

Sheridan College

# SOURCE: Sheridan Scholarly Output, Research, and Creative Excellence

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Introduction to Studies in Creativity

Student Infographics: Perceptions of creativity  
in their programs of study

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## Creativity in Interaction Design

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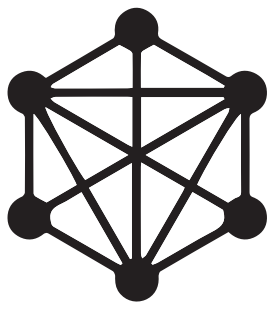
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# Creativity in



# Interaction Design

## What is IxD?

Interaction designers are creative problem-solvers who find new ways to integrate technology into our lives. Bachelor of Interaction Design: Sheridan.

## What is creativity?

Creativity by definition is when an individual comes up with both a unique and effective solution to a given "problem". Over time there have been numerous versions of "What is Creativity?" But it has been found that the creative process is what creates these solutions, not the final product. Runco & Jaeger (2012).

## What is creative about IxD?

IxD is centered around unique problems where there is not one set solution. Students are encouraged to be creative when coming up with a method or solution to tasks. Faculty are constantly giving students opportunity to learn new skills to use when thinking in a unique and effective way.

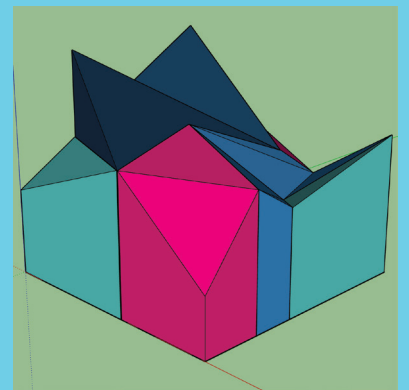
## How can IxD be "creative"?

Students are given creative freedom in the ways projects are completed in various courses by challenging the way we think, and applying it.

## Who is creative in Interaction Design?

- STUDENTS
- FACULTY
- ALUMNI
- INDUSTRY PARTNERS

The interaction design honors bachelor degree at Sheridan college is filled with creative students, faculty, alumni, and industry partners. Incoming students for IxD have a diverse background of previous study areas and are encouraged to apply those skills when working through assignments.



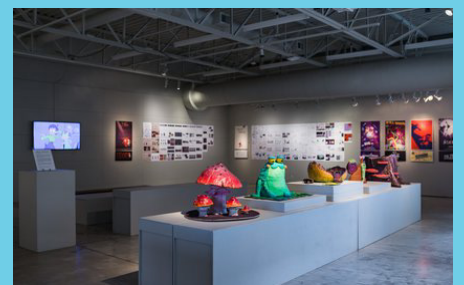
IxD FIRST YEAR "FINDING Z"  
CONCEPTUAL PROCESS PROJECT

## Where and When can students get creative in IxD?

Students have opportunity to get creative all the time in IxD! Ranging from getting their work displayed around campus for others to see for inspiration, to faculty installations including students to assist in the creation of them.



Material ConneXion Library (HMC with satellite location in Trafalger Library)



Trafalger Gallery where student work is showcased and regularly updated. Free to browse daily.

## Why is IxD Creative?

IxD is the prime example of Sheridans slogan "Get Creative". using multiple mediums demonstrating unique and effective solutions from Coding web applications, to 3D augmentation, IxD is more than the run of the mill design bachelors program. Bachelor of Interaction Design: Sheridan.

## Sources

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Runco, M. A., & Jaeger, G. J. (2012). The Standard Definition of Creativity. Creativity Research Journal, 24(1), 92-96. doi: 10.1080/10400419.2012.650092