



<b>Title:</b>	Creative Strategies <b>APPROVED</b>
<b>Long Title:</b>	Media Design Creative Strategies
<b>Module Code:</b>	MMED8006
<b>Duration:</b>	1 Semester
<b>Credits:</b>	5
<b>NFQ Level:</b>	Advanced
<b>Field of Study:</b>	Multimedia
<b>Valid From:</b>	Semester 1 - 2012/13 ( September 2012 )
<b>Module Delivered in</b>	<a href="#">1 programme(s)</a>
<b>Module Coordinator:</b>	ROSE MC GRATH
<b>Module Author:</b>	GEAROID O SUILLEABHAIN
<b>Module Description:</b>	This module aims to provide learners with the knowledge, skills and competencies required to generate, explore, develop and communicate advanced design ideas and creative design solutions to a professional level. By encouraging experimentation with diverse approaches to the processes of ideation, visualisation, presentation, prototyping, user testing, postproduction and design in general, learners are encouraged to expand their practices to accommodate new techniques and models from the worlds of design and creativity.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Critically evaluate media concepts with regard to innovation, general interest, technical dimensions and potential to be realised;
LO2	Discuss key concepts and theories of creativity and design
LO3	Apply a variety of creativity and design techniques and approaches to the processes of idea generation, evaluation and development;
LO4	Identify and develop professional concepts for innovative digital media products and solutions
LO5	Describe and apply professional methods for the presentation, prototyping, testing and redesign of digital media concepts and solutions
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

**Module Content & Assessment**

**Indicative Content**

**Theory**

The concept of creativity; research traditions and frameworks - pragmatic, psychometric, psychodynamic, cognitivist, constructivist, socio-cultural, neurological; Creativity contexts - the creative industries, the creative classes, creativity in the workplace, creativity and the new media; Concepts of innovation in Aesthetics and Art Theory ("creation", "idea", "genius", "avant-garde", etc.); Techniques and strategies for ideation, visualisation, presentation, prototyping, user testing, postproduction and design in general.

**Practical**

Select creativity and design techniques; Case studies innovative products and projects: analysis of current examples from disciplines such as media arts, entertainment, computer science, product development, marketing, and engineering; - Staff-led, individual and collaborative exercises in idea generation; - Brainstorming, storyboarding, mind/concept mapping, scripting, modelling, prototyping, scenario-based techniques and simulation, prototyping, postproduction, redesign

**Assessment Breakdown**

%

Course Work

100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	"Supporting Creativity": a design solution report and prototype	1,2,4,5	40.0	Week 6
Project	Design prototype of a digital media product	3,5	60.0	Sem End

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**



**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Lecture: Traditional lecture format with discussion and other activities based around key practices, topics and issues arising.	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Range of readings, exercises and other formative assessment tasks	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

**This module has no Part Time workload.**

## Module Resources

### Recommended Book Resources

- William Lidwell, Kritina Holden, Jill Butler, 2010, *Universal Principles of Design, Revised and Updated* [ISBN: 1592535879]
- edited by Robert J. Sternberg 1998, *Handbook of creativity*, Cambridge University Press [ISBN: 0521576040]
- David Airey 2009, *Logo Design Love* [ISBN: 978-0321660763]

### Supplementary Book Resources

- Robin Landa 1998, *Thinking creatively*, North Light Books Cincinnati, Ohio [ISBN: 0-8913-4843-3]
- Judith Wilde, Richard Wilde 2000, *Visual literacy* [ISBN: 0823056201]
- Tricia Austin, Richard Doust, 2007, *New Media Design* [ISBN: 1856694313]
- Tom Kelley 2002, *The Art Of Innovation: Success Through Innovation the IDEO Way*, Profile Business [ISBN: 186197583X]
- Steven(Author) Johnson, 2011, *Where Good Ideas Come from: The Natural History of Innovation* [ISBN: 0141033401]
- Michael Michalko, 2011, *Creative Thinkering* [ISBN: 978-1608680245]

### Supplementary Article/Paper Resources

- Petra de Weerd-Nederhof, Olaf Fisscher and Klaasjan Visscher *n/a*, *Creativity and Innovation Management (journal)*  
<http://www.wiley.com/bw/journal.asp?ref=0963-1690>
- Routledge *n/a*, *Creativity Research Journal* [ISSN: 1532-6934]

*This module does not have any other resources*

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
CR_HDMTE_8	<a href="#">Certificate in Digital Media Design and Development</a>	1	Mandatory