



## PRESENTATION

### Brief description\_Creativity

We are all creative. No matter if you run your own company, work as a team leader or are in charge of the logistics of a fashion brand, creativity is going to be a crucial part of your daily work. The question is: do you feel connected to your creativity? Do you use that part of your brain? Do you cultivate it? Do you know which are your strengths and how to put them in service of a project, a team, your clients, or any other given purpose?

This course has two goals: the first one is to make you re-connect with your creativity. The second one is about working in groups on a creative project to reimagine and recreate sustainable ways to make fashion brands survive and support their future and the future of the planet and society itself.

You will get familiar with a theoretical approach to Service Design as a Discipline. This can contribute very much to this Industry to focus the attention on the Stakeholders and their interactions on top of the processes and the focus on User Experience as an added value.

You will be challenged to solve, hand in hand with your team, a complex, open challenge related to the future of Fashion.

- **Degree:** Master in Fashion Business Administration FBA
- **Module in the Degree Program:** Creativity, Innovation and Entrepreneurship/ Creativity Course
- **ECTS:** 2 ETCS
- **Year, semester:** 1st Year / 1st Semester
- **Type:** Required
- **Instructors:** Javier Antón (PhD U.Navarra, CCCP Columbia U.)
- **Language:** English
- **Room, Schedule:** Master's Building Unav, School of Architecture Unav

## COMPETENCES

CG01 – Development of a problem-solving approach; becoming accustomed to thinking critically and proposing creative solutions to problems.

CG02 - Identification and effective handling of information relevant to the work. Exhaustive management of information sources within the fashion industry and gathering of data, contrasting them with different situations

CG03 – Development of personal skills for management: prioritizing objectives, programming activities in an appropriate manner and executing them within the foreseen period, revealing a capacity for criticism, reflection, time management, sensitivity to human diversity, in different situations and in different cultures, as well as an ability to continue learning through experience.



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CG04 - Achieving effective performance in teamwork environments. Developing the ability to foster an environment of collaboration, communication and trust among team members, as well as diagnosing, facing and resolving interpersonal conflicts without damaging personal relationships.

CG05 - Listening to and conveying ideas effectively, using the appropriate channel at the right time, basing your observations and conclusions on specific data.

CG06 - Reaching satisfactory agreements for the parties involved, and discovering or creating elements that generate an added-value dimension for the relationship.

CG08 - Acquiring new knowledge, modifying habits and being open to change.

CG09 - Recognizing and addressing the ethical and social responsibility dilemmas in an appropriate manner, applying deontological principles and organizational values to the situations and options that are presented.

CG10 - Developing business leadership, not only as a matter of knowledge, technology or charisma, but becoming aware that it also feeds on generosity, creativity, enthusiasm and the example of one's own behavior, as well as an ability to create a climate of trust among collaborators.

CB6 - Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often within a research context.

CB7 - Students should know how to apply the knowledge acquired and have an ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts relating to their area of study.

CB8 - Students should be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments

CB9 - Students should know how to communicate their conclusions and knowledge and the ultimate reasons that underpin them to specialized and non-specialized sections of the public in a clear and unambiguous way.

CB10 - Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.

CE09 - Acquire a global vision of the fashion industry and the functioning of its market: to understand fashion as a sector of activity subject to progressively shorter cycles, one that struggles to adapt to a complex consumer in which decisive factors - aesthetic, sociocultural, anthropological, emotional - have to be known in depth (segmentation, behavior, trends).

CE10 - Design a commercial strategy, in constantly-changing contexts, in which the following play a key role: commercial research, consumer behavior, the portfolio of company brands, the distribution process and business plans.

CE11 - Gain an in-depth knowledge of the most innovative business models in the fashion industry and understand and manage factors concerning innovation relating to products, designs, materials, manufacturing processes, distribution and the sale of fashion items.

## **PROGRAM**



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The course consists on a conceptual session and a workshop ending on the group presentations of the Projects. Dates of the sessions to be determined.

1 hour of theory + 3 hours of workshop

Final Presentations + Feedback

## EDUCATIONAL ACTIVITIES

Face-to-face classes

Personal study

Student work based on different sources of information. Primary and Secondary Research

Group Ideation and preparation of a Final Proposal for the Brand

Development of a Final Dossier

## ASSESSMENT

### ORDINARY CALL

To achieve the learning goals, the course will combine a theory class with a creative workshop designed to experiment with creativity with a creative challenge.

To achieve the learning goals, students will have:

- Active participation in class discussions and workshop (20%)
- Proactive co-creation and teamwork applied on the PROJECT (60%)
- Final presentation of the Project (20%)

Contribution to class will be determined by active participation in class discussions and your ability to involve yourself in the workshop.

