



## Creativity Assignment - Final Portfolio

### Creativity Assignment Overview (20% of Final Grade)

Creative problem solving is not just about finding answers—it's about learning how to observe, research, analyze, generate ideas, and test solutions. This assignment will guide you through the process using real-world problems that matter to you.

The Creativity Assignment is broken into two components:

#### **Parts 1–4: Weekly Assignments (Worth 10% / Pass-Fail Completion)**

Each week, you will complete a short assignment that explores a different step of the creative problem solving process. These activities build toward your final portfolio and are graded **pass/fail** for completion.

The four parts are:

1. **Spot a Problem** (Observation + Documentation)
2. **Research the Problem** (Empathy Interview + Secondary Research)
3. **Define the Problem** (Analysis + “How Might We”)
4. **Generate Ideas** (Brainstorming + Final Idea Selection)

Each of these parts will be submitted as a **discussion post** and must include documentation (e.g., field notes, screenshots, photos, sketches, or written reflections). These should be treated as mini case studies of your thinking at each step.

#### **Final Portfolio + Prototype (Worth 10%)**

After completing the four weekly parts, you'll pull everything together into a final **Creativity Portfolio** that showcases your full journey—from observing a problem to proposing and prototyping a solution.

Your portfolio should do **three main things**:

1. **Tell the story** of your process (what you did, learned, and discovered)
2. **Show your thinking** (through photos, sketches, tools, and written reflections)
3. **Present a prototype** of your final idea (low- or high-fidelity)

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#### **Your Portfolio Must Include:**

- **Introduction**  
A short overview of your project and what problem you chose to explore.
- **Summary of Parts 1–4**  
A clear recap of each stage, including:
  - Your observation of the real-world problem
  - Key insights from your empathy interview and secondary research
  - Your analysis and “How Might We” question
  - Your idea generation and final solution
- **Prototype of Your Idea**

A basic representation of how your solution would work. Your prototype can be:

- A hand-drawn sketch or storyboard
- A digital mock-up (e.g., Canva, Figma)
- A video demo, slide presentation, or voiceover
- A poster, website wireframe, or social media post
- Anything that helps **visualize or communicate your idea**

It doesn't need to be perfect—just enough to **test the concept** and **show how it could work**.

- **Reflection (250–400 words)**

What did you learn about creativity and yourself? What worked well? What would you do differently next time?

- **Conclusion**

Summarize your overall experience and personal takeaways from the creative problem-solving process.

## **Evaluation**

Your portfolio will be marked for the following criteria:

- **Presentation and organization**
  - How is the portfolio presented?
  - Is it easy to navigate and provided in a creative format?
- **Activity summaries**
  - Are all of the activities completed and included?
  - Is it clear that the activities were understood, and their purpose explained?
- **Reflection**
  - How insightful and comprehensive are reflections?
  - Does the portfolio demonstrate learning and exploration?
- **Overall critical thinking and evaluation**
  - Does the portfolio demonstrate a clear understanding of what went well, and where there is room for improvement?
  - Is there insightful analysis on what could be done better, either in the performance of the process, or what might be changed/improved about the process itself?

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