

UNIQUE_Creative Process

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Aims

Rather than the Eureka! moment most people expect, original ideas are generally the result of a creative process. This includes a number of steps/stages that ensure the end user and their needs are placed at the centre of the solutions. Previously when using the processes developed by other institutions/companies in other countries the language and tone of the process can often be alien or confusing to our students, in simplifying the steps and giving the process a memorable acronym, we have seen great autonomy with the students.

Findings

In response to research we have conducted on other creative processes on the market and feedback from our students we have developed our own version for approaching briefs. We call it - the UNIQUE process after the six stages of the process – **U**nderstand – **N**eeds – **I**deas – **Q**uick prototype – **U**se – **E**valuate.



Impact

As of the Academic Year 2017/2018 this creative process has been introduced to all first year students in the Department of Design and Creative Media and other departments at LYIT.

It has also been central to DICE_TY Academy, an annual HEA funding programme developing the creative and entrepreneurship skills of 100 Donegal Transition Year students designed and delivered by O'Donoghue and Patten (www.diceacademy.ie). They have published a workbook to guide students through each step. In response to COVID-19 the workbook and Academy have been adapted for digital delivery. Most recently the process has been utilised in a live urban renewal project each year with Letterkenny Cathedral Quarter and workshops with social enterprises.

References

Gould J.M. (2018) Are “U” Ready for the Future: Design Thinking as a Critical Educational Leadership Skill. In: Marques J., Dhiman S. (eds) Engaged Leadership. Management for Professionals. Springer, Cham
O'Donoghue, C. and Patten. T. (2018) Bridging the gap: communicating the creative process. LTSE Conference, Glasgow