

## **MCM-242 Idea development (3 Credit Hours)**

**Prerequisites:** None

### **Course Objectives**

1. This course is designed as a foundation workshop for the students in creative thinking and Idea generation. The course is designed to provide students with techniques to enhance their creative potential in the following ways: To draw on cultural, personal and observational experiences; to be taught to connect and synergize through lateral thinking, to work both individually and collaboratively to execute their ideas successfully, to practice providing and receiving critical analyses, and to develop good working habits.

### **Learning Outcomes**

2. The following learning outcomes are expected upon the completion of the course;

- a. Be familiar with different technique of idea development
- b. Be able to generate and develop ideas for creative projects
- c. Learn to think visually for communicating across various media

### 3. **Course Contents**

- a. Lateral thinking
- b. Creative exercises
- c. Translating the idea into an executable project.
- d. Class exercises in brainstorming
- e. Approaches towards idea generation
- f. Teamwork and collaboration
- g. Medium and message, tailoring the idea for specific media
- h. Adaptation
- i. Skills in problem solving and troubleshooting
- j. Case studies
- k. Understanding ideas and copyright
- l. Copyright infringement
- m. Plagiarism of ideas
- n. One word story: Tell a story in 50 words

- o. Character Development: Developing Character profiles
- p. Complete the sentence story-writing: the idea is complete
- q. Environment Development: Creative Exercises for developing a sound believable which a reader/viewer can relate to.

## **References**

1. Kelley T. (2013) *Creative Confidence: Unleashing the creative potential within us*. New York. Crown Publishing Group
2. Sunhil Manghani, Arthur Piper, Jon Simon Eds. (2009). *Images: A Reader*. London, Sage
3. Parsons, Patricia j. (2005). *Ethics in Public Relations- A Guide to Best Practice*. New Dehli: Kogan Page / Institute of Public Relations India
4. Vogel, T. (2014) *Breakthrough Thinking: A guide to creative thinking and idea generation*. HOW Books.
5. Kenneth E. Clow, Donald Baack. (2007). *Integrated Advertising, Promotion, and Marketing Communications, Third Edition*. Prentice Hall.