



Module 2: Creativity

Topic 2.3: Techniques for teaching creativity

Video lesson

- <https://youtu.be/nasy6vQf9Lc>

Reading material

- Introductory text
- Examples of creativity exercises in a classroom

TECHNIQUES PROMOTING THE CREATIVITY

INTRODUCTION

This is the third topic in the module Creativity. Here, we want to list and explain some specific techniques that could be used to teach creativity in the classroom.

BACKGROUND

Where does the teaching of creativity in the classroom really start? The truth is, the jobs and careers our students will have when they graduate will certainly not be standardized. It is true, that educational systems are oriented towards paperwork and teachers do not have an easy job to foster creativity in the classroom.

Another issue is the students' motivation. They believe they are not creative if they do not play an instrument or do some kind of arts . They want notes. They want to be told what to do and what they need to know for the exam. All of this is true.

But please, ask yourself the following questions.

Do you want your students just to know the answer?

Do you teach your students how to think and how to document the process of how they came to a certain conclusion?

Do you want your students to be comfortable with more than one answer or more than one way of reaching an answer?

So, how do we really help our students to build their creative confidence?

How do we help them to be able to reflect on the process of thinking and not expect that they will come up with some ground-breaking new innovative ideas?

We want to help them to understand that they need to be able to think in a way that could possibly generate the right kind of answer, but it is not necessary that they get it.

In this lecture we are including some worksheets to help you with your work. It is not necessary that you organize the workshop on creativity in your class, you can just include some of those exercises in your lessons.

INVITATION TO THE TOPIC

Please, watch the video we included and read the suggested article as well as the recommended worksheets in the next section. You can also look at the PowerPoint presentation. After that you are invited to participate in the forum, where we would like you to share your ideas and experiences on creative teaching.

CREATIVITY EXERCISE (IDEA: VIKTOR STARE)

Content	Description
Skill category	Creativity
Other soft skills to gain or strengthen in students	Creativity, decision-making ability, cooperation
Learning activities that enable the acquisition or strengthening of skills	<p>Students:</p> <ul style="list-style-type: none"> – brainstorm ideas on the theme of selling ice cream – think of one anecdote with an appropriate title that has occurred to them in connection with ice cream – draw up an anecdote in which they must use the words – present their anecdote to other listeners – compare and critically evaluate the articles
The objective of learning activities in terms of teaching soft skills	<p>Teacher can:</p> <ul style="list-style-type: none"> – use a theme from memory in connection with a specific topic – Create keywords along with a title related to the topic – Create a story in which it makes meaningful use of a word that is not chosen by himself – critically evaluate the composition
Work format	Group, individual
Teaching methods used	Storming ideas, interviewing, writing, reading, giving feedback
Time of implementation of the activity	45 minutes
Accessories used	Whiteboard, paper, pen
Activity implementation steps	<ol style="list-style-type: none"> 1. We write a theme in the middle and find key links with the help of brainstorming 2. The listeners shall individually commence texts in relation to the theme 3. First, they imagine the title and keywords of the topic and write it all down. 4. Together, they bring out some 5 most common words on a specific topic. 5. Then each of the listeners includes the most common words with their own article on a topic. 6. At the end, the notes shall be read and critically evaluated.

	<p>7. The assessment criteria shall be established, and a specific assessment of each article shall be drawn up. In the end, it is put together in an appropriate way, which is analysed in order to obtain the best.</p>
Implementation guidance, special advice and warnings	<p>Also suitable for international business.</p>

CREATIVITY EXERCISE (IDEA: SUZANA ANDOLJŠEK)

Content	Description
Skill category	Creativity
Other soft skills to gain or strengthen in students	creativity, cooperation, decision-making
Learning activities that enable the acquisition or strengthening of skills	<p>Students:</p> <ul style="list-style-type: none"> – use the brainstorming method to choose the name of an imaginary company, – write down some names and an explanation of why a name is given and presented to classmates in the group, – the choice of names in the group is narrowed based on decision-making – finally, they choose the name that has most often been repeated.
The objective of learning activities in terms of teaching soft skills	<p>Students know how to:</p> <ul style="list-style-type: none"> – clarify concepts – explain the connection between the name and the activity of the company – understand the importance of choosing a real-life company name and the impact of it on the positive image of the company
Work format	individual, working in groups
Teaching methods used	method of explanation, interview, discussion, brain storming method, debate
Time of implementation of the activity	two school hours
Accessories used	computer, board, ballpoint pen, A4 sheet of paper
Activity implementation steps	<p>Students get instructions on how to work and explain the meaning of name selection for the company, divide themselves into groups, talk about the company's activities. They start thinking about names, each student writes five names on a sheet. After 10 minutes they start to present the names and link to the activity. Each group member writes the name they liked the most and explains why. In the end, the name that has most often been repeated or written by most students is selected.</p>

**Implementation
guidance, special
advice and warnings**

At the beginning, the teacher presents students with a way of working and the method of brain storming. He introduces them to the importance of choosing a name in the real economy, reminding them of what they need to pay attention to within their choice and deciding which name is best in terms of activity. He constantly participates in the execution of the method and the presentation of names, points to errors in suggestions, sometimes must calm the situation if individuals insist on a name and students start fighting with each other.

