Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Creativity Workshop
Course/Module code *	K8
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2, semester 2
Course type	major
Language of instruction	English
Coordinator	Dr Ondrej Revický
Course instructor	Lic. Paweł Rębisz

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
21		10						2

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

Computer and internet skills

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To introduce the student to the process of creative work.
O2	Learning about creative methods (mind map, creative brief, critical thinking, quick sketch, AI)
O3	Inspire and motivate creative activities.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The graduates is familiar with techniques for obtaining creative solutions to design problems and understand the principles of developing concepts beyond their current knowledge and experience. He/she is sensitized to sources of inspiration and independently plans the stage and elements of the creative process in the implementation of tasks.	K_W03
LO_02	The graduate independently selects and practically uses creative techniques to achieve set design goals. Generates ideas and concepts and skilfully uses critique and validation in the creative process.	K_U10

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
- the white paper effect. - creative genius vs. methods and exercises for creative work. - posing questions - brainstorming - synectics - building a mind map - quick sketch

- critical analysis - AI tools in creative work

3.4. Methods of Instruction

e.g.
Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning
Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning
Laboratory classes: designing and conducting experiments

Text analysis and discussion/project work (research project, implementation project, practical project)
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	project	classes
LO-02	project	classes

4.2 Course assessment criteria

The basis for passing is the completion and presentation of all assignments completed during the semester and during final review. Each assignment should be submitted at a level of at least satisfactory. The student is responsible for participating in project consultations.
Grades are influenced by:
– Relevance to the topic
– The planning of the creative process and its implementation
– The quality of work
– Creativity
– The concept, its development, and the creation process
– Consultations
– Activity in class
– Independence
A grade of 'very good' – the implementation meets all the above criteria; the student demonstrates independent thinking and engagement during the classes.
A grade of 'good plus' – the implementation meets all the above criteria with minor considerations; the student demonstrates independent thinking and engagement during the classes.
A grade of 'good' – the implementation meets all the above criteria with minor considerations regarding the quality of work or engagement and attendance.
A grade of 'satisfactory plus' – the implementation does not meet several criteria, with concerns about engagement and attendance.
A grade of 'satisfactory' – the implementation does not meet several qualitative criteria, with serious concerns about engagement and attendance.
A grade of 'unsatisfactory' – no implementation or work inconsistent with the task, unjustified

absences, lack of communication.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	10
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	35
Total number of hours	50
Total number of ECTS credits	2

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: T, Kelley, *The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*, 2001
Complementary literature:

Approved by the Head of the Department or an authorised person.