



## **Syllabus: GDP 118 Creative Thinking**

**Instructor:** Liz Russotti, Department Chair, Graphic Design

russotti@sbcc.edu

A-176 (Digital Arts Center/DAC).

Office Hours A-176: Tuesday 11:00 -1:00

Online via Skype (liz@sbcc): Tuesday, 7pm-8pm

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

### **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.

Learning to build your creativity takes a great amount of practice. This course is filled with exercises designed to give you the opportunity to practice on a regular basis. Only YOU can build and improve your creativity.

### **Orientation:**

An email will be sent the week before class begins with a video orientation. Video link is also posted on the class webpage.

### **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. identify their own creative ability
4. develop specific creative problem solving techniques
5. develop innovative ideas
6. communicate their ideas with confidence

**Course Materials and Supplies:**

The following text is required and may be purchased at the SBCC Bookstore:

" How to Get Ideas", 2nd edition by Jack Foster

**Optional Text:** "Creativity Workout: 62 exercises to unlock your most creative ideas"  
by Edward De Bono

**This course requires no specific software.**

**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 [Student Responsibilities Attendance policy](#) detailed in the current SBCC college catalog. All students admitted to Santa Barbara City College are expected to be punctual and to attend regularly.

**Attendance Policy for On-Campus/Face2Face Classes**

Attendance is mandatory. Students who do not attend the first day of class 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) class meetings, or the equivalent of one week of class. For classes meeting once a week, missing one class meeting is equal to two days of class.

Absence due to illness may be accepted as excused absence for a limited period of time.

**Attendance for Online Classes:**

Students who do not login the first day of class may be dropped as a no show. 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.

Please email me immediately if you are experiencing problems or special circumstances.

**SBCC Withdraw Policy (SBCC Catalog):**

Please refer to the Academic Calendar for drop and withdraw dates in your Pipeline account under Dates and Deadlines.

*It is ALWAYS the student's responsibility to withdraw from class.*

**Course Assignments:**

Assignments, projects, may change at discretion of instructor.

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

**Department Grading Policy on Assignments: Online and Face2Face**

All assignments must be completed and meet posted deadlines.

***Late Assignments turned in AFTER the DUE DATE and up to one week (7 days) past the due date will have 20 points taken off before grading. After that time, assignments will not be accepted.***

*LATE Assignments are NOT eligible for redo.*

THERE ARE NO EXCEPTIONS TO THIS DEPARTMENTAL POLICY.

### **Grading Policy on Quizzes and Exams:**

All exams MUST be taken before the posted deadlines. You are responsible for knowing the deadlines for all exams. Failure to complete an exam before the posted deadline will result in a grade of zero that may NOT be "made up."

*Students experiencing an extraordinary problem with completing an exam before the deadline must contact the instructor BEFORE the deadline to make other arrangements.*

All Midterm and Final Quizzes for on-campus courses must be taken in-class on the assigned date and time.

Midterm and Final Quizzes for on-campus classes that are taken off campus, will not be accepted.

*Quizzes are open book.*

### **Department Policy for Redoing Assignments:**

Any assignments turned in on time are eligible for redo for a POSSIBLE grade increase. Assignments receiving 90 points or above CANNOT be redone.

Grade increases are not guaranteed; the point of submitting a redo is to produce an improvement upon your previous work. Any redone work will not receive more than 90 points as it's highest grade.

**Weeks #1-7** - assignments must be redone and handed-in by midnight of Friday, Week #9.

**Weeks #8-13** - assignments must be redone and handed-in by midnight of Friday, Week #14.

In order for your resubmitted redos to be graded, you must notify the instructor via email that you have uploaded a revised file in Moodle prior to last submission date.

### **Each redo MUST be named as follows:**

assignmentname\_REDO\_your lastname.pdf or it may not get regraded.

Final Assignment will NOT be eligible for redo.

TECHNICAL PROBLEMS MUST BE IDENTIFIED AND RESOLVED EARLY and SHOULD NOT BE PRESENTED AS AN EXCUSE FOR MISSING OR LATE WORK.

SBCC provides multiple avenues for technical support and help; please note that, it is your responsibility to solve your own technical issues with the help of SBCC IT SUPPORT resources. If you are experiencing problems, the best place to start is the Moodle Tech Support Link on your main Moodle page.

### **Your final grade will be based on:**

- Exercises = 30%
- Projects = 40%
- Final Project = 15%

- Discussion and Participation(forums)=15%

**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.

**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 DAC lab has all the software and hardware you will need:  
Adobe Illustrator, Adobe Photoshop, Adobe Indesign.

GDP 110: Illustrator, Photoshop, Indesign, and Acrobat Professional - no software knowledge necessary

GDP 111: Illustrator, Photoshop and Indesign - no software knowledge 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

Adobe Indesign is the page layout software that is necessary to know or be familiar with to be successful in the Graphic Design program. Indesign is taught in GDP111 Graphic Design Basics. GDP111 is the first course you should take.

### **DSPS — Disabled Student Programs & Services**

SBCC students with disabilities who are requesting accommodations for classes, college activities or tests should use the following SBCC procedure. (NOTE: This also includes students who are requesting to bring service animals into classes. The procedure also includes requests to bring personal service attendants into classes as volunteers or hired by outside agencies.)

1. Contact Disabled Student Programs and Services (DSPS).
2. Submit documentation of your disability to the DSPS office.
3. Communicate with a DSPS counselor regarding options for services and accommodations.
4. Reach written accommodation agreement with the DSPS counselor and your instructor.

SBCC requests you complete this process at least ten working days before your accommodation is needed, in order to allow DSPS staff time to provide your accommodation.

Contact: DSPS office (805) 965-0581 x 2364, SS Building, room 160, dspshelp@sbcc.edu

### **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, perseverance 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 strengths 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.



liz

### **Bibliography:**

Edward De Bono:  
Creativity Workout:  
62 Exercises

Mumaw and Olfield:  
Caffeine for the Creative Team

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

Barron, Montuori, Barron:  
Creators on Creating

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

Greenfield, Susan:  
The Human Brain, A Guided Tour

Michael Michalko:  
ThinkerToys

Parlette, Snowdon:  
The Brain Workout

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

Landa, Robin:

Creative Jolt and

Creative Jolt Inspirations

Landa, Robin:

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