Course Name: **Creativity Decoded**

Credits: 4

Course Objectives:
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 withspecific 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 Outcomes:
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Enumerate the steps in the creative process and understand that it is non linear
CO2	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO 3	Understand the role of concepts like mindfulness, use of right brain, empathy, and curiosity in creativity
CO 4	Explain the importance of deliberate practice for achieving excellence
CO 5	Comprehend the role of opposites (upside- down) in reframing
CO 6	Understand the various ways of combining things to create something new

Course Content:

Unit-A: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learns 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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	**30%**
End Term Exam	-	**70%**

Books and Materials:

Text Books:

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)