Absences, and being such a short course, affect learning. If the missed class was unexpected, the participant needs to contact the teacher as soon as possible and provide documentation for the absence as well as providing the aforementioned "personal notes" as well. Such absences will be considered in the final grade.

The workshop and Team Project will be graded based on the following parameters: Brand analysis / User persona / Event / Store concept / Report

**SUBMISSION OF THE PROJECT** (You will need to gather all the material in a folder and share it with me before the previous day of Presentations at 8PM):

-A **Dossier** that explains and reflects the whole process of the Project and how each member of the group contributed to it. Include all the material that you have developed during the



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process: Desk Research, Primary Research, and photographs of the wall or Miró screenshots with the post its of each one of the different phases, etc.

-A **User Persona and Empathy Map** that reflect your Primary Research through the Interviews and engagement with the customers and the employees. Remember to include in these tools all the intangibles that I explained in the class through staging spaces, happiness and connections, and has incorporate on it reflections on what (and how) are you staging these on your proposal. You can find the slideshow PDF of the class attached to this email. I have uploaded to ADI>Contents two excerpts of two Design Degree Thesis that I directed and that have information and examples that may help you adress these and other tools.

-A **Moodboard** that visualizes your Tagline/IDEA/Value proposal and the transformation of the Space of the Store. It doesn't have to be a photomontage, it rather should express visually your project.

-A **Storyboard** that sequences the Event of the "Holiday Campaign 2033". You will receive a template.

-A **Slideshow** in PDF format for the Presentation of the Project

The **presentations** will be on \_\_\_\_ from \_\_\_\_\_. Each group will have 10 minutes to present their project (each member should speak) and 5 minutes of feedback.

My general suggestion is to present your material very appealing (visually speaking), and to focus on experience, interaction between brand and customer, intangible value proposal from the brand, and lastly to communicate very clearly what your main idea is. The whole event should clearly reflect that idea. Each decision should follow that North Star.

## EXTRAORDINARY CALL

The students that fail on the Ordinary Call will need to develop a deep analysis of a succesful Case Study of a project of a Brand that fosters experience and service over product. It will be submitted in a complete dossier. It will have to break down the process and description of the creative mechanisms of the Case.

## OFFICE HOURS

JAVIER ANTÓN SANCHO ([jantonsa@unav.es](mailto:jantonsa@unav.es))

- Office **B1102 (948425600. Ext: 802707)** School of **Architecture. Third floor.**
- Schedule for Mentoring: Through email.

## BIBLIOGRAPHY

### CREATIVITY

We highly recommend the new book of Seth Godin, called: "The Practice" - Shipping Creative Work. [Localízalo en la biblioteca](#)

Institutions that may inspire you:

IDEO, MIT D-Lab, COTEC, Creative Mornings, Weekly Filet, Sketchin, Logotel



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Mihaly Csikszentmihalyi: "Flow, the secret of happiness"

Austin Kleon: "Steal like an artist" and other books

Maeda, John: "The laws of simplicity"

Gladwell, Malcolm: "Outliers"

Sir Ken Robinson: "Do schools kill creativity?"

David Kelley: "How to build your creative confidence"

Brene Brown: "The power of vulnerability"

Debbie Millman: "Anything worthwhile takes time"

Jason Fried: "Make creative destruction a regular part of your routine"

Maria Popova: "Seven Things I have learned"

## SERVICE DESIGN

"This is Service Design Thinking" by Marc Stickdorn and Jakob Schneider

- This book provides an introduction to the principles and processes of service design. It offers practical tools, methods, and case studies to help readers understand and apply service design thinking.

"Service Design: From Insight to Implementation" by Andy Polaine, Lavrans Løvlie, and Ben Reason

- This book explores the key concepts and techniques of service design, including research, ideation, prototyping, and implementation. It provides real-world examples and case studies to illustrate the application of service design in various industries.

"Service Design: A Practical Introduction" by Lara Penin

- This book offers a comprehensive introduction to service design, covering its principles, methods, and tools. It presents a step-by-step approach to service design projects and discusses the integration of service design with other disciplines.

"Service Design for Business: A Practical Guide to Optimizing the Customer Experience" by Ben Reason, Lavrans Løvlie, and Melvin Brand Flu

- This practical guide explains how service design can be used to improve the customer experience and create value for businesses. It provides insights into the design process, stakeholder management, and service prototyping.

"Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon



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- Although not solely focused on service design, this book introduces design thinking methods and tools that can be applied to service design projects. It offers a holistic approach to business design and includes case studies and exercises.

"Service Design Patterns: Fundamental Design Solutions for SOAP/WSDL and RESTful Web Services" by Robert Daigneau

- This book focuses specifically on service design patterns in the context of web services. It provides practical guidance on designing scalable and maintainable service-oriented architectures.