

**APGR 71 Course Outline as of Spring 2011****CATALOG INFORMATION**

Dept and Nbr: APGR 71 Title: CREATIVITY TECHNIQUES

Full Title: Creativity Techniques for Designers

Last Reviewed: 1/28/2002

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0.50	Lecture Scheduled	1.00	8	Lecture Scheduled	8.00
Minimum	0.50	Lab Scheduled	1.00	8	Lab Scheduled	8.00
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	16.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 16.00

Total Student Learning Hours: 32.00

Title 5 Category: AA Degree Applicable

Grading: P/NP Only

Repeatability: 34 - 4 Enrollments Total

Also Listed As:

Formerly:

**Catalog Description:**

A comprehensive class on the use of specific traditional and non traditional techniques for idea development and problem solving in the design process. Focus is on unlocking creative thinking potential and transforming project limitations into innovative solutions.

**Prerequisites/Corequisites:****Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: Use of specific traditional and non-traditional techniques for idea development and problem solving in the design process. (P/NP Only)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: 4 Enrollments Total

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

**AS Degree:**      **Area**      Effective:      Inactive:  
**CSU GE:**      **Transfer Area**      Effective:      Inactive:

**IGETC:**      **Transfer Area**      Effective:      Inactive:

**CSU Transfer:**      Effective:      Inactive:

**UC Transfer:**      Effective:      Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Outcomes and Objectives:**

The student will be able to:

1. Generate multiple solutions to specific design problems.
2. Develop concept ideas in group brainstorming sessions.
3. Identify and successfully implement several ideation techniques.
4. Effectively convey idea concepts through thumbnail sketch techniques.
5. Refine and develop raw initial ideas into concise presentable concepts.

**Topics and Scope:**

Lecture topics:

1. The duality of the brain.
2. The difference between lateral and vertical thinking.
3. The generation of alternatives.
4. Challenging assumptions.
5. Suspended judgment.
6. Dominant ideas and crucial factors.
7. Fractionation.
8. Choice of entry point and attention area.

Laboratory Exercises:

1. Brainstorming.
2. Reversal method.
3. Generation of alternatives.
4. Dominant ideas and crucial factors.
5. Fractionation.
6. Random stimulation.
7. Design techniques.
8. Analogies.

**Assignment:**

Students will be given a problem to solve (or create alternatives for) at the conclusion of each class meeting that will test their grasp of that session's laboratory exercise.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems

Problem solving  
10 - 20%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations  
65 - 80%

**Exams:** All forms of formal testing, other than skill performance exams.

Quizzes

Exams  
10 - 25%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

### Representative Textbooks and Materials:

Instructor prepared handouts

Lateral Thinking by Edward DeBono/Harper Perennial/1990

The New Drawing on the Right Side of the Brain, Betty Edwards, Putnam Publishing, 1990.