

## Creativity DESCRIPTION OF COURSE UNIT

Program Studi Sarjana (S1) Desain Produk Bachelor of Industrial Design (BOID) 2018-2023



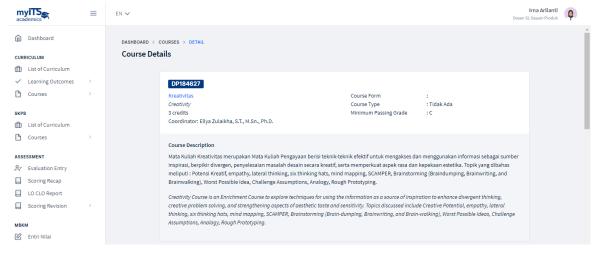
## <u>Description of Course Unit</u> according to the ECTS User's Guide 2015

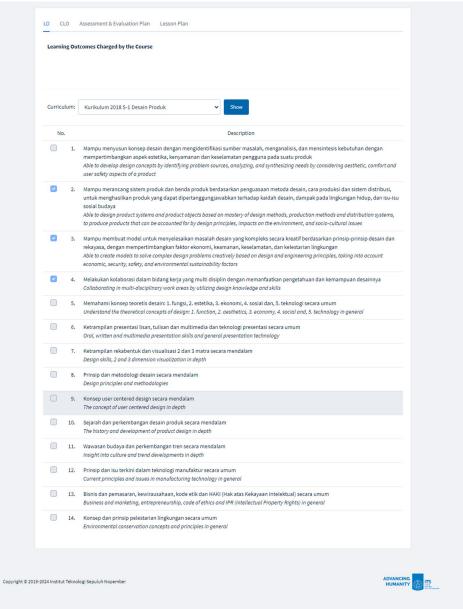
Course unit title	Creativity		
Course unit code	DP184627		
Type of course unit	Enrichment		
Level of course unit	First cycle Bachelor		
Year of study when the course unit is delivered	3 <sup>rd</sup> year		
Semester/trimester when the course unit is delivered	6 <sup>th</sup> semester		
Number of ECTS credits allocated	4,8 ECTS Credits		
Name of lecturer	Ellya Zulaikha, S.T., M.Sn., Ph.D.		
Learning outcomes of the course unit	<ol> <li>Able to design products (or systems) with consideration of human behavior, environment, economy, security, safety, and social issues</li> <li>Able to operate design technology and equipment, both manual and digital, in an integrated and multi-dimensional way</li> <li>Able to research design problems using design principles and methods</li> <li>Able to implement design methods in the design process by considering various aspects such as human (user experience), environment, economic, security, safety, and social issues</li> <li>Able to apply design skills using interdisciplinary knowledge</li> </ol>		
Mode of delivery	face-to-face		
Prerequisites and co-requisites	-		
Course content	Creativity Course is an Enrichment Course to explore techniques for using the information as a source of inspiration to enhance divergent thinking, creative problem solving, and strengthening aspects of aesthetic taste and sensitivity. Topics discussed include Creative Potential, empathy, lateral thinking, six thinking hats, mind mapping, SCAMPER, Brainstorming (Braindumping, Brainwriting, and Brain-walking), Worst Possible Ideas, Challenge Assumptions, Analogy, Rough Prototyping.		
	<ol> <li>Introduction</li> <li>Six thinking hats (emphaty)</li> <li>Assumption busting</li> <li>Random word generation</li> <li>Random word generation</li> </ol>		

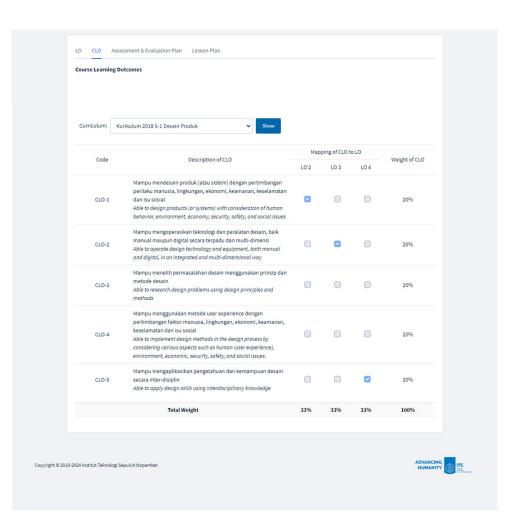
Recommended or required reading and other learning resources/tools  Planned learning activities and teaching methods	<ul> <li>6) Scamper</li> <li>7) Change perspective</li> <li>8) Reverse</li> <li>9) Lateral thinking</li> <li>10) Picture association</li> <li>11) Consensus mapping</li> <li>12) Snack writing</li> <li>13) Triggered brainwalking</li> <li>14) Analogy</li> <li>15) Project presentation</li> <li>De Bono, E. (2017). Six thinking hats. Penguin UK.</li> <li>De Bono, E., &amp; Zimbalist, E. (2010). Lateral thinking. Viking.</li> <li>De Bono, E. (2015). Serious creativity: How to be creative under pressure and turn ideas into action. Random House.</li> <li>De Bono, E. (2008). Creativity workout: 62 exercises to unlock your most creative ideas. Ulysses Press.</li> <li>Kahneman, D. (2011). Thinking, fast and slow. Macmillan</li> <li>Case method; Team Based Learning</li> </ul>		
	Indonesia and English		
	Assignment, Project, Midterm Evaluation and Final		
criteria	Evaluation		

