



Course Outline

TU106 Creativity and Communication

Semester 2/2025 (January 5 - May 2, 2026)

Lecture Time: Tuesday; 13.00-16.00 hrs.

Lecture Venue: TBA

Teaching Materials Platform: MS Team

Instructor:

Name:

Asst. Prof. Dr. Sarupong Sutprasert (Course Coordinator)

Dr. Rasita Sineakeiam (Section 046401)

Ajarn Petcharat Maneenut (Section 046402)

Office Hours: Fridays, 1 – 4 PM, Please make an appointment

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Number of Credit: 3 Credits (3-0-6)

Prerequisite: -

Course Description:

Creative thought processes, with critical thinking as an important part, as well as communication of these thoughts that lead to suitable results in social, cultural and environmental contexts, at personal, organizational and social levels.

Course Objectives:

Enable the learners to proceed the creative thinking process to systematically solve the problems in concrete way that is consistent with reality, and to be able to communicate those ideas to listeners at various levels, including the colleagues and the general public.

Course Learning Outcomes (CLOs)

CLO 1 Apply in-depth knowledge in a particular area to create new benefits.

CLO 2 Think and find new solutions systematically and with certainty.

CLO 3 Choose communication methods that are consistent and appropriate for the audience, content, and communication objectives, both at the interpersonal and group levels.

Learning Management and Evaluation

CLO	Learning Management	Evaluation
1	In-class assignment and project	Feedback, reflection, assignment, and project
2	Lecture, in-class assignment, and project	Feedback, reflection, assignment, and project
3	Lecture, in-class assignment, and project	Feedback, reflection, assignment, and project

Learning Assessment Plan

CLO	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
1	Project (presentation, Q&A)	11, 14	10 + 10
1	Reflection	15	10
2	In-class assignment	5	10
2	Project	8, 9, 10, 12, 13	10
2	Mid-term examination	Mid-term exam week	15
2	Project (presentation, Q&A)	11, 14	10 + 10
3	Mid-term examination	Mid-term exam week	5
3	Project (presentation)	14	10

Assessment in summary

Category	Assignment	Type	Session	Score	CLOs
UNIT 2	Creative Thinking Model	Group	5	10	2
Mid-term	Examination	Ind.	Mid-term	20	2,3
UNIT 3	Contribution Report	Group	8, 9, 10, 12, 13	10 (5 x 2)	1,2,3
UNIT 3	Proposal Presentation	Group	11	20	1,2,3
UNIT 3	Pitching Presentation	Group	14	30	1,2,3
UNIT 4	Reflection	Ind.	15	10	1

Main Text:

Lewrick, M., Link, P., Leifer, L. (2018). The Design Thinking Playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems. New Jersey: John Wiley & Sons.

Recommended Texts & Materials

Wagner, T. ดลพร รุจิรวงศ์ (แปล) (2561). Creating Innovators : The making of young people who will change the world คู่มือสร้างนักนวัตกรรมเปลี่ยนโลก. กรุงเทพฯ: bookscape.

ประจักษ์ ปฏิทัศน์ (2562). การคิดเชิงระบบและความคิดสร้างสรรค์. กรุงเทพฯ: สำนักพิมพ์จุฬาลงกรณ์.

Suggested Readings:

De Bono, E. นุชนาฏ เนตรประเสริฐศรี (แปล) (2553). Think! Before It's Too Late คิด! ทลายกรอบคิดเดิม เพิ่มพลังคิดสร้างสรรค์. กรุงเทพฯ: เนชั่น อินเทอร์เน็ตเนชั่นแนล เอ็ดดูเทนเมนท์.

De Bono, E. มัทธนี พลังเทพินทร์ (แปล) (2551). Edward De Bono's Thinking Course วิธีเสริมสร้างทักษะการคิด ของ เอ็ดเวิร์ด เดอ โบโน. กรุงเทพฯ: Pocket Media.

Grading Criteria:

A	100 - 80 %	B+	79 - 75%	B	74 - 70%	C+	69 - 65%
C	64 - 60%	D+	59 - 55%	D	54 - 50%	F	49 - 0%

Tentative Class Schedule:

Session	Date	Topic / Content	Assignment
UNIT 1: Treasure in Me			
1	2026-01-06	Discover the hidden treasure within ourselves and get to know the treasure of our friends.	Formative work
2	23026-01-13	Extend your own "treasure" for those who need. Short lecture: concepts, development, and components of innovation and innovative thinking. The role and importance of analytical and creative thinking in innovative thinking. The importance and techniques of communicating ideas. Reflect on the learning experience and connect it with various theories in the course.	Formative work
UNIT 2: Me at the Edge of the World			
3	2026-01-20	Experiment with problem-solving through a creative process - approaching problems systematically.	Formative work
4	2026-01-27	Experiment with problem-solving through a creative process - imagination and reality.	Formative work
5	2026-02-03	Short lecture: The steps of innovative thinking and the factors that influence the thinking process. Reflect on the learning experience and connect it with various theories in the course.	Creative Thinking Model (10%)
UNIT 3: No One Born A Master			
6	2026-02-10	Introduction to Design Thinking and its tools, with case studies.	Formative work
7	2026-02-17	Presentation techniques and tips	Formative work
Midterm Examination: 2026-02-21 – 2026-02-28 *** TU 106 HAS mid-term exam (20%) ***			
8	2026-03-03	Understand the problem, empathize with the users, and define the project scope.	Contribution Report (2%)

