University of Arkansas – Fort Smith
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General Syllabus

GRDS 3313 Creative Process in Design

Credit Hours: 3   **Lecture Hours:** 2   **Laboratory or other types of hours:** 4
Prerequisite: GRDS 2253 Web Design I, GRDS 2103 Advanced Typography, and
GRDS 2343 Print Design, or consent of instructor
Effective Semester: Fall 2011

I.   **Course Information**

   A. **Catalog Description**
       Introduces the student to using 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.

   B. **Additional Information** - None

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
       Visual problem solving is the main focuses of Creative Process. All course
       lectures and exercises require the student to investigate the various aspects to
       problem solving, including defining the problem, research, generation of
       possible solutions, and finally execution of the best solution to the problem
       based on the information at hand.

Communication Skills
The student will demonstrate a critical evaluation of the written/visual information or speaker's message through group discussions and written exams. They will research for further clarification and additional knowledge and demonstrate a relationship between prior knowledge and outside resources and information from written/visual sources and speaker's message through the completion of a research paper.

Technological Skills
The student will use the internet and writing applications in the research and drafting of their research paper.

Ethics
Professional behavior is mandatory in this course. The student will always display empathy, self-control, friendliness, generosity, cooperation, helpfulness, and respect in the classroom. Critiques are also mandatory, and as a result, the student will accept and deliver criticism with compassion and confidence.

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