H6ACHCB: Applied Creativity

Module Code:	H6ACHCB
Long Title	Applied Creativity APPROVED
Title	Applied Creativity
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	Patricia Maguire
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Illustrate awareness of the creative process and the application of creative strategies to applied contexts.
LO2	Explain and evaluate the nature of idea generation and problem-solving strategies.
LO3	Be able to apply creative and critical thinking across multiple domains.
LO4	Recognise the challenges and importance of collaboration in creativity and problem solving.

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

H6ACHCB: Applied Creativity

Module Content & Assessment

Indicative Content

Definition and History of Creativity:
What is creativity and how is it defined. The role of creativity in idea generation. How can creativity be applied across academics, business and personal domains.

Creative Thinking:
What is creative thinking and how to develop it. What is convergent and divergent thinking. How are they utilised in problem solving. What can be learned from psychology to foster creative thinking and how can it be utilised to help over coming creative blocks.

Critical Thinking:
- Apply critical thinking to presented material and making assessments. Understanding how information is presented and recognising ambiguity. Being able to create arguments for and against contemporary critical thinking examples via platforms such as video sharing and news sharing websites. - Understanding principles of perception and decision making.

Applied Communication:
Engaging in practical delivery of information in visual, verbal and written media. What qualifies as effective communication. Understanding your intended audience, examples from different media sources. Being able to synthesise information. Communicate concepts and ideas using nonverbal media and/or creative novel ideas.

Collaboration:
Collaborative creativity. Understanding individual and group creative processes. Identifying similarities and differences in team members. Understanding the role of critical feedback and being able to understand differing points of view. Learners will engage in evaluating other teams in both the classroom and wider contemporary examples.

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	CA 1	**% of total:**	20
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Continuous Assessment Learners are required to show engagement in class discussions and online forums where appropriate.

Assessment Type:	CA 2	**% of total:**	30
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Learners will be required to complete in class practical assignments based on some aspect of the module. These may in the form of presentations or individual/group debates

Assessment Type:	CA 3	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Group project: Each group will be tasked with working as a team generating a creative solution to an everyday problem of their choosing. The group will be required to demonstrate the paths taken to generate solutions and justification for the solution chosen. Group will present a single document and will be marked collectively.

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Repeat examination
Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

H6ACHCB: Applied Creativity

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
			Total Weekly Contact Hours	3.00

Module Resources

Recommended Book Resources

The module requires no specific core text. Reading material and electronic resources will be made available on Moodle..

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: