

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>Creativity, storytelling and design thinking</b>				
<b>Course code (LAIS):</b>	<i>The course will be registered LAIS after receiving the accreditation</i>				
<b>Study programme:</b>	<b>Tourism experience design and entrepreneurship</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/> 1st level professional higher education				
	<input checked="" type="checkbox"/> Professional Bachelor				
	<input type="checkbox"/> Professional Master				
	<input type="checkbox"/> Academic Master				
	<input type="checkbox"/> PhD level				
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/> Compulsory course (Part A)				
	<input type="checkbox"/> Professional specialization courses (Part B, compulsory)				
	<input type="checkbox"/> Professional specialization optional courses (Part B, optional)				
	<input type="checkbox"/> Elective courses (Part C)				
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	32	48
	<b>full time studies:</b>			10	70
<b>part-time studies:</b>					
<b>Course Author/ Tutor:</b>	<u>Ilze Grīnfelde</u> , Linda Veliverronena				
	Lecturer, Mg.soc.sc, docent, PhD				
	<a href="mailto:Ilze.grinfeld@va.lv">Ilze.grinfeld@va.lv</a> , <a href="mailto:linda.veliverronena@va.lv">linda.veliverronena@va.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies/ part-time studies				
<b>Study year, semester:</b>					
<b>full time studies:</b>	2 <sup>nd</sup> year, 3 <sup>rd</sup> semester				
<b>part-time studies:</b>	2 <sup>nd</sup> year, 4 <sup>th</sup> semester				
<b>Language:</b>	Latvian				
<b>Prerequisites for the Course:</b> <i>(if necessary)</i>	-				
<b>Course Summary:</b>	<p>The aim of the course is to develop the student's personality, especially to promote two interrelated personal traits, proactivity and creativity, as well as to train storytelling skills and the application of design thinking principles in the creation of experience.</p> <p>In general, the course can be considered a future skills training course with high practical value.</p>				
<b>Course Methods, including description of the organization of students' individual work and tasks:</b>	<p>Lectures, tests, group work, individual work, seminars, literature studies, environmental and behavioral observations, creativity and design thinking techniques training.</p> <p>Course tasks:</p> <ol style="list-style-type: none"> <li>1) Group homework;</li> <li>2) Individual / group work / laboratory work;</li> <li>3) Tests (tests);</li> <li>4) Final report.</li> </ol>				
<b>Assessment:</b>	Exam (online test)				

<b>Requirements for Credits:</b>	Part of the course assignments are graded as passed/failed, part with a grade of 1-10. In order for the student to receive a final grade, the assessment of the mandatory tasks must be positive (4 and above)	
	<b>Assignment/Assessment</b>	<b>Impact on final grade</b>
	Self-tests (ind.)	0.25 points for each passed test (10% for 4 passed tests)
	Passed/failed. Credit if you get at least 6 points.	
	Homework* (ind.)  Passed/failed  If the work is submitted outside the deadline, the student performs the compensatory task.	10% for a credited assignment
	Final thesis* (group)  Grade (1-10)  If the final thesis is submitted after the deadline, it is not possible for the group of students to pass the course.	35%
	Final theses review* (group)  Grade (1-10)  If the work is submitted outside the deadline, the student performs the compensatory task.	10%
Final exam (online test)* (ind.)  The date and time of the test will be agreed upon  Grade (1-10)	25%	

