

M344 Creativity and Communication

Fall 2012

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E-Mail:

Office: **BU 428M**

Class #: **22355/57/59**

Rooms: **BU209 AND BU425**

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Office Hours: **T/TR 12:15-2:15PM. (OR BY APPOINTMENT)**

Teaching Assistants: **2:30:**
4:00 AND 5:30: MONICA WOODRICK
[\(MWWODRIC@UMAIL.IU.EDU\)](mailto:MWWODRIC@Umail.IU.EDU)

Textbooks: **WILLIAMS, ROBIN: *THE NON-DESIGNER'S DESIGN BOOK*.**
3rd.

2008.

ED. BERKELEY CA: PEACHTREE PRESS,

COURSE PACK: SOFTWARE TUTORIALS (OR AT
[HTTP://ITTRAINING.IU.EDU/](http://ITTRAINING.IU.EDU/))

ONLINE TEXT: TWELVE MODULES AVAILABLE
THROUGH
THE ONCOURSE WEB SITE



Course Overview and Objectives

THE KELLEY UNDERGRADUATE PROGRAM HAS IDENTIFIED TEN LEARNING GOALS FOR GRADUATES. IN ADDITION TO THE OVERALL COURSE GOAL OF CREATIVITY AND INNOVATION, THE GOALS THAT WILL BE MET IN M344 ARE AS FOLLOWS:

- 1. AN INTEGRATIVE POINT OF VIEW WILL BE PART OF THE MARKETING PROPOSAL WRITTEN AS A GROUP FOR A LOCAL NON-PROFIT GROUP IN A SERVICE-LEARNING ENVIRONMENT.**
- 2. ETHICAL REASONING WILL BE ADDRESSED IN THE SECTION ON WRITING FOR TARGET MARKETS.**
- 3. CRITICAL THINKING AND DECISION MAKING WILL BE EXAMINED IN READING ASSIGNMENTS AND WILL CONSTITUTE A BASIS FOR CREATIVITY AND INNOVATION, THE PRINCIPLE FOCUS OF THE COURSE.**
- 4. INDIVIDUAL AND GROUP PRESENTATIONS WILL OFFER OPPORTUNITIES TO PRACTICE COMMUNICATION, TEAM MEMBERSHIP AND LEADERSHIP SKILLS AND WILL REINFORCE VALUES OF RESPECT AND INCLUSIVENESS.**

5. ASSIGNMENTS USING SKILL SETS (ADOBE SOFTWARE AND PENCIL DRAWING) AND ON THE SUBJECTS OF SEMIOTICS, TYPOGRAPHY, AMBIGUITY AND HEURISTICS, THE INFLUENCES OF BRAIN STRUCTURE, DREAMS, POETRY AND ART APPRECIATION ON THE CREATIVE PROCESS WILL PROVIDE STUDENTS WITH PROFESSIONAL AND PERSONAL DEVELOPMENT TOOLS.

Course Policies and Expectations

1. **STUDENTS ARE EXPECTED TO ATTEND CLASS, TO ARRIVE ON TIME, TO PARTICIPATE IN CLASS DISCUSSIONS AND ACTIVITIES, AND TO MAINTAIN A PROFESSIONAL ATTITUDE. THERE IS NO ATTENDANCE POLICY; STUDENTS ABSENT FROM CLASS ARE RESPONSIBLE FOR ASSIGNMENTS BEING SUBMITTED ON TIME AND FOR ACQUIRING MISSED MATERIALS AND ASSIGNMENTS, PREFERABLY FROM ANOTHER STUDENT FROM CLASS.**
2. **STUDENTS ARE ALSO EXPECTED TO ADHERE TO UNIVERSITY AND BUSINESS SCHOOL ACADEMIC STANDARDS AS OUTLINED AT: [HTTP://WWW.KELLEY.IU.EDU/UGRAD/HONORCODE.CFM](http://www.kelley.iu.edu/UGRAD/HONORCODE.CFM).**
3. **HOMework IS DUE AND ANNOUNCEMENTS WILL TAKE PLACE AT THE BEGINNING OF CLASS. LATE HOMEWORK WILL BE PENALIZED ACCORDING TO THE PARTICULAR SITUATION. PRINT ASSIGNMENTS EARLY AS DOCUMENTS WITH IMAGES CAN PRESENT PRINTING PROBLEMS.**
4. **QUIZZES CANNOT BE MADE UP, AND CAN INCLUDE ALL PREVIOUSLY STUDIED MATERIAL.**
5. **EFFECTIVE GROUP WORK WILL BE AN IMPORTANT ASPECT OF YOUR PROFESSIONAL CAREERS. IT IS EXPECTED THAT YOU WILL MAKE EVERY EFFORT TO INSURE THAT YOUR GROUP FUNCTIONS EFFECTIVELY.**
6. **STUDENTS ARE RESPONSIBLE FOR REGULARLY CHECKING THE ACCURACY OF THEIR GRADE BOOKS.**
7. **THERE WILL BE NO OPPORTUNITIES FOR EXTRA CREDIT.**



