

Course Name : Creativity Decoded- Learning from the Masters

Course Code :

Course Instructor : Ashoo Khosla



Hours:

Credits:4

Course Description:

The course will be taught in 2 parts over Quad V and VI

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Content:

Unit-A: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit-C: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-D: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others

- Adding a twist
- Overcoming creative blocks

Course Outcomes:

1. Knowledge Outcomes:

At the end of the course, the student should be able to:

- Define creativity
- Enumerate the steps in the creative process and understand that it is non linear
- Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
- Understand the role of concepts like mindfulness, use of right brain, empathy and curiosity in creativity
- Explain the importance of deliberate practice for achieving excellence
- Comprehend the role of opposites (upside- down) in reframing
- Understand the various ways of combining things to create something new
- Understand how adding constraints improves the quality of creativity
- Examine the breaking and enhancing of patterns as a source of creativity
- Discriminate between “the good and bad” of copying as a technique to make something new
- Describe some simple ways to overcome creative blocks
- Understand how collaboration and building upon the works of others has led to innovation in science

2. Skill Outcomes:

At the end of the course, the student should be able to:

- Use the reframe tool for scenario analysis
- Use the combining and recombining technique to generate new product and service ideas
- Construct a “wow factor” for a product or service offering through the” twist in the tale” technique
- Be able to create Analog drawings for emotions, personality and problems
- Be able to create personas using empathy
- Use the stream of consciousness for story boarding

Teaching / Assessment Methodology:

- 20 participative lectures to discuss the theoretical concept (20 hrs)
- Asynchronous videos/ Lectures on LMS (3 hours)
- 5 Webinars with creative artists from various fields (7.5 hours)
- 3-4 Assignments based on subject matter/
- 3 Quizzes based on subject matter
- Project work**

* - Equivalent of 15 hours

Evaluation (Tentative)

i.	Attendance	5%
ii.	Assignments	10%
iii.	Quiz	10%
iv.	Mid- course group project(end of Quad 5)	25%
v.	Final group presentation (end of Quad 6)	50%

Books and Materials:

Text Books:

1. Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
2. Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)