COURSE DETAIL

HOW TO BE CREATIVE
Country United Kingdom - England
Host Institution University of Bristol
Program(s) University of Bristol
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Art Studio
UCEAP Course Number
UCEAP Course Suffix
UCEAP Official Title HOW TO BE CREATIVE
UCEAP Transcript Title HOW TO BE CREATIVE
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

Arguably creativity is what makes us human. Whilst 'artificial intelligence' is challenging and outstripping human capabilities, nonhuman 'creative intelligence' seems to be constantly playing catchup . Today, we're told repeatedly of the value of the 'creative economy'. Creativity and innovation within business are heralded as central to business and economic success. A survey conducted by IBM of 1,500 CEOs from 60 countries and 33 industries identifies creativity as the “most crucial factor for future success.” Seventeen countries in OECD (Organization for Economic Cooperation and Development) identify “creativity and innovation” as a core competency, so valuable for the next generation it requires major restructuring of national educational programs and priorities. Creativity itself is big business. Most bookshops will contain plenty of books promising to reveal for the the reader the secret to finding, unlocking or rediscovering their, or their organisation's, creative potential. Creativity is achieved, they frequently claim, through following a 10step, 5 step or perhaps even 3 step plan. In turn, happiness, wellbeing, wealth and selffulfilment are promised. We'd love to be able to promise similar benifits for the course 'How to be creative'. We wouldn't rule any of them out. But our aims are, comparatively, rather modest. 'How to be creative' is a creative exploration of the science, art and practice of creativity. We will explore the competing explanations and theories of creativity. But we will also try out and test if these theories and explanations really do help us in the quest to be creative. For example, a key project that we'll be working on together is to create and exhibit a physical or digital prototype of a device capable of producing creative material OR a device capable of testing/evaluating creativity or creative ideas. Our goal is to develop an interdisciplinary approach. As we'll see creativity stretches across many if not all domains of knowledge and disciplines and creative phenomena are known for crossing, mixing, transcending and subverting boundaries. So as well as approaching creativity through the lenses of different academic disciplines we'll also be exploring creativity through different creative practices for example music, cooking, furniture making, advertising, photography, writing etc.

Language(s) of Instruction

English

Host Institution Course Number
UNIV10004

Host Institution Course Title
HOW TO BE CREATIVE

Host Institution Course Details
https://www.bris.ac.uk/unit-programme-catalogue/UnitDetails.jsa?unitCode=UNIV10...

Host Institution Campus
Bristol

Host Institution Faculty

Host Institution Degree

Host Institution Department
Centre for Innovation & Entrepreneurship

Course Last Reviewed
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