

## SYLLABUS

course description

Course title	Creativity Area: Seminar 3
Course code	<b>96118</b>
Scientific sector	M-FIL/05
Degree	<b>Master in Eco-Social Design (LM-12)</b>
Semester	<b>I</b>
Year	1 <sup>st</sup> and 2 <sup>nd</sup>
Credits	2
Modular	No
Lecturer	Gerhard Glüher Office F1.05; <a href="mailto:Gerhard.Glueher@unibz.it">Gerhard.Glueher@unibz.it</a> Webpage: <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/889-gerhard-glueher">https://www.unibz.it/en/faculties/design-art/academic-staff/person/889-gerhard-glueher</a>
Scientific sector of the lecturer	<b>-M-FIL/05</b>
Teaching language	<b>English</b>
Teaching assistant (if any)	-
Office hours	6
Teaching language	<b>English</b>
Total lecturing hours	18
Total hours of self-study and/or other individual educational activities	24
Attendance	<b>mandatory</b>
Prerequisites	-
Course page	

## Course description

The course and its structure is meant as an introduction into the scientific and practical field of creative thinking, problem awareness and methods of problem solving. The theoretical and methodological part of the course is not specific whereas the practical parts are focussed on design and / or eco-social topics. Creativity is a specific kind of thinking, a tool to be learned, trained and professionalized, not a gift of a minority of ingenious heads. It is connected to a “designerly way of thinking”, but understand as a general methodology which combines different cognitive structures of the human brain, it provides unexpected possibilities. Insofar it is an effective way to deliver other proposals for wicked problems and it could be claimed, that it is a soft “apparatus” for innovation.

The course is designed for acquiring professional skills, knowledge and methods.

The course runs over the following days and times:

Monday 12<sup>th</sup> October morning: lecture “Theories of creativity”

Monday 26<sup>th</sup> October morning: lecture “: Methods of problem solving”

Friday 30<sup>th</sup> October afternoon: 4 hours group exercise

Saturday 31<sup>st</sup> October morning: 4 hours group exercise

Friday 13<sup>th</sup> November afternoon: 4 hours group exercise

Monday 14<sup>th</sup> December morning: discussion semester assignments

## Educational objectives

### Students will be able to:

- Understand core approaches of creative thinking
- Understand important methods of problem analysis
- Understand important methods of problem solving
- Rethink gives situations in relation to concept, applications and development of two-dimensional and three-dimensional design artefacts
- Produce innovative solutions for complex problems and situations
- Restructure given situations and problems
- Work individually and in teams to apply methods of creative thinking

### Knowledge will be acquired in the following fields:

Design thinking

Design research

Conceptual design

### **List of topics covered**

Approaches, methods and tools for design (focused on eco-social design)  
Analysis and structure of current situations in relation to discover problems  
Combine fields of knowledge in unexpected ways

### **Teaching format**

Frontal lectures, exercises in small groups and individual assignments to study and realise as homework; final presentations.

### **Learning outcomes**

This course shows the potential of innovative thinking and problem solving methods. In analysing given situation and / or intended targets (related to design or eco-social topics), designing new ways, ideas and concepts, the students will be able to combine and integrate innovation and improbable ways to solve problems.

#### *Knowledge and understanding*

To know important theories, methods and ways to think in a creative way  
To know how to analyse given situations  
To know how to restructure a situation in order to create a new concept  
To understand theories, methods and ways to think in a creative way  
To understand methods of analysis  
To understand systems and possibilities to restructure a concept

#### *Applying knowledge and understanding*

Acquisition of a range of methods and tools to generate innovative design concepts.  
To apply appropriate and fitting methods, knowledge of cognition, phantasy and logical structures.  
To apply new tools of thinking to given problems.

#### *Making judgments*

Students have the ability to make judgements about appropriate methods, possibilities, tools and decisions to solve problems and find new concepts to overcome existing boundaries.

#### *Communication skills*

Students will be able to visualise in different ways (texts, artefacts and images) different new concepts and solutions in relation to design research and to possible clients.

#### *Learning skills*

Students will be able to analyse critically problems, situations, artefacts, processes with the target to get a structured picture of the connections of reasons or motives and results of the investigated material.

Students will be able to invent new solutions for given situations and problems.

### **Assessment**

The number of participants is limited. Each student who wants to participate has to hand in a description (maximum 400 Words) of an artefact, a situation, a process which is in her / his opinion a creative solution.

**Assessment language:** English

**Evaluation criteria and criteria for awarding marks**

Quality and quantity of the semester assignment (homework)

Quality and transparency / traceability of the results

**Required readings**

*Poschauko, Thomas; Poschauko, Martin: Nea Machina. Die Kreativ Maschine, Mainz (Verlag Hermann Schmidt) 2013*

*Pricken, Mario: Creative advertising, New York 2008*

**Supplementary readings**

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