Syllabus: GDP 118 Creative Thinking

Instructor: Liz Russotti
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Department Chair, Graphic Design
A-176 (Digital Arts Center/DAC).
Office Hours: T/TH 11:00-12:00 pm
Second Life Office hours:T/TH 4-5pm

OR email for an appointment... OR...just drop by and knock on my door

[SoMA-GDP website](#)

Description:

Creating is the process of finding and capturing ideas while playing, wandering, drifting, exploring, experimenting, floating. This course is designed to give students basic techniques which will enable them to enhance their own innate creative abilities. Numerous creative problem-solving skills and ideas will be explored. The underlying assumption of this course is that innovation (creativity) is a skill which, like many, can be learned.

This class will be introduced to [Second Life](#), a virtual world, where students will create an avatar and meet in-world for discussions, critiques and presentations. Please visit the Second Life website for information. For computer requirements see [System Requirements](#). If you feel you do not have system requirements, please email me (russotti@sbccc.edu).

This online class will have "live" meetings via webinar and in Second Life. Students will be emailed a web address and required to attend a one hour online session. Day and time to be determined.

Orientation:
A "live" class orientation will beheld as a web conferencing meeting.
Students do not need any special software to attend.
You will be emailed a link *(Pipeline email)* to connect you to the online webinar orientation.

Student Learning Outcomes (SLOs)
At the end of this semester students will:
• Demonstrate specific techniques for enhancing their own creative abilities and communicate their ideas with confidence.
• Identify their own creative strengths and weaknesses

Objectives:
Upon completion of this course, the student will be able to:
1. define creativity
2. identify the underlying mental and emotional factors involved in the creative process
3. explain how physical factors; attitude, motivation working conditions, collaboration affect creativity
4. explain where original ideas come from
5. identify their own creative ability
6. develop specific creative problem solving techniques

7. develop innovative ideas
8. communicate their ideas with confidence

Course Materials and Supplies:
The following text is required and may be purchased at the SBCC Bookstore:
" Conceptual Blockbusting", James L. Adams

Optional Text: **"Caffeine for the Creative Mind"** by Stefan Mamaw and Wndy Alee Oldfield (Amazon.com).
This course requires no specific software.

Second Life: We will meet in the virtual world, Second Life, to critique work approximately 3x during the semester. During those meetings you will beable to use voice or text. When using voice, it's best to have a Headset with a mic plugged into your computer. You may use your iPhone/ Smart Phone earbuds as long they have a mic.

Headsets: You may also purchase a headset starting at about $10 online (see info below).
• Logitech ClearChat Stereo
• Microsoft LifeChat LX-3000

Email (russotti@sbcc.edu):
Please start the Subject line of EACH email to me with GDP118.

SBCC Attendance Policy (SBCC Catalog):
Please refer to the Attendance policy detailed in the Academic Standards & Policies section of the current SBCC college catalog: *www.sbcc.edu/catalog/2009_2010*
All students admitted to Santa Barbara City College are expected to be punctual and to attend regularly.
Note: Although this is an asynchronous online course, weekly contributions and participation in this virtual classroom are requirements for participation and success.

SBCC Withdraw Policy (SBCC Catalog):
Please refer to the Academic Calendar for drop and withdraw dates: *www.sbcc.edu/calendar*
Attendance is mandatory. Students who do not attend the first class meeting may be dropped as a no show. Instructors may withdraw a student at any time for excessive absences. As a guideline, absence is considered excessive if a student misses three (3) meetings, or the equivalent of one week of class.
Absence due to illness may be accepted as excused absence for a limited period of time. Students are expected to make appointments for medical and dental treatments at times other than when classes are scheduled.

Attendance for Online Classes:
It is your obligation to LOGIN and participate in this course EVERY WEEK during this semester.
More than two weeks without logging into this course may result in a drop from this class.
A minimum of three/four hours of work per week online is anticipated.
Please email me immediately if you are experiencing problems or special circumstances.

Course Assignments:
Assignments, projects, quizzes may change at discretion of instructor.

Assignments will be listed in the Week's Activities document and a direct link to each assignment will be found in that weeks block.
Follow directions for uploading per each assignment.
Reading assignments will include your text as well as readings from online lextures and specific websites.

It is your responsibility to check Assignments regularly to see if any changes have been made.

Resubmitting Assignments:
All STUDENTS (Online and Face2Face)

Late work - minus 5 points after one week *(1 pt. per day first week)*,
................minus 10 points BEGINNING of WEEK 2
................WORK WILL NOT BE ACCEPTED AFTER WEEK 2 OF DUE DATE

You may have the option of redoing and resubmitting most assignments.
Assignments MUST be submitted *(even if incomplete) by the DUE DATE* in order to be resubmitted for an improved grade.

