

Degree programme	Type	Course
Interactive Communication	OB	2

Contact lecturer

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Teaching staff

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Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

Theory and Techniques of Creativity is the first course in the Bachelor's Degree in Interactive Communication specifically devoted to the study of creative processes and techniques. There are no formal prerequisite courses.

However, in keeping with the cumulative nature of the degree programme, students are recommended to have acquired the knowledge and competencies developed in the first-year courses 104724 - Audiovisual and Multimedia Languages, 107735 - Network Society and Digital Culture, and 104732 - Theory and Techniques of Design. These courses provide the narrative, expressive, technological, and design foundations upon which students develop their capacity for idea generation and creative problem-solving within the field of interactive communication.

Objectives

Theoretical Objectives (Knowledge Acquisition)

- Introduce students to the main concepts, theories, and models that explain the phenomenon of creativity.
- Understand creative processes and the methodologies used for idea generation, development, and evaluation.
- Identify and distinguish the principal creativity techniques and their areas of application.
- Reflect on the role of creativity as a driver of innovation in the design of interactive content, products, and services.

Practical Objectives (Skills and Competency Development)

- Apply creative processes and techniques to address challenges in interactive communication.

- Develop the ability to generate ideas and solve problems creatively through both individual and collaborative working methodologies.
- Transform ideas into original, useful, and feasible proposals for the development of interactive content, products, and services.
- Present and justify creative ideas clearly and effectively.
- Foster a critical and inquisitive attitude toward creativity by incorporating references, emerging trends, and new perspectives as sources of inspiration.
- Develop autonomy, teamwork skills, and the ability to analyze, evaluate, and refine both one's own creative proposals and those of others..

Learning outcomes

- CM18 (Come up with original ideas applicable to the creation of interactive content, products and services in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.) Come up with original ideas applicable to the creation of interactive content, products and services in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- CM19 (Come up with original ideas applicable to the creation of interactive content, products and services that enhance social, economic and environmental benefits within the framework of a professional practice sensitive to society's problems and challenges.) Come up with original ideas applicable to the creation of interactive content, products and services that enhance social, economic and environmental benefits within the framework of a professional practice sensitive to society's problems and challenges.
- CM20 (Work autonomously with initiative and proactivity in the techniques and creative processes to come up with and develop interactive communicative projects.) Work autonomously with initiative and proactivity in the techniques and creative processes to come up with and develop interactive communicative projects.
- CM21 (Work in a team on the techniques and creative processes for coming up with and developing interactive communicative projects.) Work in a team on the techniques and creative processes for coming up with and developing interactive communicative projects.
- KM14 (Identify the theoretical-practical foundations of creativity.) Identify the theoretical-practical foundations of creativity.
- KM15 (Distinguish creative processes and techniques in any type of project in the field of interactive communication.) Distinguish creative processes and techniques in any type of project in the field of interactive communication.
- SM15 (Use creativity, its processes and its techniques when creating and developing interactive and creative content, products, applications and services.) Use creativity, its processes and its techniques when creating and developing interactive and creative content, products, applications and services.
- SM16 (Communicate information and ideas appropriately and correctly in Catalan, Spanish and English when applying creative strategies and techniques in the field of digital communication.) Communicate information and ideas appropriately and correctly in Catalan, Spanish and English when applying creative strategies and techniques in the field of digital communication.

Contents

1. Foundations of Creativity
2. Creative Processes and Idea Generation
3. Creative Strategies
4. Contemporary Models of Creativity

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
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Tutorial sessions	7	0.28	CM20, CM21, SM16
Practical sessions and seminars	33	1.32	CM18, CM19, CM20, CM21, KM15, SM15, SM16
Theory classes	15	0.6	CM18, CM19, KM14, KM15
Readings and study of course contents, preparation of practical assignments, course project development , research of references and completion of exercises, preparation of presentation and oral presentation.	88	3.52	CM18, CM19, CM20, CM21, KM14, KM15, SM15, SM16

The course adopts a predominantly practical and participatory approach to learning, combining the presentation of the main theoretical foundations of creativity with the continuous application of creative processes, strategies, and techniques.

Teaching activities include:

- Lectures (theoretical presentations and case studies)
- Practical sessions and seminars
- Application of creative techniques
- Readings
- Individual and group work
- Presentations (flipped classroom) and discussions

Creative techniques will be developed transversally throughout the course through practical exercises, ideation dynamics, and activities aimed at the progressive development of a course project. This approach will enable students to apply theoretical concepts to situations and challenges specific to interactive communication.

The main concepts covered in the course will be illustrated through real-world cases, projects, and examples in order to understand the foundations of creativity and develop the ability to generate, analyze, and evaluate original proposals applicable to interactive content, products, and services.

The course content is organized progressively, moving from the theoretical foundations of creativity to contemporary models and their practical application, while continuously integrating hands-on activities that promote experimentation, critical reflection, and the development of creative competencies.

Active student participation is a fundamental component of the learning process. Students are expected to engage actively in the proposed activities, demonstrate a willingness to share and justify their ideas, critically evaluate the contributions of their peers, and participate constructively in classroom discussions and collaborative activities.

