



Course and Examination Fact Sheet: Autumn Semester 2023

7,643: Kreativität/Creativity: Creativity and Clear Communication with Visual Variation

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Digital written examination, Digital, Individual work individual grade (50%, 90 Min.)

Examination time: Lecture time

decentral - Analog written examination, Analog, Individual work individual grade (50%, 90 Min.)

Examination time: Lecture time

Attached courses

Timetable -- Language -- Lecturer

[7,643.1.00 Kreativität/Creativity: Creativity and Clear Communication with Visual Variation](#) -- English -- [Eppler Martin](#)

Course information

Course prerequisites

None

Learning objectives

Students should

- Be able to apply the five types of visual variations to creative problem solving, creativity, and learning.
- Know the basic visual thinking guidelines and be able to adhere to them.
- Develop, cultivate and apply your creative imagination, even under time pressure.
- Master managerial key concepts via the visual variation approach.

Course content

Making the complex clear and freeing up your creativity are challenging endeavors, as we all suffer from a curse of knowledge (knowing our own subject too well) or information overload. Variation theory and Visual Variations offer a time-tested and rigorous, yet simple approach to make complex topics accessible to anyone and open up new thinking directions. In this interactive and hands-on creativity course you will get to know Visual Variations (inspired by Marton's seminal Variation Theory) and see its implications for idea generation, communication and learning. This will enable you to make your communication, creative problem solving, and learning more systematic, engaging, and memorable.

Course structure and indications of the learning and teaching design

1. Introduction and Overview
2. Challenges addressed with Visual Variation
3. Variation Theory and Visual Variation in Overview
4. The Approaches Pattern
5. The Scenario Pattern
6. The Segments Pattern
7. The Mutations Pattern
8. The Configurations Pattern
9. Combining Patterns



- 10. Polishing one's own Visual Variations
- 11. Conclusion

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **Studynet**. Only the current timetable as published on **Stundenplan online** does apply.

Course literature

Eppler, M. (2022) An Introduction to Visual Variation. St. Gallen: mcm institute.

Lo, M.L. and Marton, F. (2012) Towards a science of the art of teaching: Using variation theory as a guiding principle of pedagogical design, *International Journal for Lesson and Learning Studies*, 1,1, pp. 7-22.

Additional course information

Martin Eppler is a professor of communications management and a creativity researcher and trainer. He is a director at the institute of media and communications management and the author of 24 books on creativity visualization and communication.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

Examination type	Digital written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Digital
Time of examination	Lecture time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	90 Min.

Examination languages

Question language: English
Answer language: English

Remark

Short Paper with a novel set of visual variations

Examination-aid rule

Open Book

Students are free to choose aids, apart from the following restrictions:

- pocket calculator models which are not part of the Texas Instruments TI-30 series, as well as any programmable electronic devices that are capable of communication such as electronic dictionaries, notebooks, tablets, smartphones, headsets, additional screens, etc. are not admissible;
- there is an option for faculty members to explicitly define exceptions under supplementary aids.



Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

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2. Examination sub part (2/2)

Examination modalities

Examination type	Analog written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Analog
Time of examination	Lecture time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	90 Min.

Examination languages

Question language: English

Answer language: English

Remark

written exam on key concepts

Examination-aid rule

Closed Book

The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

closed book exam, no aids allowed. Based on the discussed topics and the course book.

Examination content

1. **written exam (50%, short paper with a novel set of visual variations, 12.000)**
2. **written exam (50%, written exam on key concepts)** consists of multiple choice and open questions regarding the key topics addressed in class (as examples of Visual Variation) and with regard to the Visual Variation approach itself as well as regarding Variation Theory.

Examination relevant literature

Eppler, M. (2022) An Introduction to Visual Variation. St. Gallen: mcm institute.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).