



VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

UNIT GUIDE

Name of Course: Advanced Diploma of Graphic Design (CUV60401)

Unit Code: BSBCRT601A Research and apply concepts and theories of creativity

Cluster Name: Research Methods

Year: 2015

Semester: 1

Dates: Feb –May 2015

Location: Flinders St Campus

Prepared by: Lisa Cianci

| UNIT/UNIT CLUSTER DETAILS | | | | | |
|---------------------------|--|----------|-----------------|------------------------|----------|
| Unit Code | Unit Name | | | | |
| BSBCRT601A | Research and apply concepts and theories of creativity | | | | |
| Unit Title | Research Methods | | | | |
| Semester | 1 | Year | 2015 | Class | P15 |
| Day/s | Wednesday morning | Time | 2 hr classes | No of Weeks | 17 weeks |
| Room/s | 17:13 | Location | Flinders street | Indicative Total Hours | 34 hours |

| CONTACT DETAILS | | | |
|-------------------|---------------|-----------|-------------------------|
| | Name | Telephone | Email |
| Teacher | Lisa Cianci | | lisa.cianci@vu.edu.au |
| Education Manager | Adam Hutterer | | adam.hutterer@vu.edu.au |

| DELIVERY OVERVIEW | | | |
|-------------------|-----------------------------------|--------------------------------|--------------------------------|
| Class Time | Activities/ Practical application | Work Integrated Learning (WIL) | Indicative Total Nominal Hours |
| | 34hrs | 0 hrs | 34hrs |

RECOGNITION OF CURRENT COMPETENCY (RCC) OR RECOGNITION OF PRIOR LEARNING (RPL)

Applications for Recognition of Current Competency and or RPL should be made to the Program Manager at the commencement of the unit. RCC will be granted to those students who submit a valid portfolio of evidence of competency. Arrange an appointment with the Program Manager if you feel you qualify for RCC or RPL.

| ASSESSMENT DETAILS | | | |
|---|----------|---------------------------------------|-------------------------------|
| Assessment Task | Due Week | Linked to Unit/s # | Result (For student use only) |
| Task 1: 500 word report – Guest Industry Lecture | Week 4 | BSBCRT601A 1.3 | |
| Task 2: Questionnaire – Everything is a remix | Week 6 | BSBCRT601A 2.2 | |
| Task 3: Questionnaire – Banksy – Exit through the gift shop | Week 10 | BSBCRT601A 2.3 | |
| MAJOR Task 4: Explorer of the World Journal. | Week 12 | BSBCRT601A 1.1, 3.1, 3.2, 3.3, 3.4 | |
| MAJOR Task 5: Research Workbook - You in numbers poster | Week 16 | BSBCRT601A 1.2, 1.4 | |
| MAJOR Task 6: A2 poster - You in numbers poster | Week 15 | BSBCRT601A 1.5, 2.1 | |

Indicative Delivery & Assessment Schedule

| Sessions | | Topic | Resources/Activities | Assessment | Performance criteria |
|----------|-------|--|---|---|----------------------|
| 1 | 11/02 | <p>Introduction to Unit, over view of all assessments and class structure.</p> <p>Deliver first major project brief – Explorer of the World Journal.</p> <p>There are weekly activities and tasks to be done (11 in total) which are required to be completed in class and are part of the Explorer Journal entry. The tasks can change in delivery weeks pending what is happening at the time in Melbourne. For example an exhibition may be on earlier than when that task has been assigned. - so bring it forward.</p> <p>Lecture 1 – Qualitative verses Quantitative.</p> <p>Topic: Introduction to research concepts and theories of creativity</p> | <p>Resource - Read How to be an Explorer of the World, Keri Smith</p> <p>Explorer of the World: class activity 1. Become an investigator.</p> <p>Resources required: Student groups of 4 A2 craft paper Pens, pencils, glue, scissors, magazines</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation to class.</p> <p>Assessment methods - Case Study and practical observation</p> | BSBCRT601A 1.3 |
| 2 | 18/02 | <p>Lecture 2 – Introduction to the Triangulation method</p> <p>Topic: Introduction to research concepts and theories of creativity</p> | <p>Explorer of the World: class activity 2. Beverage product launch.</p> <p>Resources required: Student groups of 4 A2 craft paper Pens, pencils, glue, scissors, magazines</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 3 | 25/02 | <p>Guest Industry Presentation</p> <p>Topic: To expand knowledge and understanding of creativity through the review and critical analysis of the guest presentation</p> | <p>Explorer of the World: class activity 3. One year out</p> <p>Resources required: Student Q and A session</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Assessment methods - Questioning and practical observation</p> | |
| 4 | 01/03 | <p>Topic: Introduction to research concepts and theories of creativity</p> | <p>Explorer of the World: class activity 4. Design with your senses</p> <p>Resources required: 4 examples of food products Student groups of 4 A2 craft paper Pens, pencils, glue, scissors, magazines</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> <p>DUE - TASK 1 – 500 word report – Guest Industry Lecture</p> | BSBCRT601A 1.3 |
| 5 | 08/03 | <p>Topic: Introduction to research concepts and theories of creativity</p> | <p>Explorer of the World: class activity 5. Sound Map</p> <p>Resources required: CBD Excursion</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 6 | 15/03 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and apply own theories on creative practice.</p> | <p>Explorer of the World: class activity 6. Everything is a remix</p> <p>Resources required: Watch series 1, 2, 3 and 4 of Everything is a remix. http://everythingisaremix.info/watch-the-series/</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> <p>Activity Class discussion of the series content, and questionnaire.</p> | <p>DUE - TASK 2 – Questionnaire – Everything is a remix.</p> | BSBCRT601A 2.2 |

