

THE B!G iDEA

Program overview

The B!G Idea is a FREE, 15-week, practically-oriented creative programme which empowers students to use their creativity to develop a B!G Idea (solution) to tackle society's biggest challenges. The benefits of creativity are for everyone! We provide all teaching and learning resources for teachers and all equipment for students to engage in our activities, so there are no barriers to inclusion.



In advance of the programme the B!G Idea team will bring teachers through the 15-week structure and the range of teaching and learning supports available.

This is chance for teachers to ask questions, get an insight into the mentors and to learn more about the five B!G Idea briefs which their students will choose from.



Students will participate in a range of **creative workshops** and activities to learn about the impact and potential of creative thinking.

Students will discover more about the five B!G Idea briefs and they will learn how to work collaboratively as a part of a creative team.



Students are encouraged to carry out different forms of **research** to develop an understanding of the issues identified and how they impact people and communities.

Lessons include weekly interviews from creative professionals sharing how they apply creative thinking to solve problems. Students will learn how to apply these strategies to their chosen briefs.



With guidance from The B!G Idea team, and support from teachers students will develop an **A4 pitch** to communicate the story of their idea so far and how it responds to the brief.

Creative industry mentors will review each pitch and provide feedback and guidance to students.



The students will actively collaborate in their teams to **develop** their projects. They will reflect on and analyse the feedback from creative industry mentors, evolving their proposed solutions.

Through their lessons each week, students will learn more from our industry mentors about the tools and strategies they will need to communicate their final solution.



Students learn how to prepare a clear and compelling solution to their brief. They will present this through a 2-3 min video of their learning journey, 1 x **A3 of their project proposal** and 1 x **A3 of their process**.

Students' **learning journey video** will highlight their experience and insights and how their B!G Idea will positively impact their local community or the wider world.



The Showcase celebrates students' creative skills and their B!G Idea journeys. Through a series of talks, our mentors will share their experience and the impacts of creative thinking.

Students are awarded prizes and medals for each category winning team. The overall B!G Idea winning team receive B!G Idea trophies, laptops and €1000.

The on-line interactive exhibition will be open to the public to share all the B!G Ideas to the world.

JANUARY

MAY

Please note: The above programme structure and content may evolve subject to teacher and student' reflection and evaluation. © 2021 The B!G Idea House

Clár Éire Ildánach
Creative Ireland
Programme
2017–2022



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