Creativity at Scale: How the Creative Process Powers the World

Adrian’s notes about this course
The outline for this course will be used only as a guide. Class discussion, availability of guest artists, and other factors may alter the exact timing of topics. My goal is to cover all the topics listed below at some point within the course. My teaching style is informal and makes the most of class participation. The aim of any course I teach is to share unique insights with the participants that might not be obtained easily from other sources such as the Internet. This will include behind-the-scenes tidbits, effective explanations of complex processes, and practical demonstrations of theory.

Class 1 - Introduction to creativity
We'll discuss creativity as a process and how it fits into the world around us. Topics will include:

- What is creativity?
- How is creativity applied?
- What are some of the common domains that leverage creativity?
- How is creativity related to innovation?
- How is creativity related to artistry?
- How does creativity depend on technique?
- What makes creativity difficult?
- Creativity in organisations and our everyday lives

Class 2 - Exploration of creativity through jazz
We'll explore creativity through jazz performance where jazz musicians must be both individually and collaboratively creative in an audible, time-released, real-time domain. Explanations will be supported by short musical recording examples and performance demonstrations by the lecturer.

Note: For students who have previously attended Adrian's classes on jazz history, this class will focus exclusively, and more deeply, on the collaborative jazz performance process with only brief discussion of jazz history or styles. Topics will include:

- A brief introduction to improvised music (no musical knowledge required)
- Structure and form to enable freedom of expression
- Tension and release in rhythm, harmony, and melody
- How jazz musicians collaborate creatively in the moment

Class 3 - Live jazz performance with guest artists
Building on the theory from the last class, Adrian will perform with a small jazz ensemble where the musicians will perform a concert and explain their creative process.
Note: For students who have previously attended Adrian's classes on jazz history, this concert demonstration will feature longer and more intensive musical performances where the musicians will explore further afield. Discussion will be focused on the final musical result and the challenges encountered in each performance.

**Class 4 - Exploration of creativity through photography**
We'll explore creativity through photography where photographers must be individually creative in a visual domain with activities both in the field and later in the lab. Adrian will provide visual examples of his own photography to help demonstrate some of the points. Topics will include:

- A brief introduction to photography (no prior knowledge required)
- Composition
- Light and colour
- Creativity in the field
- Creativity in the lab

**Class 5 - Photographic exposition with guest photographer**
Building on the theory of the last class, a professional photographer will visit and explain how creativity fits into their profession and the challenges they face in being creative. This will include a talk using examples of the photographer’s work, and discussion facilitated by Adrian.

**Class 6 - Exploration of creativity in our lives and the changing world**
In this wrap-up we'll discuss how creativity is changing and the effect this is having on each of us. Topics will include:

- Appreciation and consumption of creative work
- Commercial aspects of creativity
- The role of social media
- How tools for creative work help or hinder
- How the value of creativity and the process differs across the world
- How participants might change the way in which creativity figures in their lives