

DES22 Collaborate in a creative process - H9WW 04

Unit summary

This unit is about the skills required to collaborate in a creative process in a work context. The unit focuses on effective engagement in a collaborative process, underpinned by a commitment to trust and ethics as a key feature of collaborative creative effort.

What you must be able to do

- a) Maximise the possibilities of sustaining creative partnerships by demonstrating trustworthy and ethical behaviour
- b) Use professional discretion and judgement in dealing with others
- c) Acknowledge and respect the different ways that different people may contribute to the creative process
- d) Acknowledge and work within the legal framework that applies to creative content as part individual commitment to an ethical approach
- e) Respect collaborative efforts by relinquishing individual ownership of ideas
- f) Maintain a belief in personal ideas, combined with a willingness to move on from initial positions and pre-conceptions to accept and embrace new and unpredictable ideas as they emerge during the creative process
- g) Use language and adopt a demeanour that demonstrates respect and trust for other
- h) Listen to, value, respect and trust the contributions of others as material to work with rather than positions to argue against
- i) Challenge, test and share ideas in a supportive way as part of the creative process
- j) Play a role that encourages the movement and shift of ideas within the group towards a well conceived solution
- k) Reflect on own level of participation, relationships with others and personal behaviour in the collaborative process
- l) Identify ways to do better next time and follow up on any issues that need to be resolved
- m) Identify and seek opportunities to refine and expand your own skills and knowledge, including learning from failing

What you must know:

- 1) The concept of shared intellectual property from collaborative creativity
- 2) Concepts of trust and ethical behaviour in the concept of creative endeavour
- 3) Different roles people may play in a collaborative creative process and how this contributes to the overall effort
- 4) How the creative process works in different situations
- 5) How the potential for creativity can be maximised within a team
- 6) Copyright, moral rights, intellectual property rights issues
- 7) What stops creativity in a group
- 8) How to take responsibility and understanding how and why things go wrong