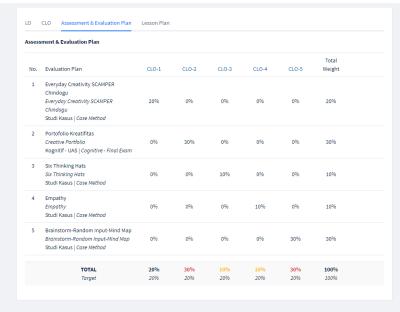
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## **Capture My ITS ACADEMIC**









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	Assessment & Evaluation Plan Lesson Plan		
Lesson Plan			
Weeknum	Course Material	Learning Method	
1	Pengantar Kreativitas: Pada pertemuan pertama ini, mahasiswa akan membaham rencana perkuliahan dan saling mengenal satu sama lain. Siswa akan mengenali setiap potensi Kreativitas masing-masing melalui diskusi dan kontempisasi. Tujuan pengenalan adalah agar siswa terbiasa berinteraksi dan berkolaborasi dengan orang lain. Introduction to Creativity: At this first meeting, students will understand the course plan and get to know each other. Students will recognize each potential for creativity by discussion and contemplation. The purpose of the introduction is for students to get used to interacting and collaborating with others.	Metode SCL lainnya	© O
2	Every Day Creativity: Sesi ini akan meningkatkan kepekaan siswa untuk mengenali masalah sehari-hari di sekitar mereka, apakah itu terkait dengan kepraktisan, kenyamanan, keamaan, keedamatan, keindahan, atau aspek lain, dan hal-hal yang mereka (atau orang lain) sukai atau tidak sukai. Siswa dapat memecahkan masalah sesuai dengan pengehahuan awal yang telah mereka miliki (Tidak harus canggih, percaya diri dan orisinalitas lebih pentingi. Pelajaran ini melatih siswa untuk menerapkan berpikir dan berperliaku kreatif. Every Day Creavity: This session will enhance students' sensitivity to recognize evenyday problems around them, whether it is related to procticality, comfort, security, safety, beauty, or other aspects, and things they for others) (ike or dislike. Students can solve problems according to their prior knowledge they already have (it doesn't hove to be sophisticated, confidence and originality is more important). This lesson to train students to apply creative thinking and behavior.	Case method	6
3	Pemetaan Pikiran (1): Mampu menemukan ide-ide baru/ unik menggunakan metode Pemetaan Pikiran secara berkelompok dan komprehensif (memikirkan sebanyak mungkin hubungan). Mahasiswa harus memilih 20 ide baru/ unik yang belum pernah ada, dan divisualisasikan Milad Mopping (1): Students Wille septore new and unique ideas using Mind Mopping in group, comprehensively (thinking obout possibile relationships as much as possible). Students must choose 20 new/unique ideas that have never existed, then visualize them	Case method	6
4	Pemetaan Pikiran (2): Mahasiswa menseleksi dan mengembangkan ide-ide yang diperoleh dari metode Mind Mapping Mind Mopping (2): Students able to select and develop ideas obtained from the Mind Mapping method.	Case method	e e
5	Empati : Empati sebagai Pemicu Kreativitas, Membuat Persona, dan Membuat Peta Empati Empathy : How Empathy Fuels Creativity, Making Persona and Empathy Map	Case method	C D
6	Lateral Thinking: cara berpikir mengedepankan alternatif-alternatif, mengakomodir kemungkinan sebanyak mungkin, sehinga terlatih untuk berpikir terbuka, berani berpikir kritis, analitis dan bisa menentukan arah. Lateral Tinking: a way of thinking that puts forward alternatives, occommodates as many possibilities as possible so that they are used to think openly, dare to think critically, analytically and can determine direction.	Metode SCL lainnya	6
7	Random Input: sebuah cara mencari hubungan dan membaca pola atas hubungan-hubungan yang terjadi antar hal, kemudian menentukan nilala tas hubungan yang terjadi ang dangan gang dangadi ang dangan gang terjadi ang dangan puta ang dangan put	Metode SCL lainnya	e de la constant de l
8	Brainstorming: metode berpikir kreatif secara lateral untuk mngeksplorasi dengan prinsip-prinsip yang benar, baik Brainstorming individual maupun Kelompok Brainstorming: creative thinking method to explore ideas, using the right brainstorming Alex Osborn principles, both Individual and Group Brainstorming	Metode SCL lainnya	6 8
9	Presentasi Proyek Kreatif Creative Project Presentation	Metode SCL lainnya	<b>B</b>
10	SCAMPER: teknik pencarian ide sebanyak-banyaknya (Alex Osborn), untuk mengembangkan produk yang sudah ada dengan cara Substitusi, Kombinasi, Adaptasi, Modifikasi, Penggunaan Lain, Eliminasi and Reverse. Mahasiswa akan mengembangkan satu produk atau jasa layanan berangkat dan produk yang sudah ada dengan minimal 7 kemungkinan pengembangan. SCAMPER: a way to explore as many ideas as possible by Alex Osborn techniques: Substitution, Combination, Adoptation, Modification, Other Uses, Elimination, and Reverse. Students will develop a product or service starting from a precedent product or service with a minimum of 7 development possibilities.	Case method	6
11	Six Thinking Hats: Sebuah Metode Edward de Bono untuk Evaluasi Desain / Kasus secara menyeluruh Metode Enom Topi: An Edward de Bono Method for Design/Case Evaluation	Case method	<b>E</b>
12	CHINDOGU: Metode mendesain produk secara bebas cara Kenji Kawakami untuk penyelesalan masalah sehari- hari CHINDOGU: Kenji Kowakami's method of designing	Case method	© Û

