

CREATIVE EXPRESSION program code **JM-CE-23**

*This program consists of 6 courses and can be chosen only as a whole package of 30 ects. Mind that 'Creative Expression' is running in **fall** (blocks A and B) and in **spring** (blocks C and D). The course content does not change.*

code	course
JM-CECCUL-23	<p>Creative Culture <i>offered in period A and C</i></p> <p><i>The Who, What and Why:</i> Creatives define culture. Past, present, and future. As such, understanding the history and the culture behind creativity and design will give students a better appreciation of the visual world around them. The course invites them to train their visual acuity then emphasize and create added depth and (historic/cultural) value to their concepts/ideas/designs.</p>
JM- CEIDEN-23	<p>Idea Engine, <i>offered in periods A and C</i></p> <p><i>Generate, ideate, and conceptualize:</i> Skill training in observation, association, combination, and correlation will take place as regular energizers to drive creativity and motivate the inspiration/perspiration workflow. Multiple techniques, from sketching to collage, modelling and more will all be practiced via application to user cases with an emphasis on innovative conceptual thinking.</p>
JM-CEPIBO-23	<p>Picture Book <i>offered in periods A and C</i></p> <p><i>Diving into the world of static art:</i> This course explores skills, tools and techniques employed in making static visual marks. Critical decisions regarding medium, format, style and tools will be made to align with effective communication to meet briefing requirements.</p>
JM- CEWIW-23	<p>What`s it Worth <i>offered in period B and D</i></p> <p><i>The value of creativity:</i> Viewed from a creative perspective, but also from a business perspective. How does a creative make a living? In this course we investigate financial literacy and commercial excellence, diving into worth versus value (time, money, man-hours), funding, budgeting, and management of the creative process. We also explore the need for flexibility and the ability to embrace disruption and complexity within the creative market.</p>
JM- CENATM-23	<p>Night in the Movies <i>offered in period B and D</i></p> <p><i>Exploring the world of the moving image:</i> On top of skills, tools, and techniques in creating moving images, students will engage and analyze a variety of film/video formats. Discussions surrounding style, content and purpose will be applied to creative briefs for the development of moving picture products.</p>

JM-CEPAVOD-23	<p>PARLEZ-VOUS DESIGN? <i>offered in period B / D</i></p> <p><i>Driving the idea home:</i> You will acquire skills in pitching and presentation that will be conveyed via real-world scenarios. These include dealing with customers, giving and receiving feedback, the importance of storytelling, personal branding and collaboration. During this course you will have the exciting opportunity to design and construct your very own Crowdfunding Campaign and landing page, to promote your own idea or project. This page will serve as the platform where you will skillfully persuade the audience to support your innovative ideas and ventures.</p>