

**Description of Course Unit**  
**according to the ECTS User's Guide 2015**

Course unit title	Creative Thinking
Course unit code	AK081302
Type of course unit (compulsory, optional)	compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	first cycle Bachelor
Year of study when the course unit is delivered (if applicable)	First years
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	3.2
Name of lecturer(s)	-
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students are able to explain the importance of thinking creatively, understanding talent and creativity</li> <li>2. Students are able to describe the elements of input, process and output in creative thinking, understand the steps in developing creativity</li> <li>3. Students are able to implement creative problem solving methods and create mind maps</li> <li>4. Students are able to create creative thinking skills with creative products</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Introduction, the importance of thinking creatively, talent and creativity</li> <li>2. Basic concepts of science, scope of depth of thinking, factors inhibiting creative thinking</li> <li>3. Knowledge in framing the assets of a plenary waruga</li> <li>4. Input elements of creative thinking (thinking, creativity, remembering, imagining)</li> <li>5. Advanced thinking input elements (motivation, dreams and implementation, success, discipline)</li> <li>6. Elements of the process and output of creative thinking</li> <li>7. Image and imagination</li> <li>8. How to solve problems creatively (mental blocks, Rules of creative Thinking, Problem Solving Process)</li> <li>9. Brainstorming, Mind Mapping, Multivoting</li> <li>10. Material Review</li> </ol>

	<ul style="list-style-type: none"> <li>11. The relationship between Communication Science and creative thinking processes</li> <li>12. Plan creative products as a group</li> <li>13. Presentation of creative products</li> <li>14. Presentation of creative products</li> </ul>
Recommended or required reading and other learning resources/tools	<ul style="list-style-type: none"> <li>1. Ching, Francis D.K. 2002. Menggambar Sebuah Proses Kreatif. Jakarta: Erlangga.</li> <li>2. Griffiths, Chris and Melina Costi. 2020. The Creative Thinking Handbook: Elex Media Computindo.</li> <li>3. Musrofi. 2007. 5 Langkah Melahirkan Maha Karya. Jakarta: Mizan.</li> <li>4. Riyanto, Slamet. 2017. Seni berpikir kreatif : Terjemahan. Yogyakarta: Pustaka Pelajar.</li> <li>5. Sukra, Yuhara. 2014. Creative Thinking. Jakarta: Gunadarma.</li> <li>6. Tabrani, Primadi. 2006. Kreativitas dan Humanitas. Bandung : Jala Sutra.</li> <li>7. Unicef. 2005. Strategic Communication for Behavioral and Social Change in Asia.</li> </ul>
Planned learning activities and teaching methods	Presentation, Group Discussion, case study learning, Collaborative learning, summarizing.
Language of instruction	Bahasa Indonesia
Assessment methods and criteria	Participatory activity, individual and group assignments , quizzes, mid and final semester exams.

## Creative Thinking Assessment Rubric

### Writing project on conventional platform.

1. Making a summary of any related material is usually an inhibiting factor in creative thinking
2. Answer questions in the form of essays regarding the input, process and output elements in creative thinking
3. Create a mind mapping of students' steps in achieving their goals or career

### Writing project on digital platform.

1. Make a group assignment about creative product marketing and create it by utilizing social media platforms

### Mid-term test for English creative writing course.

1. Do midterm exam questions by answering multiple-choice or essays questions.
2. Collecting projects to create creative products made in group

Assessment indicators :

- a. Integration of knowledge
- b. fluency of thinking
- c. Elaboration
- d. Originality

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	This topic shows that students fully understand and have applied the concepts learned in creative thinking material. Concepts are integrated into students' own insights	The topic demonstrates that the student, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the topic.	The topic demonstrates that the student, to a certain extent, understands and has applied concepts learned in the topic.	The topic does not demonstrate that the student has fully understood and applied concepts learned in the topic.	The topic demonstrates that the author has little understanding of the topic.

2.	Fluency of Thinking	Spark lots of ideas, lots of answers, lots of problem solving, lots of questions smoothly. Provides many ways or suggestions for doing various things. Thinking about more than one answer, all stated in the assignment	able to solve the problems stated in the assignment but lacking in generating thinking ideas	able to solve the problems stated in the assignment, able to generate thinking ideas, but some ideas have been implemented before	able to spark ideas in thinking but not yet able to solve a problem	not yet able to generate ideas in thinking and solving problems
3.	Elaboration	Seeing a problem from different points of view. Able to enrich and develop an idea or product	Seeing a problem from different points of view. Able to enrich and develop an idea or product but can't communicate the idea	the idea is too broad	inability to expand thinking abilities	less able to solve the problems stated in the assignment and less able to answer questions in the assignment
4.	Originality	Able to give birth to new and unique expressions in the projects created and present products that have not existed before (unique)	Able to give birth to new and unique expressions in the projects created, but some of the projects created are the same as the previous ones	Able to give birth to new and unique expressions in the projects created, but some of the projects created are the same as the previous ones	the content created cannot be accepted rationally	the content created is not rationally acceptable and is not original