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| 7 | 22/03 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and apply own theories on creative practice</p> | <p>Explorer of the World: class activity 7. 50 things</p> <p>Resources required: CBD Excursion</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| EASTER BREAK | | | | | |
| 8 | 15/04 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and apply own theories on creative practice</p> | <p>Explorer of the World: class activity 8. Pop Up!</p> <p>Resources required: Student groups of 4 A2 craft paper Cardboard Pens, pencils, glue, scissors, magazines</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 9 | 22/04 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and apply own theories on creative practice</p> | <p>Explorer of the World: class activity 9. Bansky – Exit through the gift store.</p> <p>Resources required: Watch - Bansky – Exit through the gift store. DVD can be hired from the library</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> <p>Activity Class discussion of the series content, and questionnaire.</p> | <p>Assessment methods - Questioning and practical observation</p> <p>DUE TASK 3 – Questionnaire – Bansky – Exit through the gift shop.</p> | BSBCRT601A 2.3 |
| 10 | 29/04 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and apply own theories on creative practice</p> | <p>Explorer of the World: class activity 10. The reinvention test</p> <p>Resources required: Student groups of 4 A2 craft paper Cardboard Pens, pencils, glue, scissors, magazines</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 11 | 06/05 | <p>Topic: Introduction to research concepts and theories of creativity</p> <p>Develop and articulate own theories on creative practice AND other different theories of creative thinking.</p> | <p>Explorer of the World: class activity 11. ACCA Exhibition</p> <p>Resources required: Excursion to ACCA to review the latest exhibition</p> <p>Please refer to <i>Explore Activities</i> document for each activities detailed explanation.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 12 | 13/05 | <p>Deliver second major project brief – You in numbers</p> <p>Topic: Interpreting quantitative research findings and applying this to a creative outcome.</p> | <p>You in Numbers Task 1 Students to research themselves and start hinting for all the "numbers that are connected to them."</p> <p>Task 2 Students to research themselves and select what words represent their values.</p> | <p>DUE MAJOR TASK 4 Explorer of the World Journal. Complete with all 11 tasks/activities</p> | BSBCRT601A 1.1, 3.1, 3.2, 3.3, 3.4 |
| 13 | 20/05 | <p>Topic: Interpreting quantitative research findings and applying this to a creative outcome.</p> | <p>Class presentation 1. Research</p> <p>Student to present their research findings to the class. They are required to analyse and discuss any "surprises" they may have discovered about themselves.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |

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| 14 | 27/05 | <p>Topic: Interpreting quantitative research findings and applying this to an creative outcome.</p> <p>Exploring alternative sources of ideas and thinking.</p> | <p>Class presentation 2. Concept presentations</p> <p>Student to present their first concepts of their portrait. Class to give feedback.</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 15 | 03/06 | <p>Topic: Interpreting quantitative research findings and applying this to and creative outcome.</p> <p>Exploring alternative sources of ideas and thinking.</p> | <p>Class presentation 3. Design refinement</p> <p>Student to present their final version of their portrait. Class to give feedback.</p> <p>Commence finish art and send to production</p> | <p>Evidence supplied - Case study presentation.</p> <p>Assessment methods - Questioning and practical observation</p> | |
| 16 | 10/06 | <p>Class submissions</p> | <p>Class submissions 4. Exhibition</p> <p>Final A2 posters are to be submitted and placed in Level 17 exhibition space.</p> | <p>DUE MAJOR TASK 5 Research Workbook - You in numbers</p> <p>MAJOR TASK 6 A2 poster - You in numbers</p> | <p>BSBCRT601A 1.2, 1.4</p> <p>BSBCRT601A 1.5, 2.1</p> |
| 17 | 17/06 | <p>Assessment and feedback to students.</p> | | | |

Student work in progress

Explore of the World Journal - weekly activities

| STUDENT NAME | WEEK 1 IMAGINE | WEEK 2 MANIFESTO | WEEK 3 ARTISAN | WEEK 4 GROW | WEEK 5 INNOVATE | WEEK 6 NEMISES | WEEK 7 AESTHETIC | WEEK 8 TRIUMPH | WEEK 9 INSPIRE | WEEK 10 OPIUS | WEEK 11 (SUPER) NOVA | WEEK 12 DUE FINAL JOURNAL |
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