



COURSE OVERVIEW

Course description

The objective of this course is to help students develop **a creative project** through management skills and methodologies. The course will offer tools for various creative projects, **not just those related to Performing Arts.**

In spite of the name of this course, students from different degrees and backgrounds are welcomed. Through group work, students **will learn an emphatic, communicative and collaborative work exercise, aimed at planning and developing projects in general, not only those related to Performing Arts.** They will work on real cases and situations directly with the teacher through **collaborative dynamics focused on the satisfactory and creative development** of real projects.

As a course focused on practical skills, students will be working in groups, developing different projects related to their interest. Students belonging to the **Performing Arts Program** will be working together on a project directly related to the Performing Arts.

- **Titulación:** Audiovisual Communication, Journalism, Marketing
- **Módulo/Materia:** Module 7: Optional Courses. Area: Optionals
- **ECTS:** 3
- **Curso, semestre:** 3rd and 4th year. 2nd semester
- **Carácter:** Optional
- **Profesorado:** Alexander Phimister (alexphimister.innovation@gmail.com) & José Miguel Esteban (jmiguel.esteban@gmail.com) María Del Rincón -Course coordinator (mdel@unav.es)
- **Idioma:** English
- **Aula, Horario:** Wednesdays from 12.00 to 14.00. Room 8 (FCOM).

LEARNING OUTCOMES

Basic Learning Outcomes

B2. Students learn to apply their knowledge to their job or vocation in a professional manner and possess the competences usually proven through the elaboration and defence of arguments and problem solving within their field of study.

B4. Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

B5. Students develop learning skills necessary to undertake further studies with a high degree of autonomy.

General Learning Outcomes



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G1. Express ideas and knowledge in the communication field both orally and in written form with accuracy.

G4. Apply the necessary technical, technological and professional knowledge in the production of audiovisual content.

G5. Apply teamwork and leadership skills aimed at responsible decision making and problem solving.

Specific Learning Outcomes

E14. Correcting and adjusting mistakes made in the creative and organisational processes of the editing and production of audiovisual products.

E17. Creating and developing audiovisual projects as a team.

EO1. Apply creative thinking and practical skills in the development of design projects.

EO8. Acquire skills to be able to develop entrepreneurial business projects.

SYLLABUS

BUILDING THE TEAM

1.-The Team: Knowledge of one's strengths and weaknesses/ Possibilities of work teams / Creation of the team/ Team values.

2.-Prototype your team: Creation of an idea/ Testing the equipment and settings/ Final configuration of equipment.

THE PROBLEM/PROJECT

3.-Challenge approach/ Problem identification/ Visiting problem-related places/ Inspiration / needs detection.

4.-Selection of the problem and the challenge/ User identification/ User knowledge.

IDEATION.

5.-Reframe the problem.

6.-Ideation I. Idea generation.

7.-Ideation II /Selection and discard of ideas

PROTOTYPING

8.-How to carry out the idea/project.

9.-Fail Fast / Validations / Communications techniques.

10.-Pitching the idea/ Feedback/ reframe

11.-Final Prototype



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COMMUNICATION

12.-How to communicate the idea/ Techniques.

13.-Idea/ Practice communication.

14.-Idea implementation.

15.-Demo Day/ Final pitching.

COURSEWORK

The training activities are divided into:

1. Lectures (20 hours)
2. Guided teamwork in the classroom (10 hours)
3. Unguided teamwork outside the classroom (30 hours)
4. Personal study or work (15 hours)

EVALUATION

MAY EXAM

Group project: 100% of the grade

Students will work in groups developing a creative project.

The evaluation is continuous throughout the course.

Individual work within the team, the work of the team as a whole and the final result will be graded.

JUNE EXAM

Individual project: 100% of the grade

OFFICE HOURS

The main instructors of the course will be available to answer to your questions. Please, schedule a meeting with them via email:

Alexander Phimister (alexphimister.innovation@gmail.com)

José Miguel Esteban (jmiguel.esteban@gmail.com)

María Del Rincón (coord.). (mdel@unav.es)



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- Despacho 2551. Edificio Ismael Sánchez Bella.
- Horario de tutoría: tba

BIBLIOGRAPHY

Mandatory Readings

There are not mandatory readings for this course.

Recommended Readings

- *Management, Participation and Entrepreneurship in the Cultural and Creative Sector* [Recurso electrónico] / edited by Martin Piber. [Localízalo en la Biblioteca](#)
- *Leading Creative Teams [Recurso electrónico] : Management Career Paths for Designers, Developers, and Copywriters* / by Eleazar Hernández. [Localízalo en la Biblioteca](#)