		<i>*** Makha Pujay Day – Class cancelled – Make-up class to be announced ***</i>	
9	2026-03-10	Develop the project topic – users and context analysis	Contribution Report (2%)
10	2026-03-17	Develop the project topic – define the point of view and the opportunity	Contribution Report (2%)
11	2026-03-24	Proposal Presentation	Proposal Presentation (20%)
12	2026-03-31	Project ideation, prototyping, and test planning	Contribution Report (2%)
13	2026-04-07	Test result discussion and plan for development	Contribution Report (2%)
SONGKRAN WATER FESTIVAL 2026-04-11 – 2026-04-18			
NO CLASS			
14	2026-04-21	Final Presentation	Final Presentation (30%)
UNIT 4: When It Can't Be Seen			
15	2026-04-28	Factors that promote being an innovation creator.	Reflection (10%)
Final Examination			
*** TU 106 has no final exam ***			

Necessary Information and What You Should Know:

1. Students must be on time for class and submit work on time.
2. Students must fully participate in class activities and cooperate with their group.
3. Students must be self-disciplined, including keeping a record of their learning and proof of their work submissions.
4. Students must maintain the atmosphere and cleanliness of the classroom, as well as the working atmosphere of their group.
5. Students must have at least 80% attendance of the total class time.
6. Students can contact the instructor through the permitted channels between 8:00 AM and 8:00 PM.
7. Students are not required to wear a student uniform to class, but must dress politely, showing respect for themselves, others, and the location.

Method/Channels for Announcing, Checking, and Contesting Scores:

1. Scores for each assignment will be returned within 3 weeks.
2. Students can check their scores for each assignment through the Assignments in MS Team.
3. Students can check their total score in the Grades menu in MS Team.
4. Students must compare their total score with the grading criteria announced in the course syllabus.
5. It is recommended that students calculate their own scores again to prevent system errors.
6. If an error is found, it can be contested within 1 week after the scores are announced.
7. Students should be aware of the announced deadlines and must take action within the announced time only.

Rules for Absences/Missing Class:

1. Students must have at least 80% attendance of the total class time.
2. Students must inform the instructor or teaching assistant every time they are absent, along with credible evidence.
3. If a student needs to be absent for more than the specified limit, they must obtain permission from the instructor.

For other necessary cases (to be announced to students for mutual understanding):

If there is a necessary event, such as an epidemic, disaster, or other necessary reasons, the teaching will be conducted online. If a student has an event that prevents them from attending online class in this case, for whatever reason, they must inform the instructor or teaching assistant immediately.

Rubrics for assessment in assignment and project

UNIT 2 Creative Thinking Model

Criteria	Description
10-Very Strong	The report provides a comprehensive and in-depth analysis of the creative process.
9-Strong	The report presents a detailed and thorough understanding of the creative process, discussing key stages and concepts.
8-Fair	The report demonstrates a solid but somewhat generalized understanding of the creative process, covering the basic stages and concepts without significant depth.

7-Weak	The report provides a superficial understanding of the creative process. It may list the stages but fails to explain them in detail or connect them meaningfully.
6-Very Weak	The report shows a fundamental misunderstanding of the creative process. It may misidentify or incorrectly define key terms and stages.
5-Fail	The report is absent or demonstrates a complete failure to understand the core concepts of the creative process.

Mid-term exam & UNIT 3 Contribution Report

	Correct answer	Incorrect answer
Submission in time	1	0
Submission NOT in time	0	0

UNIT 3 Proposal Presentation

Criteria	Description
Explanation of Discovery (50%)	
10-Very Strong	Exceptionally clear and logical. Ideas flow perfectly, making complex topics easy to grasp. All important research info is perfectly correct and detailed. Connects ideas, finds patterns, and explains what it all means beyond just summarizing. Uses evidence smoothly to back every point, showing deep understanding.
9-Strong	Clear and logical organization; easy to follow. Important info is covered thoroughly and correctly, with key details present. Connects different info well and draws good conclusions. Evidence is well-used and supports claims, showing good understanding.
8-Fair	Mostly organized, but flow could be clearer. Most important info is correct but might miss small things or lack depth. Tries to connect info, but often just summarizes. Uses evidence, but it might not always fit perfectly.
7-Weak	Not clearly organized; hard to follow. Missing important info or has clear mistakes/wrong ideas about the research. Just summarizes findings, no real connections or analysis. Little evidence, or it's used badly/doesn't link to claims.

