



# Western Arts & Humanities

Department of Languages and Cultures

DIGIHUM 2127B. CREATIVITY STUDIO.

Course outline for Winter 2022

## 1. Technical Requirements:



Stable internet connection



Laptop or computer

## 2. Books Required

The two following books are required for this version of Creativity Studio. You need to acquire your own copy via a commercial outlet such as Amazon, Audible, etc.:

- Haruki Murakami. *What I Talk About When I Talk About Running. A Memoir.* Trans. Philip Gabriel.
- Bill Burnett & Dave Evans. *Designing Your Life. How To Build a Well-Lived-Joyful Life.*

## 3. Course Overview and Important Dates:



Delivery Mode	Dates	Time
Online	<b>Labs:</b> Section 2: Thursdays 10:30-11:30 <b>Online</b> Section 3: Thursdays 11:30-12:30 <b>Online</b> Section 4: Thursdays 12:30-13:30 <b>Online</b>	

\*Details about design and delivery of the course are listed below in Section 4

Classes Start	Reading Weeks	Classes End	Study day(s)	Exam Period
January 10	February 19-27	April 8	N/A	N/A

\*March 7, 2022: Last day to drop a full course and full-year half course without penalty

## 4. Contact Information



Course Professor	Contact Information
Prof. Juan-Luis Suárez, MBA, PhD, PhD	jsuarez@uwo.ca

Instructor(s) or Teaching Assistant(s)	Contact Information
Ana Ruiz-Segarra	aruiz6@uwo.ca
Emilio Calderón	ecaldern@uwo.ca
María-Paula Espejo	mespejo@uwo.ca
Zeina Dghaim	zdghaim@uwo.ca

## 5. Course Description and Design

Creativity is a mental and social process involving the generation of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts. An alternative conception of creativeness is that it is simply the act of making something new. (*Wikipedia 2008*)

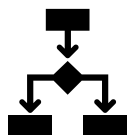
In this course, students will learn how to transform a creative idea into a business plan, use design thinking techniques to organize their own life, and learn about the process of creation and its relation with someone's life.

The work for the course follows two paths that run in parallel during the term:

- 1) The OWL forums (Monday to Wednesday): **Reflective Practices (Leaders & Learners)**.
- 2) The online Lab periods (Thursdays, time depends on the section you are in): **Design Your Life** and **Personal Business Plan**.

Some of the goals of this course are:

- Make students aware of the habits and attitudes conducive to being creative.
- Apply some design thinking techniques.
- Learn some design skills to be able to organize your personal and professional lives.
- Learn some of the main trends in the marketplace, for recruiters, and how to prepare for it.



### ACTIVITIES AND DELIVERABLES:

☒ **Design Your Life.** Weekly individual activities based on the corresponding chapters of *Designing Your Life* and the Lab activities, discussions, and interactions. Activities will be posted in OWL each Monday at 8:00am and are to be submitted on Friday, before 11:55pm, in Weeks 2-6, 8 and 10-11. Discussions and instructions will take place each week during Lab's time.

☒ **Personal Business Plan.** Work on how to do a business plan will take place in Labs in Weeks 9-11. All students will submit their **Personal Business Plan** via OWL before 11:55pm EST, March 28th. Detailed instructions will be provided two weeks prior to the due date. Discussions and instructions will take place each week during Lab's time.

- Online etiquette and rules of engagement for **online Labs** on **Design Your Life** and **Personal Business Plan**:
  - All participants will keep their cameras on for the duration of the meetings.
  - All sessions will start with a round of 1 min-interventions by students explaining their learning of the assigned readings for the week.
  - The Labs are designed as a learning seminar, not a set of lectures by the Prof./TA, and therefore, constant participation and debate by students is key to achieving your learning objectives.

☒ **Reflective Practices (Leaders & Learners)** (check OWL to learn the section you are in and your TA's name). These activities are based on the book by Murakami:

- It starts on Week 2 and ends on Week 11
- It runs every week from Monday to Wednesday. Every section works separately on OWL forums.
- On Monday before 8:00am, a guide to the corresponding chapter and some reflections will be published on your OWL forum.