ALL assignments handed in on time will have until Midnight, Monday of WEEK 13 of the semester to resubmit.

I will not accept any redos after that time.

Assignments submitted AFTER the Due DATE MAY NOT be redone.
There will be NO exceptions.
Email me to let me know you have resubmitted an assignment.

Grades:
A 100-90 Only expect an A if work is exceptional. This means that the project must be completed and presented in a professional manner. It has to stand up against the best.
B 89-80 Work that goes further than the project requires. Concept, and composition show extra merit.
C 79-70 Competent work. Basic requirements of project are met.
D 69-65 Work which does not meet project requirements, is poor in concept, execution or composition.
F 64 Work which is completed below standard or work not handed in.

Your final grade will be based on:
Exercises = 25%
Projects = 50%
Quizzes/Exams= 30%

Participation *(online students-logging in on a regular basis, attending Second Life meetings)* will be considered for your final grade and can move a grade up or down.

[Digital Arts Center (DAC):](#)
(refer to above link for open hours)
The DAC lab is available for all students, face-2-face and online, to work on class projects.
Some classes are required to spend at least one or two hours of computer time outside of class to fulfill your unit requirements.
The DAC Lab has all the equipment and software to complete required assignments.
Please refer to the website on [College Policies for Students Use of Computers and Networks.](#)

Software
The Graphic Design classes require the use of some or all of the following software to complete assignments:
The Adobe Creative Suite CS3: Adobe Illustrator, Adobe Photoshop, Adobe Indesign.
GDP 111: Illustrator, Photoshop and Indesign - no software necessary
GDP 113: Indesign - some knowledge of software helpful but not necessary
GDP 114: Illustrator, Photoshop and Indesign - some knowledge of software helpful
GDP118: Internet access, no other specific software required
GDP 212: Illustrator, Photoshop and Indesign - knowledge of software necessary to be successful
GDP 215: Illustrator, Photoshop and Indesign - knowledge of software necessary to be successful
GDP 230: Illustrator, Photoshop and Indesign - knowledge of software necessary to be successful

Students with Disabilities:

Students with disabilities who are requesting accommodations should use the following SBCC procedure: contact the DSPS office, present documentation of disability for review by a disabilities specialist, discuss options for support through DSPS, and present a signed DSPS authorization for accommodation to your instructor.

Academic Honesty

The instructor expects and trusts each student to maintain high standards of honesty and ethical behavior.
All assignments submitted in fulfillment of the course requirements must be the students' own work. All assignments except those designated as "group" are meant to be individual efforts. Group efforts are meant to be equal efforts of all group members. It is assumed that students will perform professionally in preparing work for this class.

A little bit about my Philosophy in life....

"We are what we repeatedly do.
Excellence is a habit, not an act."
Aristotle

I truly believe that hard work, perseverence and creativity are the keys to success in all you do in life. Human beings are essentially a creative species.
The human mind is designed to create.
I believe it is my job to help each of my students discover their strenghs and weaknesses and to help keep each one motivated. I will try to inspire you and encourage you to go beyond what you feel is your best. I'll be encouraging you to dig deep, to challenge yourself and discover that you have the ability to be/do more than you ever realized.
Any class you take during your educational career will require you to think and make decisions. I will expect you to think critically about various issues; concepts, design, layout, creativity, ethics as it relates to media, and to participate in class discussions and ask questions and even to challenge my responses.
Let me know that your brain is working!

Always remember that the true success of anything you do in life lies in your ability to question, seek answers and work hard.
Never settle for mediocrity.
You deserve better than that.
I hope this semester will be successful and enjoyable.

I look forward to working with each of you.

Bibliography

Ayan, Jordan:
Aha! 10 Ways to Free your Creative Spirit

Barron, Montuori, Barron:

Michael Michalko:
ThinkerToys

Parlette, Snowdon:
The Brain Workout

Landa, Robin:
Creative Jolt and Creative Jolt Inspirations

Landa. Robin:

Creators on Creating

Cameron,Julia and
Bryan, Mark:
The Artist's Way

Greenfield, Susan:
*The Human Brain, A
Guided Tour*

Sawahata, Lesa:
*Creativity, Innovative ways
to Build Great Design*

Von Oech, Roger:
*A Whack on the side of the
Head*

Ward, Finke, Smith:
*Creativity and the Mind:
Discovering the Genius
Within*

*Thinking Creatively,
New Ways to Unlock
your Visual Imagination*

Maisel, Eric PhD.:
Fearless Creating

Landa, Robin and
Gonnella, Rose :
*Visual Workout:
Creativity Workbook*

RobertWeisberg:
*Creativity: Beyond the
Myth of Genius*