The detailed schedule of course sessions will be presented on the first day of class and will also be available on the course Virtual Campus. Students will find all relevant teaching materials provided by the instructors, as well as the information necessary for successfully following the course. Should the teaching modality need to

change due to force majeure in accordance with the decisions of the competent authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

Gender perspective and inclusive language

The course content will incorporate a gender perspective where appropriate and will promote the use of inclusive language.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Practical activities	30%	2	0.08	CM18, CM20, CM21, KM15
Theory test	30%	2	0.08	CM18, CM19, KM14, KM15
Course project	40%	3	0.12	CM18, CM19, CM20, CM21, SM15, SM16

Assessment

Continuous Assessment

The continuous assessment system for this course is based on the following components:

A) 30% Knowledge Assessment: Final theoretical examination. Students must obtain a passing grade (5.0 or higher) on the theoretical exam in order to pass the course (mandatory requirement).

B) 30% Practical Exercises: Completion and presentation of practical assignments. Practical activities will be carried out in teams during class sessions.

C) 40% Final Project: Team-based development of a creative proposal addressing a real-world interactive communication challenge. The project must be accompanied by a report documenting the creative process, including the different stages of ideation, the application of the creative techniques covered in the course, and the rationale behind the final proposal.

Final Course Grade:

$$A (30\%) + B (30\%) + C (40\%) = 100\%$$

Resit Examination (Continuous Assessment)

a) In accordance with University regulations, students may participate in the resit process only if they have previously completed assessment activities representing at least two-thirds of the total assessable coursework.

b) Only the theoretical examination may be retaken, provided that the student sat the original exam and obtained a grade below 5.0. The resit will consist of a written examination assessing theoretical knowledge.

c) Students who fail one of the practical assignments or who were unable to submit it (for documented and justified reasons accepted by the teaching staff) may complete a resit during the designated assessment period. The resit will consist of the resolution of a communication case study or problem in class (date and time

to be determined).

d) The final project (40%) cannot be retaken if failed. Due to its scope and nature, it is not feasible to complete an equivalent project within the timeframe allocated for the resit period.

Resit examinations may not be used to improve a passing grade.

A student will receive a grade of Not Assessable if any of the following conditions apply:

- Failure to sit the final examination.
- Failure to submit the final project.
- Failure to complete the practical assignments and/or the final project.

Single Assessment

The single assessment system is based on the following components:

A) 30% Theoretical Examination: Students must obtain a passing grade (5.0 or higher) to pass the course (mandatory requirement). The examination format differs from that used in continuous assessment.

B) 30% Individual Practical Assessment: Individual completion of creative exercises and communication challenges involving the application of the creative processes, strategies, and techniques covered throughout the course.

C) 40% Final Project: Development of an individual creative proposal addressing a real-world interactive communication challenge, accompanied by a report documenting the creative process.

Final Course Grade:

$A (30\%) + B (30\%) + C (40\%) = 100\%$ Resit examinations may not be used to improve a passing grade.

Resit Examination (Single Assessment)

a) In accordance with University regulations, students may participate in the resit process only if they have previously completed assessment activities representing at least two-thirds of the total assessable coursework.

b) Only the theoretical examination may be retaken if the student obtained a grade below 5.0. The resit will consist of a written examination assessing theoretical knowledge.

c) The grade obtained in the individual practical assessment will contribute to the weighted final grade. Students who fail this assessment may choose to retake it through a comparable practical examination.

d) The final project (40%) cannot be retaken if failed. Due to its scope and nature, it is not feasible to complete an equivalent project within the timeframe allocated for the resit period.

Assessment for Students Repeating the Course

Students enrolled in the course for a second or subsequent time may opt to complete a comprehensive assessment (prueba de síntesis), in accordance with the Faculty's academic regulations.

The comprehensive assessment consists of a single examination designed to assess whether students have achieved the course learning outcomes. This assessment option is available exclusively to students enrolled in the course for a second or subsequent time and is distinct from the single assessment modality.

A student will receive a grade of Not Assessable if any of the following conditions apply:

- Failure to complete all required assessment activities.
- Failure to submit the final project.

- Failure to sit the examination.

Academic Integrity and Plagiarism

Any irregularity committed by a student that may significantly affect the assessment of an activity will result in a grade of 0 for that assessment, without prejudice to any disciplinary procedures that may be initiated. If multiple irregularities occur within the same course, the final course grade will be 0.

Use of Artificial Intelligence

The use of Artificial Intelligence (AI) tools is permitted in this course as support for the creative process and the completion of learning activities. AI tools may be used for purposes such as information gathering, identifying references, proofreading and revising texts, translation, or creating graphic and audiovisual materials. The teaching staff may establish specific conditions governing the use of AI for particular assessment activities.

The use of AI must always be transparent. Students are required to identify the AI tools used, describe how they were used, and briefly explain their contribution to the creative process. The submission of AI-generated content without disclosure, or presenting work that has been substantially produced using AI tools as one's own, will be considered a breach of academic integrity and may result in a grade of 0 for the assessment concerned, without prejudice to the disciplinary measures established by University regulations.

The teaching staff may request evidence of the student's working process (such as sketches, intermediate versions, a creative process report, or other supporting materials) and may require an oral presentation or defense of the work in order to verify authorship and assess the achievement of the intended learning outcomes.

Bibliography

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Webgrafia

Design Kit: <https://www.designkit.org/mindsets.html>

Club de Creatividad: <https://www.clubdecreatividad.com>

Creative Review: <https://www.creativereview.co.uk>

Yorokobu: <https://www.yorokobu.es>

La Criatura Creativa: <https://lacriaturacreativa.com/>

Delightful <https://stevebryant.substack.com/>

Neuronilla <https://neuronilla.com/>

Software

The course does not require the use of any specific software.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	6	Spanish	second semester	afternoon
(PLAB) Practical laboratories	61	Spanish	second semester	afternoon
(PLAB) Practical laboratories	62	Catalan	second semester	afternoon