- This is an *alternate week* activity:
  - Every week groups alternate as Leaders and Learners. For example, if you are a Leader in the first week, then you will be a Learner in the second week. Your TA will tell you during the first week of the course whether you start this activity as a Leader or a Learner. After the first week, it is your responsibility to know which role you are playing every week.
  - Leaders post questions related to the corresponding chapter of that week. Learners answer those questions using the corresponding chapter of the week.
- Leaders post questions to the forum before Monday at 11:55pm EST. Questions posted after this date/time will be declared invalid and marked as 0.
- Learners answer questions on the forum before Wednesday at 11:55pm EST.
- Leaders post 1 question to each of the forum's categories. Learners answer 1 question to each of the forum's categories (3 posts or answers per week):
  - Facts: these questions relate to important facts about the individual, their business, their ideas, the conception of creativity; these facts must be relevant to better understand the type of creative we are studying and they should not be simple facts such as where the person was born, etc. In this category you are expected to cite the class preparatory materials, that means answers to the questions need to be on the course contents.
  - Application: these questions refer to the real-life application of the materials studied during the week as they are transferred to your own lives, work, plans, etc. They must be based and argued from the materials. These real-life application posts should be in the present or future tense, not based on past events.
  - Creation: these questions create a possible scenario in which you or someone else will use what you have learned from the materials. The scenarios you create are not limited by your immediate reality. Minimum word count for both creation questions and creation answers is 250.
- **Leaders cannot repeat questions already posted, and Learners cannot answer questions already answered by other Learners, unless there are no unanswered questions available, in which case the answer will be substantially different from the previous one(s). Questions and Answers about Facts are worth a maximum of .5. Questions and Answers about Application are worth a maximum of 1. Questions and Answers about Creation are worth a maximum of 1.5. A detailed Rubric for this activity will be posted on OWL.**

#### **4.3. Gamification:**

Engage in Gamification to earn more points toward your assignments or final grade.

#### **How You Can Earn Coins:**

There are four ways to earn coins that you can redeem for different benefits:

- Prof. Suarez will sometimes post questions to the forums unannounced. Answering 3 questions well along the term earns you 1 coin.
- Every week there will a special section of your forum called Knowledge, Values, and Skills. Every week, you can write a max of one reflective piece of at least 500 words in which you explain the following things about the case/individual we have covered:

- Knowledge: what you have learned about creativity by learning from this individual and their career.
- Values: what the personal, ethical, social, work-related values exemplified by the individual are and how those apply to you. What are you missing in comparison and need to work on? How will you practice those values?
- Skills: what practical skills are needed to practice creativity as it is practiced by the individual of the week. How can you acquire those skills?
  - Effectively writing 2 pieces (in two different weeks) earns you 1 coin.
- Write an essay of at least 2500 - 3000 words or produce a 2-3 minute video based on the work of Murakami. If the essay or video are marked 82% or higher, you will earn 5 coins. To be submitted before 11:55pm, April 8, 2022.

***How You Redeem Your Coins:***

Plan ahead! Remember to aim towards the number of coins you need for each prize.

Exchange 5 coins: Not to have one of the weekly (Leader & Learner) assignments evaluated:

- You can redeem this reward once.
- To be valid, you need to let your TA know by emailing them on Monday, before 8:00am of the week you want to use it in. Plan in advance!!!

Exchange 5 coins: for 3% extra points towards the grade of one of your assignments.

- To be valid, you need to let your TA know by emailing them:
  - For the Personal Business Plan, overall grade, before 11:55pm, April 4, 2022.
  - For the Reflective Practices, overall grade, before 11:55pm EST, April 4, 2022.
- You can redeem this reward once.

Exchange, 10 coins: for 4% extra points towards your final grade. To be valid, you need to email your TA before 11:55pm EST, April 4, 2022.

- You can redeem this reward once.

- No redemption of coins will be applied retroactively, or if the deadline to use them is passed.
- Leftover coins cannot be redeemed.

All extra course materials will be posted to OWL: <http://owl.uwo.ca>. Any changes will be indicated on the OWL site and discussed with the class. [Google Chrome](#) or [Mozilla Firefox](#) are the preferred browsers to optimally use OWL; update your browsers frequently. Students interested in evaluating their internet speed, please click [here](#).

If students need assistance, they can seek support on the [OWL Help page](#). Alternatively, they can contact the [Western Technology Services Helpdesk](#). They can be contacted by phone at 519-661-3800 or ext. 83800.

## 6. Learning Outcomes and skills

Upon successful completion of this course, students will be able to:

- Develop a simple business plan.
- Apply practical design thinking skills to planning and organizing their own life.
- Learn basic skills, habits and customs that help harness creativity.



