NIRMA UNIVERSITY
INSTITUTE OF DESIGN
COMMUNICATION DESIGN
Semester III

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	2DD102CC25
Course Title:	Creative Thinking Methods
Course Type:	■**Core**/Value Added Course/ Departmental Elective/Institute Elective/University Elective/ (Open Elective/ Any other)
Year of introduction:	Academic Year 2025-26

L	T	Practical component				C
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Course Learning Outcomes (CLOs)

At the end of the course, students will:
1. Learn, apply and evaluate methods and techniques to generate creative ideas from verbal to visual and vice versa. BL 3, BL 5, BL6
2. Apply divergent and convergent ways of thinking to solve design problems. BL 3
3. Re-explore Gestalt principles to develop new visualizations. BL 1, BL 3

Total Teaching Hours: 90

Units	Contents	Teaching Hours
Unit 1	**Ideating with Metaphors** • Explore verbal metaphors, puns and puns on metaphors and create visualizations based on them	24
Unit 2	**Re-visualisation of images using the six Principles of Gestalt** • Law of similarity • Law of prägnanz • Law of proximity • Law of continuity • Law of closure • Law of common region	18

4

Unit 3	Use of divergent way of thinking	24

- **Subtraction:** Removal of a significant part of a design
  Unification: Bringing elements together, unifying them within one component
- **Multiplication:** Repeating a component for a differing impact
- **Division:** Separating components and placing in a new location
- **Attribute Dependency:** Two unrelated product attributes to be correlated with each other

Unit 4	Use of convergent way of thinking	24

- Creating a verbal story and a visual story, with multiple, random sounds and words

Self -Study	
Suggested Readings/ References	**Reading list** 1. Gal Michalle, *Visual Metaphors and Aesthetics: A Formalist Theory of Metaphor,* Bloomsbury Academic, 2022 2. De Bono Edward*, Children Solve Problems*, Penguin Books,1972 3. Ojha Amitash, *Visual Metaphor and Cognition,* LAP Lambert Academic Publishing, 2015 4. Sandler Morgan, *Visual Storytelling: How to Speak to Your Audience Without Saying a Word*, Michael Wiese Productions, 2018 5. Gotschall Jonathan, *The Storytelling Animal: How Stories Make Us Human*, Mariner Books 2013

w.e.f. Academic Year 2025-26 and onwards

5