

Creativity & Design Thinking

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Ashoka University

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Course Description

It is often said that “Today, thinking is more important than knowing”. Opportunities are what we all look for and their counterparts—the problems—are what we should solve in daily lives. Dynamic environment of twenty first century requires more creative skills from citizens than just analytical skills to manage in the ever-changing work environment.

The course is designed to provide an understanding of problem solving with a touch of creative focus in a systemic framework. The students will be introduced to concepts of creative thinking like convergent and divergent thinking, lateral thinking and brainstorming.

Structured techniques such as 6 thinking hats and mind maps will also be practiced. Students will be expected to work on live projects to come up with creative Jugaad solutions to problems that they see around them. Concepts around creativity such as the Medici Effect will also be discussed in class through book readings.

This is a 13 week course comprising of 39 classroom hours and approx. 20 hours of project work, group assignments and book readings. The Mid Term Project and the Final Project will be team based submissions.

Evaluation *(The grading structure is tentative & subject to change)*

- 25% - Mid-Term Project (Book Reading)
- 30% - Final Project (Live Action Learning Project)
- 20% - Assignments and submissions
- 25% - Attendance & class participation

Learning Objectives

At the end of the course the student will be able to:

- Appreciate the creative element in every solution that students see around them and master the skills required to sustain creative and design thinking capabilities. ● Equip you with a methodology to put design thinking into action by participating in an Live Action Learning Project (LALP) to apply the learning in a real world context ● Understand a structured process of problem identification and solutioning and apply the concepts of Design thinking in the process of problem solving
- Apply and experiment with multiple tools of problem solving and consensus building on a proposed solution.
- Appreciate the concept of creating intersections and using the power of diversity to generate a multi-perspectival approach to problem solving using the theory of the medici effect.
- Understand the need for frugal innovation and how it impacts our daily lives. Additionally what inspiration can be drawn from Jugaad solutions to create meaningful innovations

Requirements (Reading List and other materials)

Reference Books

- 1) Cracking the Creativity Code
- 2) Jugaad Innovation
- 3) Creative Curve
- 4) Medici Effect
- 5) Creative Confidence
- 6) Design by Change

About the Faculty

Priyank is a seasoned entrepreneur and an educationist who brings with him rich experience in organization building. He is the Founder of IndiaPreneurship, an organisation focused on showcasing entrepreneurial opportunities in India to the world. He also mentors a number of

startups based in India and abroad. Priyank is a visiting faculty at IIT Delhi, Department of Management Studies. An alumnus of AIM, Manila and IIM Ahmedabad, Priyank is an avid golfer and a licensed scuba diver. He is also trained in Indian classical music.