	<p>* mandatory expenses without which the final grade of the course is posted</p> <p>excellent (10) – knowledge, skills and competence exceed the requirements specified in the course description;</p> <p>excellent (9) – knowledge, skills and competence fully meet the requirements specified in the course description;</p> <p>very good (8) – the requirements specified in the course description are fully met, however, in certain issues there is not enough deep understanding or the student needs support in decision-making in order to use knowledge independently in solving more complex problems;</p> <p>good (7) – in general, the requirements specified in the course description are fulfilled, however, sometimes the inability to use the acquired knowledge independently is detected;</p> <p>almost good (6) – the requirements specified in the course description are fulfilled, however, at the same time, an insufficiently deep understanding of the problem and the inability to use the acquired knowledge can be detected;</p> <p>mediocre (5) – in general, the requirements specified in the course description have been mastered, however insufficient familiarity with some topics and the inability to use the acquired knowledge can be detected;</p> <p>almost average (4) – in general, the requirements specified in the course description have been mastered, however insufficient understanding can be found even at the level of basic concepts, there are significant difficulties in the practical use of the acquired knowledge;</p> <p>weak (3) – knowledge is superficial and incomplete, the student is unable to use it to complete tasks;</p> <p>very weak (2) – there is only superficial knowledge of certain topics, most of the requirements specified in the course description have not been met;</p> <p>very, very weak (1) – lack of understanding and knowledge of the topics covered in the course.</p> <p>The test will be evaluated in a 10-point system. It will be considered as passed if the student has independently been able to fulfill 70% of the set requirement.</p>																		
<p><b>Abiding by the Academic Ethics</b></p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</li> </ul> <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>																		
<p><b>Learning Outcomes; the evaluation methods and criteria</b></p>	<table border="1"> <thead> <tr> <th data-bbox="549 1632 1027 1666"><b>Learning Outcomes</b></th> <th data-bbox="1027 1632 1444 1666"><b>The evaluation methods and criteria</b></th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="549 1666 1444 1700"><b>Knowledge</b></td> </tr> <tr> <td data-bbox="549 1700 1027 1767">Knowledge of creativity techniques</td> <td data-bbox="1027 1700 1444 1767">Independent work, group work, seminars</td> </tr> <tr> <td data-bbox="549 1767 1027 1834">Knowledge of an environment conducive to creativity and proactivity</td> <td data-bbox="1027 1767 1444 1834">Independent work, group work, seminars</td> </tr> <tr> <td data-bbox="549 1834 1027 1901">Knowledge of the importance, principles, and techniques of storytelling</td> <td data-bbox="1027 1834 1444 1901">Independent work, group work, seminars</td> </tr> <tr> <td data-bbox="549 1901 1027 1991">Knowledge of the basic principles of design thinking, the process, the tools applied at each stage</td> <td data-bbox="1027 1901 1444 1991">Independent work, group work, seminars</td> </tr> <tr> <td colspan="2" data-bbox="549 1991 1444 2024"><b>Skills</b></td> </tr> <tr> <td data-bbox="549 2024 1027 2058">Generating ideas</td> <td data-bbox="1027 2024 1444 2058">Independent work, group work</td> </tr> <tr> <td data-bbox="549 2058 1027 2078">Application of various creativity techniques</td> <td data-bbox="1027 2058 1444 2078">Independent work, group work</td> </tr> </tbody> </table>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>	<b>Knowledge</b>		Knowledge of creativity techniques	Independent work, group work, seminars	Knowledge of an environment conducive to creativity and proactivity	Independent work, group work, seminars	Knowledge of the importance, principles, and techniques of storytelling	Independent work, group work, seminars	Knowledge of the basic principles of design thinking, the process, the tools applied at each stage	Independent work, group work, seminars	<b>Skills</b>		Generating ideas	Independent work, group work	Application of various creativity techniques	Independent work, group work
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	Application of various creativity techniques	Independent work, group work
	Applying important methods in the design thinking process	Independent work, group work
	<b>Competency</b>	
	Creation and implementation of creative solutions	Independent work, group work
	Creating a creative and proactive environment	Independent work, group work
<b>Course Compulsory literature:</b>	<p>Bassano, C., Piciocchi, S.P., Spohrer, J.C., Iandolo, F., Fisk, R. (2019) Storytelling about places: tourism marketing in the digital age. <i>Cities. Vol.87</i>. Pieejams: <a href="https://www.sciencedirect.com/science/article/abs/pii/S0264275118309181">https://www.sciencedirect.com/science/article/abs/pii/S0264275118309181</a></p> <p>Pressman, A. (2019) Design thinking: A guide to creative problem solving for everyone. Routledge. ISBN: 978-1-315-56193-6. Pieejams: <a href="http://repository.umsu.ac.id/bitstream/handle/123456789/14793/DesignThinkingAGuidetoCreativeProblemSolvingforEveryone.pdf?sequence=1&amp;isAllowed=y">http://repository.umsu.ac.id/bitstream/handle/123456789/14793/DesignThinkingAGuidetoCreativeProblemSolvingforEveryone.pdf?sequence=1&amp;isAllowed=y</a></p> <p>Reisman, F.K. (2014.) KIE Conference Book Series: Creativity in Business. International Conference on Knowledge, Innovation &amp; Enterprise.</p> <p>Vogel, T. (2014). What is Creativity? In Breakthrough thinking. A guide to creative thinking and idea generation. How Books: Cincinnati, Ohio.</p>	
<b>Course additional literature:</b>	<p>Museumweb (2016) Storytelling handbook. Pieejams: <a href="https://www.museweb.us/wp-content/uploads/2016/11/2-StorytellingBasics-StorytellingHandbook-v1.pdf">https://www.museweb.us/wp-content/uploads/2016/11/2-StorytellingBasics-StorytellingHandbook-v1.pdf</a></p> <p>Plsek, P.E. (2013). Three Basic Principles Behind All Methods for Creative Thinking: Attention, Escape, and Movement. Retrieved from: <a href="https://smartblogger.com/promote-your-art/">https://smartblogger.com/promote-your-art/</a></p> <p>Other sources will be provided as the course begins.</p>	
<b>Course confirmation date:</b>	31.08.2022.	
<b>Date of course description update:</b>		

**Study Course Plan for full time (FT) studies and part-time (PT) studies:**

Date	Theme	Academic hours				Study Form/ Organization of independent work of students and task description
		FT contact hours	FT independent work hours	PT contact hours	PT independent work hours	
<i>The date is specified before the implementation of the course</i>	Concept and types of creativity. The role of creativity in modern society. The concept of productivity. The relationship between creativity and proactivity.	4	6	1	9	Lecture, seminar, discussion, test
	The meaning and creation of the creative environment. Creative environment and challenges of creativity in organizations.	.8	6	2	12	Lecture, seminar, discussion, test, study tour
	Creativity as a product of the individual mind. Creativity training techniques and their types.	4	12	1	15	Lecture, practical works, presentations

						, guest lectures (online)
	Design Thinking Process and Tools.	8	12	3	17	Lecture, practical works, presentations, guest lectures, final report
	Star trade as a modern tool in marketing. Basic principles and methods of needlework.	8	12	3	17	Lecture, seminar, discussion, test,
	<b>Hours total:</b>	<b>32</b>	<b>48</b>	<b>10</b>	<b>70</b>	