



<b>Name of subject</b>	Inventic rudiments of creation
<b>Entity running the module</b>	Department of Media Art / The Faculty of Graphic Arts and Media Art
<b>Entity for which the module has been prepared</b>	The Faculty of Graphic Arts and Media Art
<b>Module type</b>	Basic module, compulsory module in the field of Media Art
<b>Year of study/ semester; mode of attendance</b>	Year 1 - semester 1
<b>ECTS credits</b>	4
<b>Module organizer</b>	prof. zw. Wiesław Gołuch
<b>Academic aims</b>	The academic aim is to familiarize students with the practical application of inventic methods and techniques selected by the module organizer - with respect to overcoming and breaking of stereotypes, conventions, codes and visual patterns - as well as to define the role of intuition and reason, analysis and synthesis, language, association, antithesis and paradox in thinking and creative activity.
<b>Module prerequisites</b>	elementary
<b>Learning outcomes with respect to:</b>	
– <b>knowledge</b>	On the basis of their own experiences resulting from the execution of a set of proposed exercises, students can identify and describe the method and process of image and audio-visual message creation.
– <b>skills</b>	On the basis of their own experiences resulting from the execution of a set of proposed exercises, students can consciously stimulate the process of creating their own image-based and audio-visual statements.
– <b>personal and social competence</b>	Students acquire basic competences concerning interpersonal behaviour and team work.
<b>Module content</b>	The module comprises a set of tasks executed by students individually or within groups - obligatorily during the classes. These tasks ensue from the fundamental aim, i.e. overcoming of stereotypes, conventions, codes and visual patterns as well as becoming familiar with the mechanisms of the creative process.
<b>Module form and number of module hours</b>	Practical classes, workshops, team project execution, demonstrations and the module organizer's comments, 45hours /sem.
<b>Assessment methods and criteria</b>	The following aspects will be assessed: participation in classes, creativity and individual activity, team activity, discourse activity and the level of executed projects – 100%
<b>Assessment type</b>	Sem. 1 - Graded pass
<b>Literature</b>	Inwentyka. Metody poszukiwania twórczych rozwiązań. – A.Kaufman, M.Fustier, A.Drevet, – Wydawnictwa Naukowo-Techn., Warszawa 1975 Myślenie lateralne. Idee na przekór schematom." - Edward de Bono, Helion 2008 „Techniki kreatywności” - Mattias Nolke, Flashbook.pl 2008
<b>Notes</b>	
<b>Language of instruction</b>	Polish language