

BIC31502 – CREATIVITY AND INNOVATION

SEMESTER 1 SESSION 2025/2026

Project

Date	: 4 November 2025 (Tuesday)		
Total Project Mark	: 40 (based on 5 criteria, please refer to Table A for the project rubric)	Normalized Mark (Overall Mark)	40%

INSTRUCTIONS

1. Form a group of **FOUR (4)**.
2. The theme of this course's project is **“Developing a Creative Problem Solving (CPS) Digital Tool: A Prototype Website or Mobile Application for Sustainable Idea Generation.”**
3. Your project could focus on topics such as (but not limited to) recycling resources, creating sustainable goods, or maximising material use.
4. Requirements for your project development:
 - The core development: either a mobile application or a website.
 - Unlimited development concept, page, features, and ideas.
 - Development budget: **RM25,000.00**. Please be creative and do your research on how to optimise this budget. The fund can also be used for any platform's subscription (if required). The tabulation of specific spending should be included in the report.
 - Document to be submitted: [1] for website-based: HTML, CSS, JavaScript, etc., and [2] for app-based: (Android Studio, Unity, Unreal Engine, etc.).
 - Please include the whole development procedure and output in your report.
5. Requirements for your project report:
 - Write a report based on the given template as a guideline

- Refer to the Report Template for details.
 - Document to be submitted: DOCX/DOC/PDF file.
6. Requirements for your project presentation (video submission):
 - All members **MUST** contribute audibly and visually to the selected development.
 - The video duration is no longer than 15 minutes. This presentation should cover all the key points outlined in the project report.
 - You may prepare a PowerPoint presentation slide by extracting the important information from the project report. Avoid using lengthy text and add more images/graphics to capture the audience's attention.
 - Document to be submitted: PPT/MOV/MP4/AVI file or a link to your YouTube video.
 7. All documents to be submitted are in softcopy form.
 8. Submit a softcopy of your report to the **Author (Classroom: BIC31502 – Group Activities – Project)**. Please ensure your file is valid and accessible. If it is not, and you submit after the deadline, it will be considered a non-submission. Please include the YouTube link to the submission (within the report or via any other means that can be easily accessed).
 9. Once completed, you **must** submit your work by **11 January 2026 (11:59 p.m.)**
 10. Plagiarism **WILL NOT** be tolerated.

Table A: Project rubric.

Criteria	Rating	Weightage	Marks
[i] Report – 10 marks (C3) *[SC2] Demonstrate anticipatory competency by responding to current solutions to innovate and improve new inventions and designs; **[SDG9] - Industry Innovation and Infrastructure			
<ul style="list-style-type: none"> • Clear, well-justified definition of the problem, causes, and re-stated problem. Comprehensive documentation of facts and assumptions • Content completely adheres to the project instructions • Highly effective application with well-reasoned, evidence-based, and sustainable innovation proposals 	Excellent [4, 5]	2	
<ul style="list-style-type: none"> • Adequate definition of the problem and some discussion of causes, but may lack depth in re-stating the core problem based on facts 	Fair [2, 3]	2	

<ul style="list-style-type: none"> Content partially adheres to the project instructions Some application of anticipatory thinking with generic improvements 			
<ul style="list-style-type: none"> Vague problem definition or lack of clear relation to the CPS process steps Content is minimally or not adhere to the project instructions No evidence of anticipatory thinking or irrelevant proposals 	Poor [0, 1]	2	
[ii] Development (Readiness and Tool Selection) - 5 marks (P2)			
<ul style="list-style-type: none"> The group has clearly justified the choice of technology (e.g., specific framework, programming language, platform) based on the project's required functionality and target user. All required tools (design, code, version control) are identified and ready for use A detailed and sequential workflow is presented for the prototype development. This workflow explicitly ties back to the selected CPS techniques (e.g., how the app incorporates divergent/convergent thinking) 	Excellent [4, 5]	1	
<ul style="list-style-type: none"> The choice of technology is stated but the justification is general or weak. Most essential tools are identified, but some preparation or justification is missing A basic workflow is outlined but is generic or lacks specific details on how the chosen CPS principles will be technically implemented within the app features 	Fair [2, 3]	1	
<ul style="list-style-type: none"> The group fails to select or justify appropriate tools/technology for the prototype development. The plan shows a lack of technical readiness No discernible, sequential workflow is presented, or the steps are impractical/unrelated to the project objectives 	Poor [0, 1]	1	
[iii] Development (Prototype Implementation and Design) - 10 marks (P3)			
<ul style="list-style-type: none"> Visually compelling and effective design that clearly applies principles of Visual Communication (color, aesthetics, layout). The prototype's features reflect the proposed creative solution Functional and technically sound digital prototype (web/app) 	Excellent [4, 5]	2	

<ul style="list-style-type: none"> Design is acceptable but shows limited application of visual communication principles to enhance usability or aesthetic Functional prototype with minor technical issues 	Fair [2, 3]	2	
<ul style="list-style-type: none"> Poor visual design that detracts from the solution Non-functional or significantly flawed prototype 	Poor [0, 1]	2	
[iv] Presentation (Q&A) – 10 marks (A2)			
<ul style="list-style-type: none"> Consistently active participation in all phases, offering relevant inputs Group demonstrates good support and positive response to ideas from members 	Excellent [4, 5]	2	
<ul style="list-style-type: none"> General participation but contributions may be inconsistent or minimally useful 	Fair [2, 3]	2	
<ul style="list-style-type: none"> Minimal or reluctant participation in group tasks 	Poor [0, 1]	2	
[v] Presentation (Video) – 5 marks (A3)			
<ul style="list-style-type: none"> Solution demonstrates high originality and a clear effort to "think outside the box". Evidence of extensive divergent thinking (many initial ideas/alternatives, e.g., using SCAMPER, Brainstorming techniques) before converging on the final solution 	Excellent [4, 5]	1	
<ul style="list-style-type: none"> Solution is practical and functional but moderately original. Adequate demonstration of idea generation/divergence techniques 	Fair [2, 3]	1	
<ul style="list-style-type: none"> Solution is conventional or derivative. Limited evidence of using creative idea generation methods 	Poor [0, 1]	1	
Overall Marks (40 marks)			

* SC – Sustainability Competency; SC2 (Anticipatory Thinking)

** SDG – Sustainable Development Goal; SDG9 (Industry Innovation and Infrastructure)