![Australian Government]

Assessment Requirements for SFLDEC014 Research theories of creativity

Release: 1

Assessment Requirements for SFLDEC014 Research theories of creativity

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- complete a research project using information from at least three different sources to:
  - identify and explore:
    - theories of creativity
    - creative thinking techniques
    - how florists, designers and artists apply creativity to the design process
  - develop a report which covers:
    - analysis of theories of creativity and creative thinking techniques
    - impacts on own current design practice
    - implications for the commercial viability of producing highly creative and innovative floristry designs
    - experience of experimenting with creative thinking techniques and chosen options
    - information on discussions and debates and the individual's position on theories of creativity
    - plans for integrating creativity to own professional design practice
    - any experiences where design skills have been extended by using new creative thinking techniques during or post research.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- research strategies
- sources of reliable information on theories of creativity and creative thinking techniques:
  - innovative business organisations
  - industry journals and trade magazines
  - published articles and conference papers
  - text books
  - university publications
- methods for engaging in professional discussion and debate
- definitions of creativity

- different theories of creativity:
  - historical perspectives
  - current and emerging thinking
- relationship of theories of creativity and creativity in practice
- benefits of creativity for individuals and businesses
- a range of creative thinking techniques:
  - brainstorming
  - daydreaming and mental wandering
  - lateral thinking games
  - making associations
  - mind mapping
  - trigger words
  - use of metaphors and analogies
  - visualisation
  - wishful thinking.

Assessment Conditions

Assessment must ensure use of:

- computers and the Internet to research information
- publications and texts on creativity
- people with whom the individual can engage in professional discussion; these can be:
  - people in an industry workplace or
  - people who participate in project activities, role plays or simulated activities, set up for the purpose of assessment, within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9