# *Problem Solving, Innovation and Communications*

**Assignment #1**

# Due Date: *14th March 2025, 2pm*

This assignment is an individual assignment and counts for 70% of your overall mark.

The goal of the assignment is to write a paper about a specific creativity methodology, it must include two papers that use this technique, and details of an experiment you do yourself. I have created a skeleton for you, so this can be done in just four weeks as follows:

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| **Week 1:** | * Select a technique, either from the list below or somewhere else
* Find two papers that use this technique using Google Scholar
* Write a 100-200 word summary of this technique
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| **Week 2:** | * Read the first paper
* Select an appropriate diagram from the paper
* Write a 300-400 word summary of this paper
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| **Week 3:** | * Read the second paper
* Select an appropriate diagram from the paper
* Write a 300-400 word summary of this paper
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| **Week 4:** | * Select a simple scenario, agree with Damian
* Do the technique on that scenario
* Write a 350-450 word summary of the outcome
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| Examples of Creativity Techniques1. 10X Technique
2. 6-3-5 Method
3. Attribute Listing
4. Biomimicry
5. Brainstorming
6. Brainwriting Pool
7. CATWOE
8. COCD-Box
9. Delphi Technique
10. Doblin's 10 Types of Innovation®
11. EPV
12. Fishbone Analysis
13. Five Ws
14. Force Field Analysis
15. Harvey Cards
16. Kano Model Analysis
17. Lotus Blossom
18. Metaphorical Thinking
19. Metaplan Technique
20. Mindmaps
21. Morphological Analysis
22. O'Connor's Seven Essential Innovation Questions (SEIQ) Framework
23. Osborn Checklist
24. Pareto Diagramming
25. Persuasion Technique
26. PINC Filter
27. QFD
28. Relevance Tree Analysis
29. SCAMPER
30. Six Thinking Hats
31. Starbursting
32. SWOT
33. Synectics
34. Systematic Inventive Thinking
35. The Business Model Innovation Pattern Cards
36. The Excursion Technique
37. The Reframing Matrix
38. TRIZ
39. Unified structured inventive thinking
40. Zero Draft
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| **Marking Scheme:**

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| Selected a technique | 2% |
| Who invented it | 2% |
| When did they invent it | 2% |
| Why was it developed | 2% |
| Explain how it works | 12% |
| Review of paper 1 | 25% |
| Selection of diagram from paper 1 | 5% |
| Review of paper 2 | 25% |
| Selection of diagram from paper 2 | 5% |
| Your own experiment | 15% |
| Your reflections | 5% |

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| **Submission of Assignment:**You are required to electronically submit your assignment on or before the due date. To electronically submit your assignment, e-mail it to Damian.X.Gordon@tudublin.ie with the subject heading: "PSIC Assignment 1", as well as submitting on Brightspace. |

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| **Lateness Policy**: If you submit your assignment late, you will be marked normally, and then I will multiple your result by 0.6.**Plagiarism Policy**: If I catch you plagiarising, I will be my upmost to see that you are kicked off the course. |