



UNIVERSITI TEKNOLOGI MARA

GDG421: CREATIVE AND CRITICAL THINKING

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| Course Name (English) | CREATIVE AND CRITICAL THINKING APPROVED |
| Course Code | GDG421 |
| MQF Credit | 3 |
| Course Description | This creative and critical thinking is a subject that will encourage students to think out of the box and find an alternative solution to a problem. The students will also have to use the mind mapping techniques in this subject and think creatively. Through this subject, students will also increase their self-actualization and skill in creative and critical thinking. Students also will apply techniques and strategies for stimulating creative thinking abilities in students, including brainstorming, attribute listing, metaphorical thinking and creative problem solving. In addition, students will increase their understanding of being a creative person, the creative process (within the context of normal cognitive processing), and the techniques for enhancing creative functioning. Students will have an opportunity to develop their innovation skill, communication, teamwork, leadership and entrepreneurship by exercising their creative and critical thinking. |
| Transferable Skills | Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. |
| Teaching Methodologies | Lectures, Tutorial, Reading Activity, Presentation |
| CLO | CLO1 Grasp general knowledge and understanding of the meaning of Creative and Critical Thinking. CLO2 Identify how most creative people learn how to be creative and innovative. CLO3 Manipulates communication and writing skills in promoting, engaging, convincing and action-driven content to entice the customer to buy or use a product or a service. CLO4 Extends personal creative and critical thinking aspect towards entrepreneurship. |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. 1. Basic Explanations of Human Brain 1.1) n/a | |
| 2. 2. Understanding Human Intelligence and Their Mental Awareness 2.1) n/a | |
| 3. 3. Assessment 1 3.1) n/a | |
| 4. 4. What is Creative and Critical Thinking 4.1) n/a | |
| 5. 5. Exposure on Thinking Structure 5.1) n/a | |
| 6. 6. Assessment 2 6.1) n/a | |
| 7. 7. Uncovering Assumptions, Skills at Generating Ideas - Part 1 7.1) The art of brainstorming 7.2) How to use your mind to the maximum | |

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| 8. 8. Creating Metaphors, Skills at Assessing the Reasonableness of Ideas 8.1) Metaphorical thinking 8.2) Analogies |
| 9. 9. Creativity and Critical Thinking in Daily Routine 9.1) n/a |
| 10. 10. Creativity & Critical Thinking in Graphic Design in General 10.1) n/a |
| 11. 11. Creativity & Critical Thinking in Graphic Design: Mass Media 11.1) n/a |
| 12. 12. Creativity & Critical Thinking in Graphic Design: Print Media 12.1) n/a |
| 13. 13. Creativity & Critical Thinking in Graphic Design: Electronic Media 13.1) n/a |
| 14. 14. Final Assessment 14.1) n/a |

| Assessment Breakdown | % |
|-----------------------------|----------|
| Continuous Assessment | 30.00% |
| Final Assessment | 70.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|---|------------------------|--|------------------------|-------------|
| | Group Project | Explain and present Right Brain vs. Left Brain in the most creative way. | 15% | CLO1 |
| | Individual Project | Produce a creative mind-map. | 15% | CLO1 , CLO2 |

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| Reading List | This Course does not have any book resources |
| Article/Paper List | This Course does not have any article/paper resources |
| Other References | This Course does not have any other resources |