



MODULE 7 (42 minutes)

Topic Title: Billboard Creativity Jokia Williams

LO1: Describe the components of effective emotional creativity

LO2: Employ techniques to promote greater creative persuasion

Engagement Strategy:

Reflect on experiences with interpersonal creativity. Relate those experiences to components of effective emotional creativity. Understand the fundamental strategies for persuasion. Practice using the creative medium of songwriting to craft a creative persuasive message.

Synch Matrix:

Start	End	Activity	Facilitator Notes
0:00	1:15	Main Intro	
1:15	3:30	"Examine" Exercise	Examine what techniques work for you to get "unstuck" when you're at what an author may call a "writers block".
3:30	7:30	Instructor/Topic Intro	Nate Self introduces Jokia Williams and Jokia talks about creativity in songwriting.
7:30	10:30	Emotional Creativity	Jokia explains what emotional creativity is and gives some techniques to promote it.
10:30	15:45	"Explore" Exercise	Useful exercise for finding creative solutions for current situations.
15:45	17:45	Good Ideas Need Persuasion	Jokia walks through how even if you have a great idea, you need to persuade others that it is a great idea.
17:45	20:00	"Describe" Exercise	Good exercise for finding out what persuades you.
20:00	21:20	The Key Factors of Persuasion	Ethos, Logos, Pathos, and Kairos.
21:20	24:20	"Describe" Exercise	How does each jingle apply the Ethos, Logos, Pathos & Kairos concepts?
24:20	30:00	Real Life Story of Persuasion Pt. 1	Dr. Ray Harrison shares a story of how he had to persuade people into changing medical records from paper to digital.
30:00	32:00	"Examine" Exercise	This exercise helps with using Ethos, Logos, Pathos, and Kairos concepts to create a jingle.
32:00	35:00	Real Life Story of Persuasion Pt. 2	Dr. Ray Harrison shares a story of how he had to persuade people into changing medical records from paper to digital. (Part 2)
35:00	38:20	"Apply" Exercise	Write a jingle to persuade someone about why you need a vacation.
38:20	41:11	Conclusion/"Rise" Performance	Jokia Williams performs "Rise"!

Sources:

Arnheim
Sundararajan
Aristotle
Buckley