

# IB3H5-15 Images of Creativity

**21/22**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Rachel Dickinson

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The overarching objective of this module is to build an interdisciplinary appreciation and model of Creativity, through content and experience of different disciplinary approaches to the field, throughout history. Over the 10 weeks, students will experience a range of active, open space and creative pedagogies, which set out to explore theories underpinning creativity in and as practice.

[Module web page](#)

### Module aims

Build an interdisciplinary appreciation and model of creativity, through content and experience of different disciplinary understanding (practice and process).

Examine and illuminate our understanding of creativity, through social and collaborative learning. Understand the difference between exceptional and everyday creativity and the impact of this on your personal and professional lives.

Recognise and develop your creative potential (including attitude and behaviour), through creative learning.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be

covered. Actual sessions held may differ.

Creativity and play.

Principles of creative learning.

Situating creativity.

Creative processes.

The Necessity of Failure.

Creative writing.

Embodied creativity.

Creative places.

Show case.

## **Learning outcomes**

By the end of the module, students should be able to:

- Understand and use elements of different disciplinary languages.
- Critically evaluate texts and other material with a comparative understanding of different disciplinary processes.
- Express complex and interdisciplinary ideas of 'Creativity'.
- Recognise the complexity of different disciplinary and practitioner notions of 'Creativity'.
- Identify and understand how creativity relates to different disciplines and different media.
- Reflect on their own and others' experiences as participants in a creative and interdisciplinary learning process.
- Compare evidence from different sources in order to make informed but independent and original judgements.
- Identify trans- and inter- disciplinary issues, formulate questions and engage in creative problem-solving, including own independent research.
- Synthesise ideas imaginatively from a range of different disciplinary perspectives.

## **Indicative reading list**

Robert J. Sternberg (2006) The Nature of Creativity, *Creativity Research Journal*, 18:1, 87-98.

Homayoun, S and Henriksen, D (2018), Creativity in Business Education: A Review of Creative Self-Belief Theories and Arts-Based Methods, *Journal of Open Innovation: Technology, Market and Complexity*, 4:55, 1-19.

Sternberg, R. and Kaufman, J. (2018) *The Nature of Human Creativity*, London, Cambridge University Press.

Robinson, K (2012) *Out of our minds: learning to be creative*, Chichester: Capstone.

Shorthose, J. and Maycroft, N. (2017) *Where is creativity? A multidisciplinary approach*, London: Routledge.

Bohm, D (2013) *On Dialogue*, London, Routledge.

Goller, I and Bessant, J. (2017) *Creativity for Innovation Management*, London, Routledge.

Bryan, R and Hämäläinen, M. (2018) *The Art of Co-Creation, A Guidebook for Practitioners*, London, Palgrave Macmillan.

## **Subject specific skills**

Appreciate the value of understanding and experiencing different disciplinary approaches and perspectives on creativity, especially in relation to their subject specialism.  
Leverage a confidence and competence in creative interdisciplinarity for further study, work and citizenship.  
Participate in creative activities and support the generation of original ideas and questions.

## **Transferable skills**

Observe and reflect on their own and others' creative processes.  
Communicate imaginatively with their peers and with academic/s.  
Work within teams and successfully collaborate with others in a range of learning contexts.  
Articulate arguments orally and through well-argued writing / digital form supported by wide reading and research.  
Conceive and present concepts verbally, illustratively graphically etc.  
and through performance.  
Manage time to meet a series of deadlines as an individual and team member.  
Develop collaborative skills (across disciplines) of listening, giving and receiving feedback, and achieving resolution.  
Make productive links between theoretical ideas and practical applications, and appreciate the practical value of learning through participative experiences.  
Solve problems creatively and with originality.

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 2 hours (12%)
Private study	49 hours (33%)
Assessment	73 hours (49%)
Total	150 hours

### **Private study description**

Private Study.

### **Costs**

No further costs have been identified for this module.

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## **Assessment**

You do not need to pass all assessment components to pass the module.

## Assessment group A4

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment (15 CATS)	100%	73 hours
Using mixed media approach e.g. blog /podcast series to be discussed and agreed with the Module Leader.		

## Feedback on assessment

Detailed written feedback will be provided by the module tutor to individual students for each element of assessed work, i.e. the group project / presentation and individual assignment. Formative oral feedback will also be given to students at relevant points within seminars throughout the module, project development and at the concluding creative presentation.

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## Availability

### Courses

This module is Optional for:

- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
  - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
  - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
  - Year 3 of MN32 Law and Business Studies (Four-Year)
  - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
  - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
  - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)

This module is Unusual option for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
  - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
  - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)