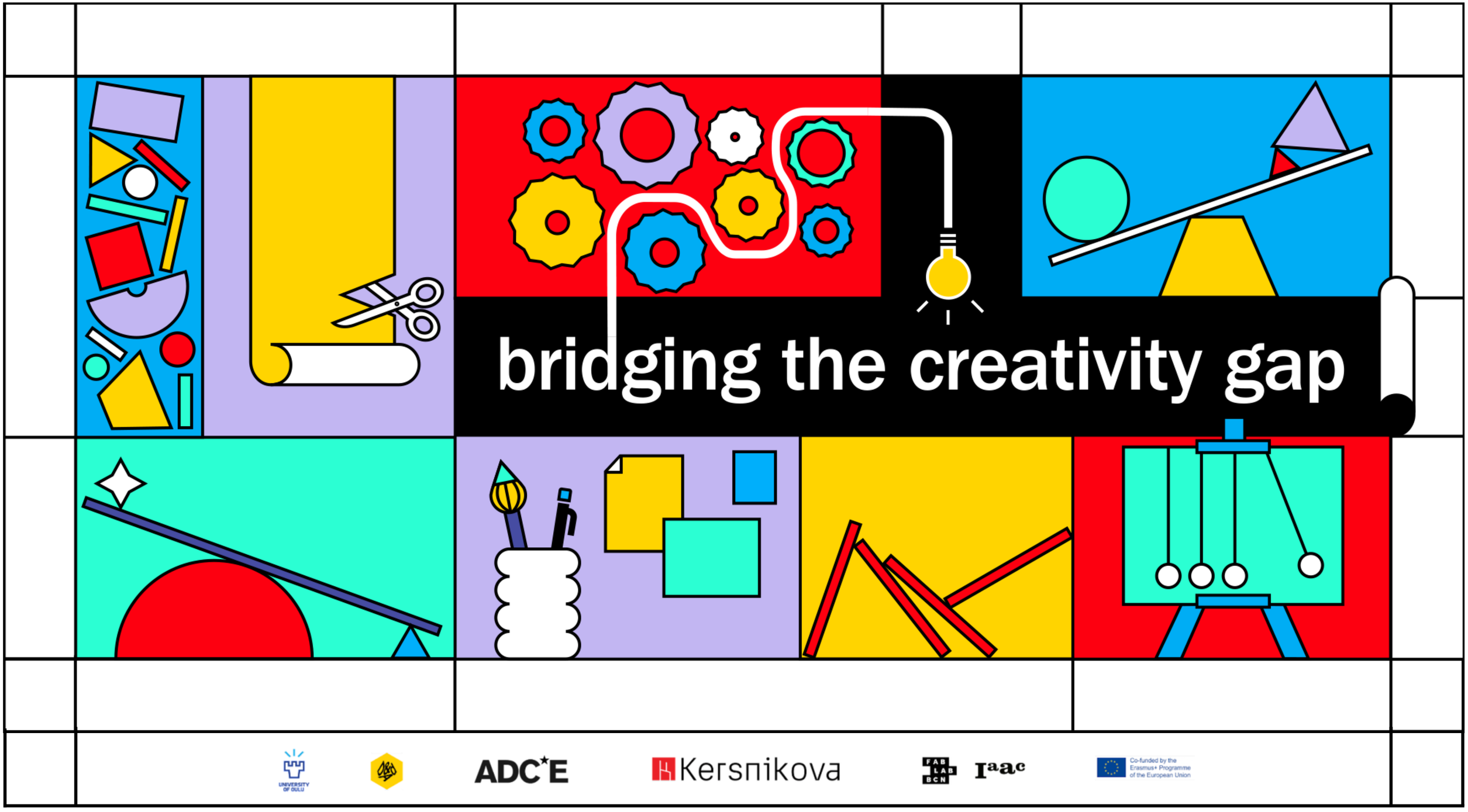
bridging the creativity gap
UNIVERSITY OF OULU
ADC*E
Kersnikova
FAB LAB BCN
Iaac
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What is Bridging the Creativity Gap?

