Training Fiche

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| **Title** | **Creativity in digital era** |
| **Keywords (meta tag)** | **Creativity, SCAMPER** |
| **Provided by** | **HAC** |
| **Language** | English |
| **Objectives / goals / learning outcomes** | |
| This course is an introduction to methods and mindsets that will support creativity. It introduces SCAMPER technique and apps, inspirational websites and media to support creative work.  At the end of this course:   * You will have learned a few ways to foster your creativity * You will be familiar with SCAMPER technique * You will know of smart solutions for your inspiration and as a medium for your creative work | |
| **Training area: (Select one)** | |
| **6. Creativity and Critical Thinking in a Digital Era** | |
| **Description** | |
| The course starts with an introduction to ways to foster creativity, such as methods of work and mentality that supports creativity. It is an overview of SCAMPER technique that provides seven different thinking approaches to find innovative ideas and solutions. It ends with a few examples of apps and websites for idea development and creative work. | |
| **Contents arranged in 3 levels** | |
| **Module name : Creativity in digital era**   1. **Creativity**   **1.1 Six ways to foster creativity**  1.1.1. Methods of work  1.1.2. Mindsets that supports creativity  1.1.3. Take care of yourself  1.1.4. Feedback is important  1.1.5. Change your perspective  1.1.6. Take a break  **1.2. A method to think outside the box**  **1.2.1. SCAMPER technique**   1. **Creativity in a digital era**   **2.1 Smart solutions in idea development**  2.1.1. Brainstorming and Mind Mapping  2.1.2. Journals  2.1.3. Moodboards  **2.2. Smart solutions in creative work**  2.2.1. Visual inspiration  2.2.2. Sounds inspiration  2.2.3. Working with your thought processes  2.2.4. Information and inspiration from other people  2.2.5. Free apps for creative work | |
| **Practical tips** | |
| * **Break your work down to manageable pieces** * **Keep Learning** * **Be on the lookout for opportunities and unexpected connections** * **Mind Maps and Flow Charts can be used to Brainstorm to write down all thoughts related to an idea** * **A moodboard or inspiration board is a collection of visual material and sometimes descriptive words to guide you in your work and to communicate a style or concept** * **Get ideas and inspiration from podcasts and TED talks** | |
| **5 glossary entries** | |
| 1. SCAMPER technique - Provides seven different thinking approaches to find innovative ideas and solutions.  2. Mind Maps - Mind Maps and Flow Charts can be used to Brainstorm to write down all thoughts related to an idea. Mind mapping is also a way to organize and work with information.  3. Moodboards - A moodboard or inspiration board is a collection of visual material and sometimes descriptive words to guide you in your work and to communicate a style or concept.  4. Mentality that supports creativity - Everyone has the ability to be creative but your mentality towards your creative work should serve you, for example it is important not to be afraid to make mistakes.  5. Feedback - Diverse feedback can be helpful, listen for objection and use them to refine your idea. | |
| **Bibliography and Further References** | |
| * [https://coggle.it](https://coggle.it/) * https://medium.com/scribblerpress/12-sources-of-inspiration-i-turn-to-when-my-creativity-needs-a-boost-7f4f73645781 * <https://medium.com/swlh/have-a-business-idea-here-are-the-next-steps-606db0f8eb2d> * https://milanote.com/guide/create-better-moodboards * [https://penzu.com](https://penzu.com/) * https://www.app.weje.io * https://www.audiojack.com (iOS only) * https://www.behance.net (creative portfolio) * https://www.brainsparker.com ​ * https://www.canva.com * <https://www.creativityatwork.com/2014/02/17/what-is-creativity/>​ * https://www.crello.com * <https://www.designorate.com/a-guide-to-the-scamper-technique-for-creative-thinking/>​ * https://www.designwizard.com * <https://www.entrepreneur.com/slideshow/317262>​ * <https://www.forbes.com/sites/forbesagencycouncil/2018/02/02/every-entrepreneur-needs-inspiration-heres-how-to-find-it/?sh=69b0dcca2b56> * https://www.forbes.com/sites/forbescoachescouncil/2021/02/16/seven-ways-to-spark-creative-ideas-when-working-from-home/?sh=1f67d7d751a2 * https://www.instagram.com * https://[www.mindmeister.com](http://www.mindmeister.com/)  ​ * https://[www.mindmup.com](http://www.mindmup.com/)  ​ * <https://www.mindtools.com/pages/article/newCT_02.htm> * https://www.pinterest.com * <https://www.psychologytoday.com/us/basics/creativity> ​ * <https://www.psychologytoday.com/us/blog/creativity-the-art-and-science/202002/build-your-creative-muscle>  ​ * <https://www.psychologytoday.com/us/blog/fulfillment-any-age/201701/8-ways-find-inspiration-when-you-need-it-most>​ * <https://www.researchgate.net/figure/Template-support-for-the-SCAMPER-technique-application_fig8_284672838>​ * <https://www.researchgate.net/publication/284672838_Creativity_in_the_Information_Systems_Planning_Process>​ * https://www.soundcloud.com * https://www.spotify.com * https://www.ted.com * https://www.wix.com * https://www.wordpress.com * https://[www.xmind.net](http://www.xmind.net/)  ​ * https://www.youtube.com | |
| **Useful links** | |
| * www.ted.com * www.canva.com * [**www.milanote.com**](http://www.milanote.com) * [**www.xmind.net**](http://www.xmind.net)**​** | |
| **5 multiple-choice self assessment questions** | |
| 1) Mindsets for creative work  -You have to wait for the perfect moment to create  -**You have to dare to create even if you don´t feel inspired**  -You have to come up with the perfect idea  2) You should use feedback from others  **-Listen for objections and use them to refine your idea**  -When they agree with you and like what you are doing  -If you like it  3) Mind mapping is a method to  -Write a journal  -Write messages to your co-workers  -**Organize and work with information**  4) Moodboards are  **-Collection of visual material**  -Always useful for project work  -Always used to write diaries  5) Brainsparker is an app  -That is useful to make marketing material  **-That gives creative inspiration**  -That is used to make short videos | |
| **Related Material** |  |
| **Related PPT** |  |
| **Reference Link** |  |
| **Video in YouTube format (if any)** |  |