CREATIVITY EXERCISE (IDEA: ALENKA GRMEK)

Content	Description
Skill category	Creativity
Other soft skills to gain or strengthen in students	Creativity
Learning activities that enable the acquisition or strengthening of skills	Create a video
The objective of learning activities in terms of teaching soft skills	Developing creativity by creating audio-video
Work format	Teamwork in doubles or threes
Teaching methods used	Design, organization, recording and installation of video
Time of implementation of the activity	4 hours
Accessories used	Camera, computer, various accessories
Activity implementation steps	First, I set the purpose of the activity or learning goals, which was to create a video ad. We learned about advertising theory and analysed some examples of ads. The preparation and script of the ad were planned in the classroom, and the execution was followed in the context of independent work. Videos or ads were presented in class. We did not evaluate the footage, but the students gave each other recommendations for improvement.
Implementation guidance, special advice and warnings	It noted the importance of students thinking carefully about the story, picture and sound through which the story will be presented to the group.

CREATIVITY EXERCISE (IDEA: VIKTOR STARE)

Content	Description
Skill category	Creativity, Innovation
Other soft skills to gain or strengthen in students	creativity, decision-making ability, collaboration, argumentation, entrepreneurship, innovation, critical thinking
Learning activities that enable the acquisition or strengthening of skills	Listeners: <ul style="list-style-type: none"> –present the substance or professional content descriptively. –the ability to find or acquire new innovative approaches. –marketing activity and marketing approach. –draw up a business plan for the establishment of a specific company. –compare and evaluate
The objective of learning activities in terms of teaching soft skills	The auditor can: <ul style="list-style-type: none"> – understand the benefits of an approach. – write an effective marketing message or know how to carry out a marketing campaign. – understands the need for the market to find new products on the market. – Consider marketing approaches and identify a niche market and fill it with the specific product the market is asking for.
Work format	individually, in pairs or small groups (up to 3 listeners)
Teaching methods used	describing, interviewing and discussion, working with images, observing, drawing
Time of implementation of the activity	45 minutes
Accessories used	photos services, image material, colour utensils...
Activity implementation steps	<ol style="list-style-type: none"> 1. Marketing approach - try to arouse interest in buying a certain service from customers through advertising. 2. Implementation of a concrete marketing campaign - to cover the widest possible circle of potential customers of services. 3. Listeners try to offer e.g. related services that would increase the useful value of existing ones.

Implementation
guidance, special
advice and warnings

Acquisition of new users of a service



CREATIVITY EXERCISE (IDEA: ALENKA GRMEK)

Content	Description
Skill category	Creativity
Other soft skills to gain or strengthen in students	Creativity
Learning activities that enable the acquisition or strengthening of skills	Drawing a sketch
The objective of learning activities in terms of teaching soft skills	Developing creativity through graphic illustrating
Work format	Individual work in my case
Teaching methods used	Draw a sketch to check understanding and repetition
Time of implementation of the activity	15 minutes
Accessories used	Pencil and paper
Activity implementation steps	First, I determined the purpose of the activity or learning objectives, which was to know the qualities of a modern salesperson. Students received the following instruction: With a sketch consisting of at least 5 symbols, with handwritten words and connections between symbols or words, present the characteristics of a modern salesman. They had 15 minutes. I did not decide to evaluate. But I got the idea to discuss the products at the next meeting, more about the content i.e. the merits of the seller as to the evaluation criteria.
Implementation guidance, special advice and warnings	Note the importance of the ease of presentation and the choice of keywords. Help with the sketch example.

CREATIVITY EXERCISE (IDEA: IVA KAPLAN)

Content	Description
Skill category	Creativity
Other soft skills to gain or strengthen in students	Creativity
Learning activities that enable the acquisition or strengthening of skills	<ul style="list-style-type: none"> – brainstorming: determine the target audience for your article and find individual characteristics – guided product visualization: connect the characteristics of the target public with the creation of the product
The objective of learning activities in terms of teaching soft skills	<p>Students know how to:</p> <ul style="list-style-type: none"> – connect the characteristics of the target public with their own creation – justify the use of the elements for which they have chosen to – to connect
Work format	Frontal, individual
Teaching methods used	Introductory frontal presentation of tasks and definitions of public goals, method brainstorming, planning, organization of materials
Time of implementation of the activity	14 hours
Accessories used	Posters, markers, merchandise, papers, glitter, scissors, lace, ...
Activity implementation steps	<ol style="list-style-type: none"> 1. Frontal presentation to the target public with the task: create a T-shirt for your target audience and justify why you would decide to buy your T-shirt 2. Brainstorming - finding your target audience 3. Brainstorming - connecting the characteristics of the target public with the elements of the creation of your T-shirt 4. draw the concept of their t-shirt and justify the use of the elements 5. draw a t-shirt on a large poster using any techniques, collages, fabrics, ... 6. Creating a media promotion plan by determining the media 7. Additional tasks that the student places on the basic poster

	<p>according to his / her own principle</p> <p>8. produce a script for electronic media and a printed advertisement for printed media</p> <p>record an electronic advertisement with a telephone using personalized objects</p>
Implementation guidance, special advice and warnings	<p>After the theoretical introduction, it is good to check the understanding of the target public so that no problems follow from the lack of understanding later in the product stages. Enough time to be creative without acceleration. Individual feedback on their unique ideas. Lots of encouragement, look for something in everyone that is great (raises courage and creative process). Expect resistance due to uncertainty in drawing on a large poster. Recall that the goal is a creative idea, not an artistic but a creative achievement. Lots of encouragement, background music, compliments, relaxed atmosphere a great help in creativity. Allowing full responsibility for ideas to authors - anything he can think of within his idea.</p>