6-Very Weak	No real organization; messy and very hard to follow. Lots of missing info, big mistakes, or completely wrong ideas about the research. No attempt to connect or analyze; just a mix of random, often wrong, facts. Almost no evidence, or it's useless/misused.
5-Fail	No explanation, completely off-topic, or no organization. Can't understand it. Shows no understanding of research or what was asked. No sign of understanding or trying. No evidence, or it's totally irrelevant.
Creativity of the point-of-view (50%)	
10-Very Strong	The point-of-view is exceptionally original, groundbreaking, and demonstrates profound imaginative insight, completely redefining the understanding of the subject.
9-Strong	The point-of-view is highly original and inventive, offering a fresh, insightful, and imaginative take that significantly enhances understanding.
8-Fair	The point-of-view shows some originality or a new angle, but it might still be somewhat conventional or predictable, adding moderately to understanding.
7-Weak	The point-of-view lacks significant originality, mostly reiterating existing ideas or offering a slightly altered but uninspired perspective, adding little new.
6-Very Weak	The point-of-view is largely unoriginal, derivative, or a mere restatement of common knowledge, showing minimal imaginative effort.
5-Fail	The point-of-view demonstrates no originality whatsoever, merely repeating obvious or widely known facts without any unique contribution or creative thought.

UNIT 3 Final Presentation

Criteria	Description
Novelty (33.33%)	
10-Very Strong	The idea introduces a fundamentally new concept or paradigm, is revolutionary and unprecedented in its approach or application, and creates a new category or solves a problem in a way never before conceived.
9-Strong	The idea presents a significantly original concept or a highly innovative combination of existing elements, offers a distinct and substantial departure from current solutions or common practices, and demonstrates clear inventive thinking that stands out.

8-Fair	The idea contains some novel elements or a fresh perspective on an existing concept, represents an incremental improvement or a new application of a known concept, and shows a degree of originality but might still align with established patterns.
7-Weak	The idea lacks significant originality, primarily re-purposing or slightly modifying existing solutions; its newness is superficial or minor, offering little true innovation, and closely resembles current approaches without a compelling unique selling proposition.
6-Very Weak	The idea is largely derivative or a direct copy of an existing idea with minimal, insignificant changes, demonstrates almost no original thought or inventive contribution, and the concept is widely known or commonly implemented.
5-Fail	The idea is identical to an existing solution or concept, shows no discernible novelty, originality, or creative input, and is a common, obvious, or trivial suggestion.
Possibility (33.33%)	
10-Very Strong	The idea is highly practical and immediately implementable with existing, readily available resources, technology, and expertise, presenting minimal foreseeable obstacles to successful execution, making it highly attractive and low-risk for stakeholders.
9-Strong	The idea is practical and largely implementable with existing or easily attainable resources and technology, requiring only minor adjustments or manageable challenges for successful execution, offering a compelling proposition for stakeholders with acceptable risks.
8-Fair	The idea is potentially practical but requires overcoming some identifiable challenges related to resources, technology, or expertise, and its implementation path needs further development and validation, which may lead to cautious interest from stakeholders.
7-Weak	The idea presents significant practical hurdles, requiring substantial development of new technologies, acquisition of difficult-to-obtain resources, or resolution of major logistical complexities, making its implementation highly uncertain and likely to raise significant concerns for stakeholders.
6-Very Weak	The idea is largely impractical, facing severe and potentially insurmountable barriers related to fundamental technological limitations, extreme resource requirements, or a lack of a realistic pathway for development and deployment, making it highly unappealing and risky for stakeholders.
5-Fail	The idea is fundamentally impossible to implement given current scientific understanding, technological capabilities, or resource constraints, lacking any conceivable means of practical realization, and would be immediately dismissed by stakeholders as non-viable.
Idea communication (33.33%)	

10-Very Strong	The idea is presented with exceptional clarity, coherence, and compelling storytelling, supported by outstanding speaking skills, a captivating stage presence, and highly professional, impactful visual design, fully engaging the audience and leaving no ambiguity about its core concept, benefits, and feasibility.
9-Strong	The idea is presented clearly and logically, effectively communicating its essence, benefits, and a credible path forward, bolstered by strong speaking skills, confident stage performance, and effective visual design that maintains audience engagement throughout.
8-Fair	The idea is generally understandable, but the presentation may lack some clarity, structure, or engaging elements; speaking skills are adequate but not compelling, stage presence is moderate, and visual design is functional but not particularly impactful, requiring the audience to infer certain details or losing their full attention at times.
7-Weak	The idea is presented with significant lack of clarity, poor organization, or unengaging delivery; speaking is hesitant or unclear, stage presence is minimal, and visual design is distracting or poorly executed, making it difficult for the audience to grasp the core concept or its potential value.
6-Very Weak	The idea presentation is highly confusing, disorganized, and fails to convey even the most basic aspects of the concept; speaking is unintelligible, stage presence is absent or detrimental, and visual design is amateurish or counterproductive, leaving the audience with little to no understanding.
5-Fail	The presentation is completely incoherent, irrelevant, or non-existent, providing no discernible information about the idea whatsoever, marked by a complete absence of effective speaking, stage performance, or visual design.

UNIT 4 Reflection

Criteria	Description
Very strong (10)	Clearly, thoroughly, and completely.
Strong (9)	Clear and thorough with a minor fix.
Fair (8)	Clear and thorough with major fix.
Weak (7)	On the right track with need of clarification/explanation.
Very weak (6)	Relevant but vague.
Fail (5)	Not relevant