Class Mottos: **IF YOU ARE NOT ASKING QUESTIONS YOU ARE NOT LEARNING.**
ONLY DEAD FISH SWIM WITH THE CURRENT.

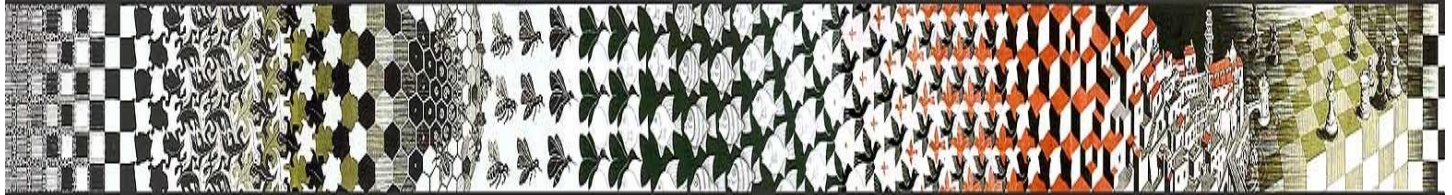
Class Challenge: **WELCOME THE AMBIGUITY**

Grade Scale:

930 +	A	800 - 829	B-	670 - 699	D+
900 - 929	A-	770 - 799	C+	630 - 669	D
870 - 899	B+	730 - 769	C	600 - 629	D-
830 - 869	B	700 - 729	C-	below 600	F

Grade Determination

DRAFT PROPOSAL (GROUP GRADE)	75	INDESIGN ASSIGNMENT	75
SERVICE-LEARNING REFLECTION	50	QUIZ (5 @ 25 POINTS EACH)	125
DRAWING ASSIGNMENT	75	INDIVIDUAL PROJECT	75
CLIENT PROPOSAL (GROUP GRADE)	75	HOMEWORK ASSIGNMENTS	200
CLIENT PROPOSAL PRESENTATION	75	(8 @ 25 POINTS EA.)	
PHOTOSHOP ASSIGNMENT	75	PARTICIPATION POINTS*	100
		TOTAL:	1000



Class Schedule

Date	Location	Class Activity	Due
TUE. AUG 21	BU 209	COURSE INTRO/OVERVIEW CREATIVITY; VISUAL COMM.	READ AND UNDERSTAND SYLLABUS
THURS. AUG 23	BU 209	VISUAL COMMUNICATION DESIGN AND LAYOUT	READ: VISUAL COMMUNICATION MODULE* : DOCUMENT DESIGN MODULE
TUE. AUG 28	BU 209	CRITICAL/CREATIVE THINKING CREATIVITY; INDICATORS/PHASES	HW #1 READ: CREATIVITY MODULE, SECT. 1, 2 AND : CRITICAL THINKING MODULE : WHAT YOU SHOULD ALREADY KNOW MODULE
THURS. AUG 30	BU 209	QUIZ #1; HEURISTICS AND AMBIGUITY	
TUE. SEPT 4	BU 425	PHOTOSHOP (BRING TUTORIALS PACK** TO CLASS)	READ: NDDB CH. 7 : AMBIGUITY AND HEURISTICS
THURS. THURS SEPT 6	BU 425	PHOTOSHOP; SEMIOTICS	READ: SEMIOTICS MODULE : DIGITAL IMAGES MODULE
TUE. SEPT 11 THURS. SEPT 13	BU 425 BU 425	PHOTOSHOP; TYPOGRAPHY QUIZ # 2; ILLUSTRATOR	READ: TYPOGRAPHY/SEMIOTICS MODULES
TUE. SEPT 18	BU 209	INDICATORS PRESENTATIONS	HW #2 AND HW #3
THURS. SEPT 20	BU209	BARRIERS; DRAWING	READ: NDDB*** CH 9, 10, 11 READ: CREATIVITY MODULE, SECTIO
TUE. SEPT 25	BU 209	ROLE OF THE BRAIN	READ: BRAIN MODULE
THURS. SEPT 27	BU 209	QUIZ #3: WRITING	HW #4
TUE. OCT 2 THURS. OCT 4	BU 425 BU 425	ILLUSTRATOR; (BRING TUTORIALS PACK) INDESIGN	DRAWING ASSIGNMENT (BRING TUTORIALS PACK TO CL