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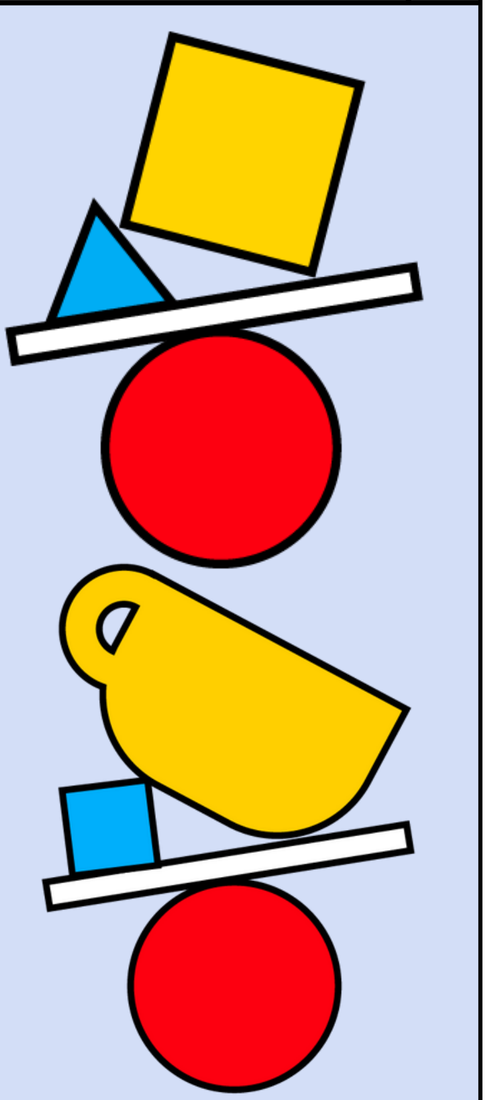
Bridging the Creativity Gap is an EU-funded project delivered by 5 organisations with a shared vision to turn industry insight about creative skill gaps into an innovative course that could be experienced as an individual learner or through the classroom

Delivered by **D&AD, IAAC (FABLABBCN), ADCE, University of OULU, and University of Kersnikova** Bridging the Creativity Gap (BCG) is a fast paced, hands-on learning experience. It bridges the educational needs of students and tutors with the dynamic demands of the creative industry, allowing participants to unleash their creative potential by learning key industry skills that are in demand but rarely found in new talent:

Identified through our research with hundreds of industry professionals, tutors and students our learning programme covers:

- ***Strategic and reflective thinking;***
- ***Entrepreneurial Thinking and the Maker Mindset; and***
- ***Understanding the creative process***



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What is Bridging the Creativity Gap?

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BCG has developed a learning experience that:

- tackle current and enduring skill gaps that are not specific to a trend or technology
- helps educators connect to the creative industry
- lowers the barriers to creative education
- creates a learning experience full of practical exercises and workshops to embed learning

To help achieve these goals the course was able to draw upon lessons for some of the best in the business; including:

- Laura Jordan Bambach from Grey, Chief Creative Officer at Grey London
- Roberto Fara (Chief Creative Officer at Ogilvy Spain
- Gerard Crichlow's Global Strategy Director Interpublic Group (IPG)
- Jordan Devine, Digital Design Director at Design Studio
- Miho Aishima · Design Director at Superunion
- Anastasia Pistofidou (Founder of Fabricademy

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Who is BCG for?

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The course has been meticulously designed to cater to both students and tutors:

Students; including individuals studying or recently graduated in creative disciplines from advertising, to design to UX and UI. It is also helpful for any learner who wants to harness creative skills to their work. For these budding talents, our learning framework emphasises: **Skill Showcasing**, **Skill Enhancement**, **Industry Recognition**, and **Tool Mastery**.

Tutors; comprises educators teaching the commercial creative subjects, spanning both vocational training and Higher Education. It also includes in-company tutors dedicated to the creative industry. To support their pivotal role, the framework offers tutors: **Facilitation Guidance**, **Resource Access**, and **Assessment Tools**.

The result of this learning programme is a personal portfolio of creative ideas, digital competencies and technical achievements that make the development of these skills tangible.

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Research & Findings

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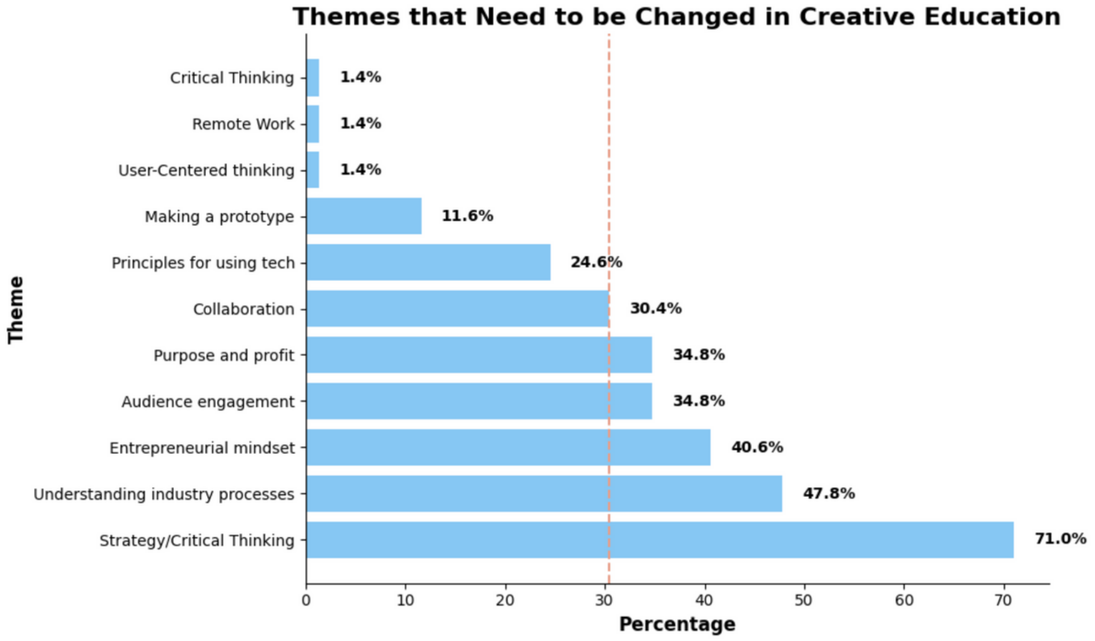

Applying a blend of quantative and qualitative research methods the project gained a well rounded map of information. Results identified three core skiil gaps to tackle:

- ***Strategy and critical reflection -*** *the confidence to use research to drive ideas and to defend them. Building empathy by stepping out of individual's bubbles*

- ***Understanding of creative industry processes -*** *appreciate the full creative process and the business of creativity. Placing creative disciplines into context; demonstrating the importance of collaboration; and appreciating the importance selling ideas.*

- ***Entrepreneurial / maker mindset -*** *encompassing a willingness to prototype & test, a desire to make ideas a reality, ability to learn from failure and iterate*

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Framework

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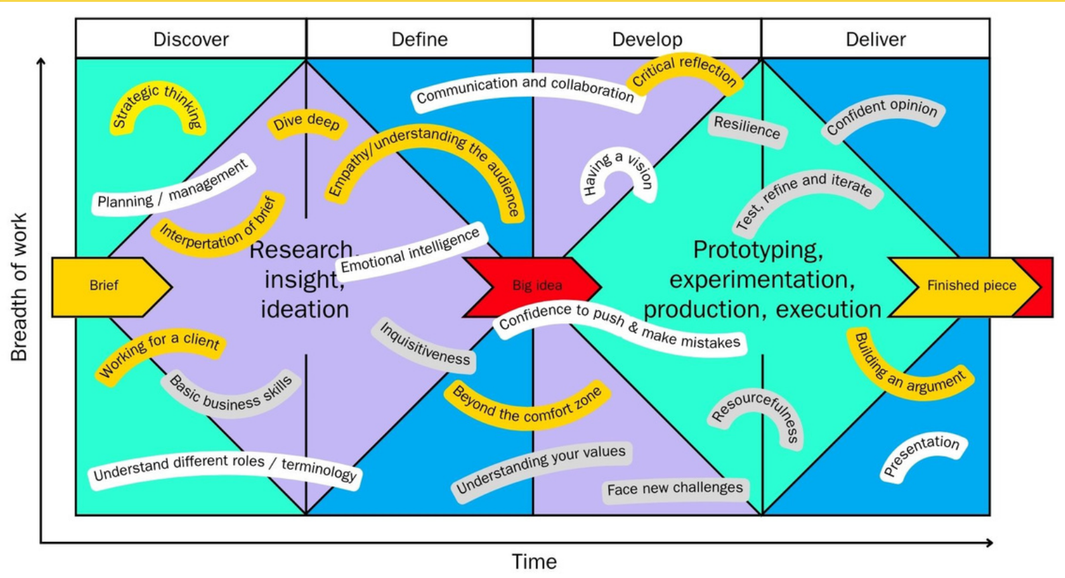
In response to industry needs and student aspirations, The Bridging The Creativity Gap Framework is intricately designed around four pivotal dimensions: **Discover (Exploration), Define (Instrumentation), Develop (Reflection), Deliver (Application).**

These dimensions come to life through a comprehensive learning programme that encompasses modules such as **The Creative Process, The Brief, Research and Insights, Ideation, Prototyping and Making, Pitching, and Industry Integration.**

Each module is uniquely designed to address the three core skills demanded by the creative industry: entrepreneurial mindset, understanding the industry process, and strategic and critical thinking.



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Framework of course

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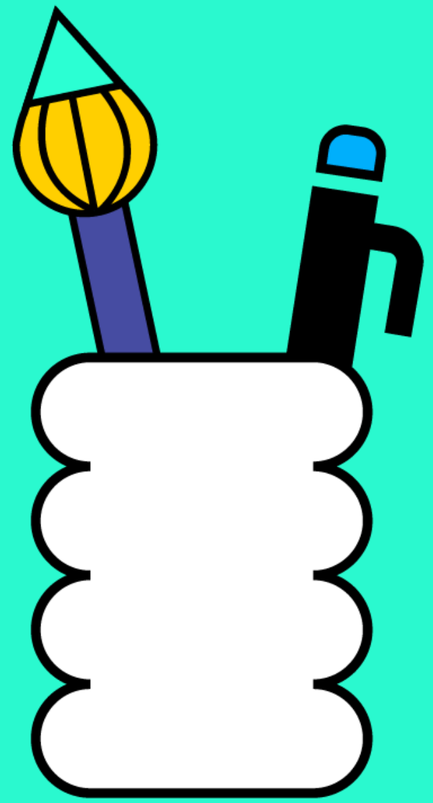

The Bridging The Creativity Gap Framework is intricately designed around four pivotal dimensions: **exploration, instrumentation, reflection, and application.** These dimensions come to life through a **comprehensive learning programme that encompasses modules such as The Creative Process, The Brief, Research and Insights, Ideation, Prototyping and Making, Pitching, and Industry Integration.**

To gauge the impact and effectiveness of the framework, we employ a multifaceted assessment approach, incorporating self-assessment tools, feedback, comments, a digital portfolio, tests, surveys, and crucially, industry recognition. Furthermore, the framework is enriched with detailed guides, tools, and an inventory to ensure seamless and effective implementation.

