

**University of Arkansas - Fort Smith
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General Syllabus

GDES 33013 Creative Process in Design

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): GDES 21003 Advanced Typography, GRDS 2243 Digital Illustration, GDES 22503 Interactive Design, GDES 23003 Graphic Design, GDES 23403 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Introduces the use of multiple and varied approaches to visual problem solving. Investigation into alternate creative thinking techniques is explored. Various creative thinkers from the past and present are surveyed and analyzed. Projects involve research, collaboration, and problem solving.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Define terms, concepts, and functions pertaining to creativity.
2. Understand physiological factors that affect creativity.
3. Research and discuss creative thinkers of the past and present.
4. Understand and utilize various creative thinking techniques.
5. Apply various techniques of the creative process in visual problem solving.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will identify a problem or issue. They will research, evaluate, and compare information from varying sources in order to evaluate authority, accuracy, recency, and bias relevant to the problems/issues. Students will assess and justify the solutions and/or analysis.

Communication Skills (Written and Oral)

Students participate in formal critique sessions and professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

Global & Cultural Perspectives

Students will reflect upon cultural differences and their implications for interacting with people from cultures other than their own.

Students will demonstrate understanding or application of their discipline in a global environment and be aware of how their discipline affects diverse populations through study of demographics and its impact on the design process

III. Major Course Topics

- A. Introduction and definition of Creative Processes
- B. Physiological factors that affect creativity
- C. Creative thinkers of the past and present
- D. Creative thinking techniques
- E. Application of the Creative Process