## 7. Course Content and Schedule



Week	Dates	Topic	Content
1	January 10	Introduction to the Course	Get to know your colleagues and TA. The dynamics of the course. Expectations.
2	January 17	What I Talk About... Design Your Life	Chapter 1 Chapter 1
3	January 24	What I Talk About... Design Your Life	Chapter 2 Chapter 2
4	January 31	What I Talk About... Design Your Life	Chapter 3 Chapter 3
5	February 7	What I Talk About... Design Your Life	Chapter 4 Chapter 4
6	February 14	What I Talk About... Design Your Life	Chapter 5 Chapters 5-6
7	February 21	Reading Week	• N/A
8	February 28	What I Talk About... Design Your Life	Chapter 6 Chapters 6-7
9	March 7	What I Talk About...  Personal & Business Plans (Pitching)	Chapter 7  <ul style="list-style-type: none"> <li>• Osterwalder, A., &amp; Pigneur, Y. (2010). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i>. John Wiley &amp; Sons.</li> <li>• <a href="#">Business Model Canvas Explained.</a></li> <li>• <a href="#">Lean Canvas – Your Startup Blueprint.</a></li> <li>• <a href="#">Why Lean Canvas?</a></li> <li>• <a href="#">Combine and Share Ideas - Instagram cofounders on Startup Ideas .</a></li> </ul>
10	March 14	What I Talk About...  Personal & Business Plans (Pitching)	Chapter 8  <ul style="list-style-type: none"> <li>• Osterwalder, A., &amp; Pigneur, Y. (2010). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i>. John Wiley &amp; Sons.</li> <li>• <a href="#">Business Model Canvas Explained.</a></li> <li>• <a href="#">Lean Canvas – Your Startup Blueprint.</a></li> <li>• <a href="#">Why Lean Canvas?</a></li> <li>• <a href="#">Combine and Share Ideas - Instagram cofounders on Startup Ideas .</a></li> </ul>

11	March 21	What I Talk About...  Personal & Business Plans (Pitching)	Chapter 9  <ul style="list-style-type: none"> <li>• Osterwalder, A., &amp; Pigneur, Y. (2010). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i>. John Wiley &amp; Sons.</li> <li>• <a href="#">Business Model Canvas Explained.</a></li> <li>• <a href="#">Lean Canvas – Your Startup Blueprint.</a></li> <li>• <a href="#">Why Lean Canvas?</a></li> <li>• <a href="#">Combine and Share Ideas - Instagram cofounders on Startup Ideas .</a></li> </ul>
12	March 28	What I Talk About... Design Your Life	Chapter 10  Chapter 10
13	April 4	Design Your Life	Chapter 11

## 8. Evaluation:

- **Reflective Practices on OWL:**      **3% x 10 weeks = 30%**
  - OWL forums
- **Design Your Life:**                      **4% x 8 weeks = 32%**
  - Weekly submissions via OWL
  - Each submission is graded as Pass/Fail according to the rubric.
- **Personal Business Plan:**              **38%**
  - Submit 1 min video, networking deck, and canvas electronically. Submission through the OWL platform.

## 9. Communication:



- Attendance to Lab sessions and personal taking of Notes are highly recommended
- Students should check the OWL site every 24 – 48 hours
- Updates will be provided on the OWL announcements section as needed
- Students should email their instructor(s) and teaching assistant(s) using OWL “messages”
- Emails will be monitored daily (except on weekends); students will receive a response in 24 – 48 hours
- This course will use Microsoft Teams for specific online discussions and meetings with TAs
- This course will use the OWL forum for discussions
- Students should post all course-related content on the discussion forum so that everyone can access answers to questions
- The discussion forums will be monitored daily by instructors or teaching assistants

## 10. Office Hours:



- Office hours will be held remotely using MS Teams [as per students’ requests]
- Students will be able to sign up for an appointment using (Sign Up on OWL)
- Group office hours will be held, recorded, and posted for everyone to view

## 11. Resources:



- All resources except those listed below will be posted in OWL
- The following resources must be obtained by the students:

- Haruki Murakami. *What I Talk About When I Talk About Running. A Memoir.* Trans. Philip Gabriel.
- Bill Burnett & Dave Evans. *Designing Your Life. How To Build a Well-Lived-Joyful Life.*

## 12. Professionalism & Privacy:



Western students are expected to follow the [Student Code of Conduct](#). Additionally, the following expectations and professional conduct apply to this course:

- Students are expected to follow online etiquette expectations provided on OWL
- All course materials created by the instructor(s) are copyrighted and cannot be sold/shared
- Recordings are not permitted (audio or video) without explicit permission
- Permitted recordings are not to be distributed



- Students will be expected to take an academic integrity pledge before some assessments
- All recorded sessions will remain within the course site or unlisted if streamed

### 13. How to Be Successful in this Class:

Students enrolled in this class should understand the level of autonomy and self-discipline required to be successful.