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Tool - module breakdown

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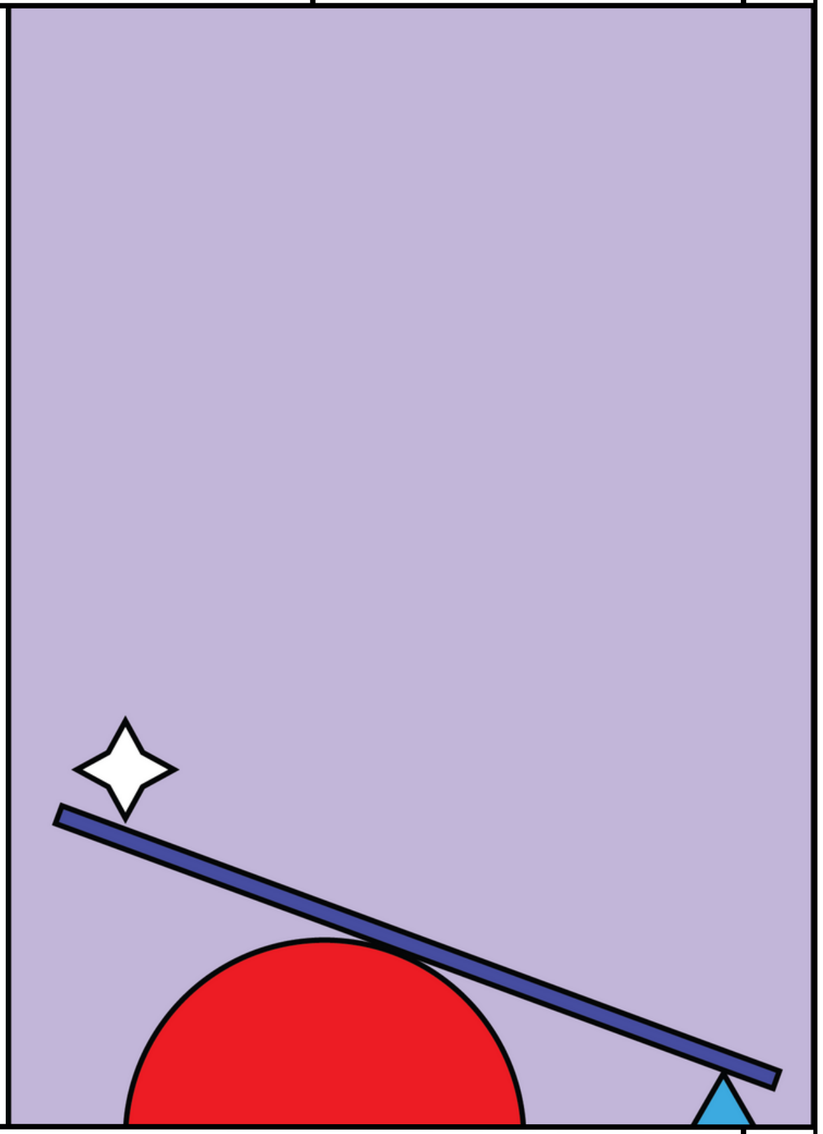
By integrating the Double Diamond methodology with the four dimensions of the BCGLP, we create a holistic learning environment that not only addresses the skills demanded by the creative industry but also equips students with the practical competencies needed to excel in their careers.

This synthesis results in a curriculum that is not only aligned with industry needs but also fosters a dynamic, hands-on learning environment. A collaborative design exercise with the creative community ensures that the course wireframe effectively bridges the gap between academic learning and real-world application.

The BCGLP is structured in these modules ⟶



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Tool - module breakdown

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1. Welcome to Bridging the Creativity Gap
An introduction to the course, methodology, resources and toolkits.

Outcomes

- *Learn how to use the platform, do the tasks and the methodology to follow*

2. The Creative Process
The importance of understanding the creative process is threefold.

It is important to comprehend where your discipline and those of others sit within a broader creative process. Creativity is often messy but using a process that works for you / your team can help avoid unnecessary frustration and provide a better chance of repeating success.

