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804263 - LC - Creative Lab

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre

Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre

Academic year: 2019

Degree: BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Optional)
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ECTS credits: 6 Teaching languages: Catalan, Spanish, English

Teaching staff

Coordinator: Sánchez Carreras, David

Prior skills

All the contents described in this teaching guide are developed in the CREATIVE Lab activity carried out at ESEIAAT. In this way the academic structure linked to this activity is expressed from the description of acquired competences, content and activities.

Degree competences to which the subject contributes

Transversal:

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

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Teaching methodology

Subject based on PBL (Project Based Learning). Interdisciplinary groups of 5 or 6 students will be created and they will develop an idea to solve the challenge proposed.
They will spend two hours a week or every fifteen days to hold seminars on:
- creative thinking
- methodology of projects
- seminars given by the campus research groups that are developing their research in the environment of the proposed projects.
- Making posters and presenting projects

There will be 3 presentations in the different stages of the project:
- Meeting. Presentation ideas
- Meeting. Phase of development
- Final meeting
The presentations and the final report of the project will be made in English.

Learning objectives of the subject

The CREATIVE Lab is a ESEIAAT ideas lab, where students will work collaboratively with the ESEIAAT professors and engineers of the VolksWagen group in joint projects, proposed by the company.
Specific objectives:
- Work in coworking with multidisciplinary teams in collaboration with the company
- Generate innovative and creative ideas in the environment of the proposed project
- Develop the chosen idea.
- Evaluate the technical and economic viability of the idea.
- Develop prototype (if possible)
- Present and defend the chosen idea (in English)

Study load

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	0h	0.00%
	Hours small group:	30h	20.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

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Content

Module 1. Basic concepts

Learning time: 30h

Theory classes: 6h
Laboratory classes: 6h
Self study : 18h

Description:
- Search for information
- Project methodology
- Initial meeting

Related activities:
Seminar Project methodology
Seminar Information search
Initial meeting

Specific objectives:
The student must be able to:
- Know the main types of primary and secondary documents, scientific and technical standards.
- Learn to search and consult the sources of information: search engines, catalogs, databases, Internet.
- Select information efficiently through management programs.
- Identify the structure of technical and scientific work.
- Manage the acquisition, structuring, analysis and visualization of data and information in the field of specialty
- Critically assess the results of this management.
- Identify in the project from the initial state as a member of a group.
- Know the tutors of the company and establish a first contact

Module 2. Ideas generation

Learning time: 45h

Theory classes: 9h
Laboratory classes: 9h
Self study : 27h

Description:
Generation and Definition of ideas
Product presentation
Meeting. Presentation ideas

Related activities:
Creative Thinking Seminar
Seminar Presentation of product
Meeting. Presentation of ideas

Specific objectives:
The student must be able to:
- Apply techniques to enhance creativity.
- Apply creative thinking techniques to different situations.
- Identify and apply the stages of the creative process.
- Generate the battery of innovative and creative ideas for each project.
- To contextualize the problems detected and present the solutions proposed.
- Carry out and defend the summary poster where the suggested ideas are presented schematically.

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Module 3. Ideas development

Learning time: 45h

Theory classes: 9h
Laboratory classes: 9h
Self study : 27h

Description:
The development of the ideas selected in the first meeting will be carried out. The tutors will help the students to define the strategies and solve doubts of both the approach and the solutions.
Technological seminars by research groups.
The technical feasibility of the idea will be assessed.

Related activities:
Meeting. Phase of development

Specific objectives:
The student must be able to:
- Present the development of the ideas selected in the first meeting.
- To contextualize the problems detected and present the solutions proposed.
- Defend the summary poster where the ideas suggested are schematically displayed.

Module 4. Final Presentation

Learning time: 30h

Theory classes: 6h
Laboratory classes: 6h
Self study : 18h

Description:
The groups will have to prepare the memory explaining the development and viability of the project. A poster, presentation and a promotional video will also be required.
A meeting will be held with all the participants of the CREATIVE Lab (students, professors and company tutors). Students must present the final result of the development of their project. They will have to contextualize the problems detected and present the solutions applied. In the discussion phase, each group has to defend a summary poster where the final result is presented schematically.

Related activities:
Final Meeting

Specific objectives:
The student must be able to:
- Present the final result of the development of your project (memory, presentation, poster and video)
- Contextualize the problems detected and present the solutions applied.
- Defend the summary poster where the final result is presented schematically.

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Qualification system

Presentación. "Meeting. Presentación ideas"
Presentación "Meeting. Fase de desarrollo"
Presentación "Final meeting"
Evaluación de la memoria final

Bibliography