Date	Location	Class Activity	Due
TUE. OCT 9 THURS. OCT 11	BU 425 BU 425	INDESIGN; SERVICE-LEARNING INDESIGN	READ: NDDB 1 THROUGH 5 RESEARCH CLIENT READ: NDDB CH. 6, 8, 12, 14 AND APPENDIX
FALL BREAK: FRI OCT 12 THROUGH SUN OCT. 14			
TUE. OCT 16	BU 209	CLIENT INTRODUCTION GROUP PROJECT	READ: INTEGRATED MARKETING MODULE HW #5 RESEARCH CLIENT
THURS. OCT 18 COME	BU 209	QUIZ #4	READ: BRAINSTORMING SECTION IN WHERE FROM MODULE
TUE. OCT 23 AND HEURISTICS MODULE	BU 209	ROLE OF THE SENSES	READ: AMBIGUITY HW #6
THURS OCT 25 WHERE IDEAS FROM MODULE	BU 209	WHERE IDEAS COME FROM	READ: COME
TUE. OCT 30 ROUGH DRAFTS	BU 209	SENSES PRESENTATIONS (HW#7)	PS/ID
THURS. NOV 1	BU 425	PS/ID/IL LAB; BYO TUNES	
TUE. NOV 6 DRAFT PROPOSAL	BU 425	PS/ID/IL LAB; BYO TUNES	CLIENT
THURS. NOV 8	BU 425	PS/ID/IL LAB; BYO TUNES	
TUE. NOV 13 ASSIGNMENTS	BU 209	QUIZ #5	PS/ID
THURS. NOV 15	BU 209		
WEEK OF NOV. 18	<h1>Thanksgiving</h1>		
TUE. NOV 27 PROPOSAL (3,4,5)	BU 209	CLIENT PROPOSAL PRESENTATION	CLIENT
THURS. NOV 29	BU 209	CLIENT PROPOSAL PRESENTATION	CLIENT PROPOSAL (1&2)
TUE. DEC 4 THURS. DEC 6	BU 425 BU 425	QUIZ #6 (MAKE-UP) FINAL CLASS; HW #8 (IN CLASS)	SERVICE-LEARNING PAPER INDIVIDUAL PROJECT (PICK UP IN BU ON MON 12.10 BETWEEN 8:
5PM) WEEK OF DEC. 12		FINAL EXAM WEEK	



Note:

1. WATCH ONCOURSE REGULARLY FOR ANNOUNCEMENTS, ADDITIONS, AND CHANGES!

2. ADDITIONAL NON-GRADED ASSIGNMENTS WILL BE SUBMITTED ON AN AD HOC BASIS, AND WILL BE CONSIDERED IN THE ASSIGNMENT OF PARTICIPATION POINTS.

Readings:

***MODULE: COURSE WEB SITE**

****TUTORIALS: SOFTWARE TUTORIAL PACK**

*****NDDB: WILLIAMS. NON-DESIGNER'S DESIGN BOOK**



Undergraduate Program Learning Goals

Learning Goal 1: An Integrative Point of View

Graduates of the Kelley School of Business Undergraduate Program will be able to evaluate and make business decisions from an integrative point of view, one that reflects an understanding of mutually interdependent relationships among competitive and environmental conditions, organizational resources, and the major functional areas of a business enterprise.

Learning Goal 2: Ethical Reasoning

Graduates of the Kelley School of Business Undergraduate Program will be able to recognize ethical issues, demonstrate familiarity with alternative frameworks for ethical reasoning, and discern tradeoffs and implications of employing different ethical frames of reference when making business decisions.