It enables you to be more adept at recognising the quality, usefulness, and worthiness of your ideas.

Outcomes

- *Define what the creative process is and its benefits.*
- *Analyse what your creative process looks like and determine where your skills fit.*
- *Understand different roles within the agency structure and how they contribute to the creative process.*
- *Analyse a worked example of the creative process.*
- *Identify your creative personality with the Creative Process Test.*

Resources*:*
Videos, workbook, teaching guide and digital board

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Tool - module breakdown

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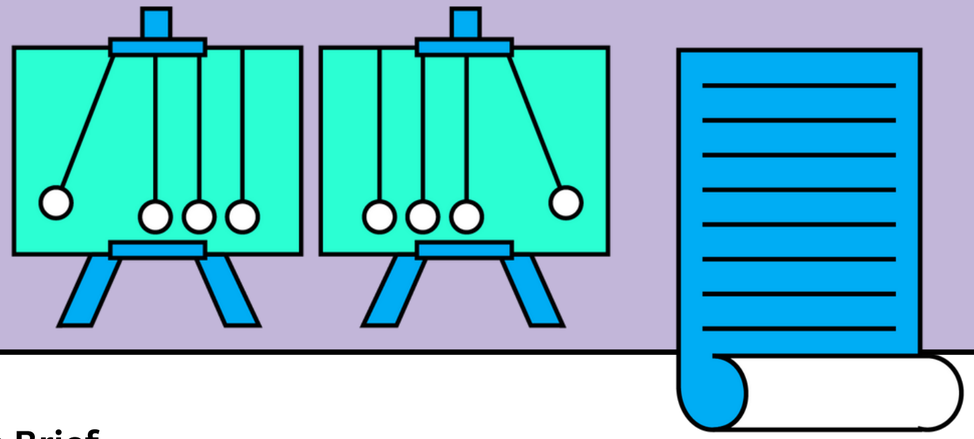

3. The Brief

The creative brief is the main difference between creating personal work or work as an artist and producing work for the commercial creative space. The brief is how projects begin.

Outcomes:

- *Understand what a creative brief looks like.*
- *Define what strategy is and its importance.*
- *Discover your process of breaking down a brief.*
- *Identify and develop the who, what and why.*

Resources: Videos, workbook, teaching guide and digital board.

4. Research and Insights

In this module, we go through different types and ways of researching that you can use to make your work relevant. The aim is to show you how important it is to have a strategy, be reflective, and have empathy in the creative process.

Outcomes:

- *Dig deeper into your product/audience/ client/culture matters.*
- *Be able to step outside your comfort zone and into the shoes of others.*
- *Comprehend the process of moving from research to insight.*
- *Apply frameworks to help you to unearth creative inspiration.*

Resources: Videos, workbook, teaching guide and digital board.

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Tool - module breakdown

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5. Ideation

Now that you have your brief, you've done your research and hopefully found your insight it's time for you to delve in and start thinking of all the ways that you can answer the brief.

Outcomes

- *Understand the power of fresh thinking.*
- *Engage in a brain-warming exercise to increase your chances of generating fresh ideas.*
- *Apply a tool to inspire divergent ideas.*
- *Build your capacity to refine, defend and rationalise your ideas.*

Resources: Videos, workbook, teaching guide and digital board.

6. Prototyping and Making

Bringing your ideas to life can be a challenging task that requires an entrepreneurial mindset and a willingness to create. It involves taking risks and experimenting to ensure that your solution is as strong as it can be.

By adopting a "maker mindset", you can push yourself to develop and refine your idea until it's ready to be presented to clients or investors.

Outcomes

- *Understand the importance of the maker mindset within the creative process.*
- *Experience two prototyping methods.*
- *Test the idea you have for your brief response.*
- *Build your capacity to refine, defend and rationalise your ideas.*

Resources: Videos, workbook, teaching guide and digital board.

