



Australian Government

BSBCRT601 Research and apply concepts and theories of creativity

Release: 1

BSBCRT601 Research and apply concepts and theories of creativity

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to undertake in-depth and broad research into different concepts and theories of creativity, and to apply those to a particular field of endeavour.

It applies to individuals who use sophisticated research and critical analysis skills in the exploration of creativity and its application to work and life practice. This research may be related to traditionally creative fields of practice, such as the arts, but may equally relate to broader fields of activity.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Creativity and Innovation – Creative Thinking

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Research concepts and theories of creativity	1.1 Use a range of research techniques to source information about creativity 1.2 Identify and explore potential new, emerging and alternative sources of ideas and thinking about creativity 1.3 Expand own knowledge and understanding of creativity through review and critical analysis of information 1.4 Analyse, compare and contrast a range of theoretical perspectives and thinking on creativity

ELEMENT	PERFORMANCE CRITERIA
	1.5 Identify and explore the transmigration of creative thought to innovative output
2 Apply theories of creativity to practice	2.1 Evaluate the relevance and application of different theories and practices of creativity based on analysis of own work and life experience 2.2 Analyse the ways in which different aspects of history, theory and other influences are applied, adapted or challenged in practice 2.3 Assess the ways in which theories, thinking and practices about creativity may be applied that provide benefits to individuals, businesses and the community
3 Develop, articulate and debate own perspectives theories and practices of creativity	3.1 Take a critical approach to different theories and reflect on own ideas and responses 3.2 Develop own substantiated positions in response to research and analysis 3.3 Articulate own positions in a manner which demonstrates clarity of thought and conceptual understanding of different theories and thinking 3.4 Debate own positions on creativity showing belief in own ideas and a willingness to remain open to new perspectives

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.5, 2.1- 2.3, 3.2, 3.3	Analyses and evaluates a range of complex historical and theoretical information and considers how to adopt and challenge ideas and influences in own creative processes
Writing	1.1-1.5, 2.1- 2.3, 3.1- 3.3	- Prepares concise notes to help synthesise information sourced during research - Documents findings and substantiates own opinions using relevant language, tone and structure
Oral communication	3.3, 3.4	- Expresses thoughtful and challenging opinions using engaging language, appropriate tone and syntax - Elicits views and information from others using active

		listening and provocative questioning techniques
Interact with others	3.3, 3.4	• Uses communication to achieve its purpose, demonstrating a sophisticated understanding of how to get ideas across to others • Shares knowledge and information freely as an integral part of work relationships whilst keeping an open mind to other points of view
Get the work done	1.2, 1.4, 1.5, 2.1-2.3, 3.1	• Systematically gathers and analyses relevant information to inform the development of concepts and ideas • Develops new and innovative ideas through exploration, analysis and critical thinking • Facilitates a climate in which creativity and innovation are accepted as an integral part of the way things are done

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCRT601 Research and apply concepts and theories of creativity	BSBCRT601A Research and apply concepts and theories of creativity	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>