Learning Goals 3: Critical Thinking & Decision Making

Graduates of the Kelley School of Business Undergraduate Program will be able to use a variety of research methodologies to identify and critically evaluate implications of business decisions for organizational stakeholders (e.g., customers, colleagues, employees, suppliers, foreign governments, communities, cultures, regulatory agencies) and the natural environment.

Learning Goal 4: Communication

Graduates of the Kelley School of Business Undergraduate Program will be able to communicate effectively in a wide variety of business settings (e.g., live, virtual, synchronous and asynchronous), employing multiple mediums of communications (e.g., written, oral and visual).

Learning Goal 5: Quantitative Analysis and Modeling

Graduates of the Kelley School of Business Undergraduate Program will be able systematically apply tools of quantitative analysis and modeling to make recommendations and business decisions.

Learning Goals 6: Team Membership & Leadership

Graduates of the Kelley School of Business Undergraduate Program will be able to collaborate productively with others, functioning effectively as both members and leaders of teams.

Learning Goal 7: Respect, Inclusiveness & Valuing People

Graduates of the Kelley School of Business Undergraduate Program will be able to create and sustain personal and work environments that are respectful and inclusive, valuing the contributions of all persons.

Learning Goal 8: Personal and Professional Development

Graduates of the Kelley School of Business Undergraduate Program will be prepared to become the “authors” of their own futures, make informed and deliberate choices about personal and professional development, assume responsibility for their decisions, take pride in excellence, contribute to community, and demonstrate college-level mastery of the skills needed for pursuing and managing a career as a business professional.

Learning Goal 9: Global Awareness

Graduates of the Kelley School of Business Undergraduate Program will be conversant with major economic, social, political, and technological trends and conditions influencing foreign investment and development of the global economy and demonstrate an understanding of the cultural, interpersonal and analytical competencies required for engaging in global business activities.

Learning Goal 10: Innovation and Creativity

Graduates of the Kelley School of Business Undergraduate Program will know how to respond to the need for innovation or creativity by engaging in ongoing learning, broadening their points of view, exploring cross-contextual links, and consulting with others.

IN THE BUSINESS ENVIRONMENT, AND ESPECIALLY IN MARKETING, IT IS NECESSARY TO FIND CREATIVE SOLUTIONS TO BOTH EXISTING AND NOVEL PROBLEMS IN ORDER TO REMAIN COMPETITIVE AND TO ADVANCE SALES, RETAILING, ADVERTISING, AND BRAND MANAGEMENT. TO PREPARE FOR THESE CHALLENGES, THIS CLASS EXAMINES THE CREATIVE PROCESS AND ITS APPLICATION TO CUSTOMER INTERACTION AND TO THE PRODUCTION OF CLIENT AND CUSTOMER COMMUNICATION DOCUMENTS. FURTHER, TO PROMOTE AN UNDERSTANDING OF THE PROCESS OF EXPRESSING IDEAS THROUGH VISUAL MEDIA, DESIGN AND LAYOUT THEORIES WILL BE STUDIED AND PROMOTIONAL MATERIALS WILL BE CREATED USING PHOTOSHOP, INDESIGN, AND ILLUSTRATOR SOFTWARE APPLICATIONS. FINALLY, THE CLASS EXPLORES THE IMPORTANCE OF SPEAKING, WRITING, AND PRESENTATION SKILLS, AS WELL AS LISTENING, SENSUAL AWARENESS AND NONVERBAL EXPRESSION, AND HOW ALL OF THESE ARE COMBINED TO AID IN EFFECTIVELY INTERACTING WITH CLIENTS AND CUSTOMERS.

THIS COURSE WILL FOCUS ON THE COMBINATION OF SEVERAL CONCEPTS:

- **CREATIVITY AND ITS RELATIONSHIP TO BOTH PERSONAL AND PROFESSIONAL GROWTH.**
- **THE CREATIVITY CYCLE AND THE IMPORTANCE OF WORKING UNDER CONDITIONS OF AMBIGUITY.**
- **STRATEGIC COMMUNICATION SKILLS AND THEIR IMPORTANCE TO CLIENT AND CUSTOMER INTERACTION.**
- **DESIGN AND LAYOUT: THE IMPORTANCE OF VISUAL COMMUNICATION IN CUSTOMER AND CLIENT RELATIONS.**
- **SOFTWARE PROGRAMS: APPLICATIONS OF PHOTOSHOP, INDESIGN, AND ILLUSTRATOR TO CREATE MESSAGES FOR CUSTOMERS AND CLIENTS.**