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Tool - module breakdown

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7. Pitching

Once you've developed your idea, tested it, and refined it, you need to be able to sell it!

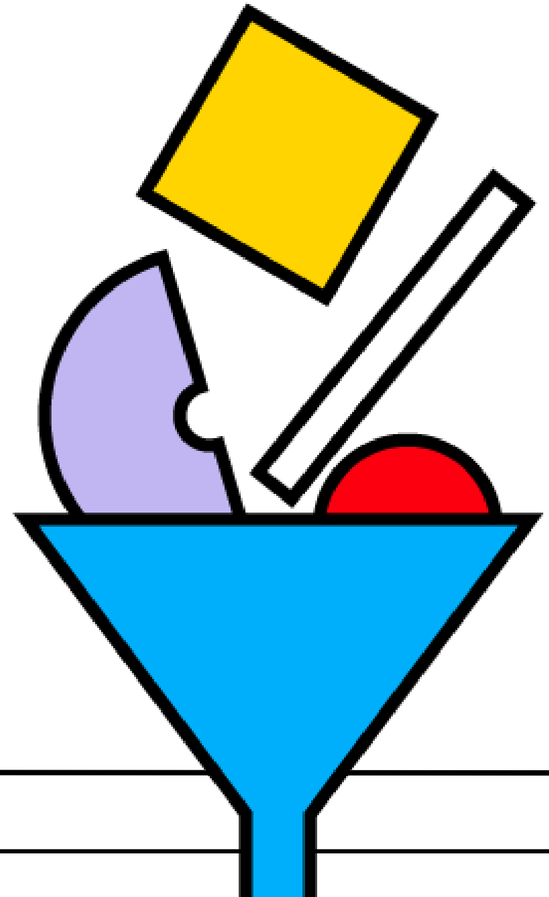
Outcomes

- Understand what a pitch is.
- Explore a basic pitch structure.
- Receive hints and tips from those who pitch regularly.
- Finally, you will be asked to consider ways to evaluate and feedback on ideas.

Resources: Videos, workbook, teaching guide and digital board.

8. Next Steps

A look back at all we have touched on during our Bridging the Creative Gap journey.



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Give it a go

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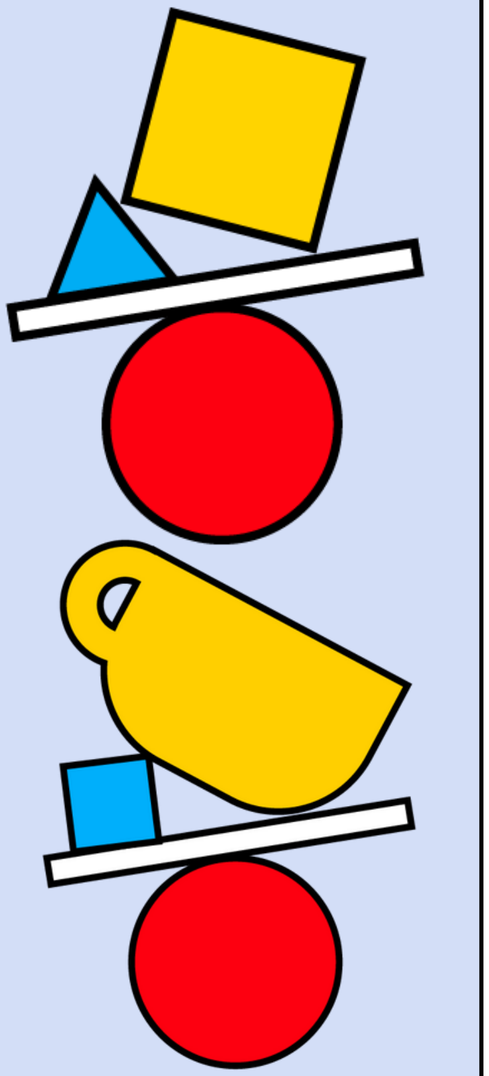
Dive in and give the course a go.

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