin: Nea Machina. Die Kreativ Maschine, Mainz (Verlag Hermann Schmidt) 2013</i> <i>Pricken, Mario: Creative advertising, New York 2008</i></p>
Recommended bibliography	<p>Fischer, Hans Rudi (Hg.): Wie kommt Neues in die Welt? Weilerswist (Velbrück Wissenschaft) 2014 Guntern, Gottlieb (Hg.): Intuition und Kreativität, Zürich u.A., (scalo Vlg.) 1996</p>