1. Invest in a planner or application to keep track of your courses. Populate all your deadlines at the start of the term and schedule time at the start of each week to get organized and manage your time.
2. Make it a daily habit to log onto OWL to ensure you have seen everything posted to help you succeed in this class.
3. Follow weekly checklists created on OWL or create your own to help you stay on track.
4. Take notes as you go through the lesson material. Treat this course as you would a face-to-face course. Keeping handwritten notes or even notes on a regular Word document will help you learn more effectively than just reading or watching the videos.
5. Connect with others. Try forming an online study group and try meeting on a weekly basis for study and peer support.
6. Do not be afraid to ask questions. If you are struggling with a topic, check the online discussion boards or contact your instructor(s) and or teaching assistant(s).
7. Reward yourself for successes. It seems easier to motivate ourselves knowing that there is something waiting for us at the end of the task.

### 14. Online Etiquette

Some components of this course will involve online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:

- please “arrive” to class on time
- please use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
- ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
- to minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
- please be prepared to turn your video camera off at the instructor’s request if the internet connection becomes unstable
- unless invited by your instructor, do **not** share your screen in the meeting

The course instructor/TA will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:

- if you wish to speak, use the “raise hand” function and wait for the instructor to acknowledge you before beginning your comment or question
- remember to unmute your microphone and turn on your video camera before speaking
- self-identify when speaking.
- remember to mute your mic after speaking (unless directed otherwise)

General considerations of “netiquette”:

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.

- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. “Flaming” is never appropriate.
- Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

## 15. Western Academic Policies and Statements

### Absence from Course Commitments

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student’s final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student’s final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student’s Home Faculty.**

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#) and for the Student Medical Certificate (SMC), see: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

### Accommodation for Religious Holidays

Students should consult the University’s list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Multicultural Calendar](#).

The policy on Accommodation for Religious Holidays can be viewed [here](#).

### Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation

with the instructor and Department Chair. Permission to write a Special Examination may be given on the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examinations dates. These dates as well as other important information about examinations and academic standing can be found [here](#).

### **Academic Offenses**

“Scholastic offenses are taken seriously, and students are directed [here](#) to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offense.

### **Accessibility Statement**

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review [The policy on Accommodation for Students with Disabilities](#)

### **Correspondence Statement**

The centrally administered **e-mail account** provided to students will be considered the individual’s official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at his/her official university address is attended to in a timely manner. You can read about the privacy and security of the UWO email accounts [here](#).

### **Turnitin and other similarity review software**

All assignments will be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. Students will be able to view their results before the final submission. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and [Turnitin.com](#).

### **Copyright and Audio/Video Recording Statement**

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. You must always ask permission to record another individual and you should never share or distribute recordings.

### **Rounding of Marks Statement**

We strive to maintain high standards that reflect the effort that both students and faculty put into the teaching and learning experience during this course. All students will be treated equally and evaluated based only on their actual achievement. **Final grades** on this course, irrespective of the number of decimal places used in marking individual assignments and tests, will be calculated to one decimal place and rounded to the nearest integer, e.g., 74.4 becomes 74, and 74.5 becomes 75. Marks WILL NOT be bumped to the next grade or GPA, e.g. a 79 will NOT be bumped up to an 80, an 84 WILL NOT be bumped up to an 85, etc. The mark attained is the mark you achieved, and the mark assigned.

## **16. Support Services**

Students who are in emotional distress should refer to [MentalHealth@Western](mailto:MentalHealth@Western) for a complete list of options about how to obtain help.

The following links provide information about support services at Western University.

[Registrarial Services](#)

[Academic Counselling \(Arts and Humanities\)](#)

[Student Development Services](#)

[Student Health Services](#)

[Services Provided by USC](#)

[Appeal Procedures](#)