Overview

Have you ever had an idea that you wanted to push and develop further, but you weren’t sure how to do it? This course will introduce you to some of the many tools that can facilitate creative thinking. The processes of analysis can help to extend possibilities beyond predictable outcomes, and the same thinking tool can be used across many different disciplines to create new, more integrated and original options and ideas. We will explore visual, verbal and physical ways of transforming ordinary ideas into fantastic ones. Using taught techniques such as the Synectic Pinball Game you will learn to understand more clearly what happens when the creative mind is at work.

We will test the principles of interconnectivity, bisociation (conceptual blending), non-linear (associative) thinking, and use maps, models and metaphors to develop your creative thinking through research, analysis and application of these models to your own ideas. Many famous creative thinkers have used a wide range of processes that we will critically explore and apply.

An important part of understanding and applying the creative process is an examination of how we learn, and how to facilitate the best possible conditions and environments for working in innovative and creative ways. The balance between strategic planning and goal-free approaches to creative processes will be analysed and discussed in relation to the applied research of Professor Teresa Amabile and Professor Tina Seelig amongst others.

Collaborative theory and practice have at their core the potential to extend and enhance outcomes in multi-disciplinary thinking. Relating to this, the model of Combined Divergence will be introduced, and applied to a project-based analysis of the overlaps between critical and creative thinking methodologies.
Faculty
Faculty of Art & Design

School
School of Art & Design

Study Level
Postgraduate

Indicative contact hours
3

Timetable
Visit timetable website for details
Course Outline

To access course outline, please visit:

ADAD9405 Course Outline
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)