A Study on the Impact of Team Dynamics on Creativity in Advertising Design

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Abstract:

The intensifying global competition and the rapidly changing market conditions have been putting more premiums on employees demonstrating creative problem solving skills at work, especially in the team setting. Organizations now increasingly put more emphasis on selecting employees on their creative skills in handling complex work challenges, in collaboration with others. Unfortunately, few courses in the existing CityU's curriculum explicitly address this issue–despite its obvious importance for disciplines such as creative media, architectural design, media communications, advertising and marketing.

Building on the existing research on creativity theory–the generation of novel and useful ideas (Amabile et al., 1996), this study aims to apply the theoretical framework of developing team-based creativity to the educational setting. In particular, the author will design and implement a study that tests the key aspects of team creativity and how these skills can be taught through carefully planned classroom activities. The project will focus on the fields of communication, for which creativity rules. But the results should carry broader implications for other disciplines as well (e.g., creative media).

This project aims to fill this void by studying the impact of team dynamics on the creative process and creative outcome in relation to the production of a series of print advertisements among 10 creative teams, each comprising three undergraduate students majored in communication. The pilot study will employ both quantitative and qualitative research methods, which include investigation of the individual characteristics of each team member through a questionnaire; an experiment involving the design of a series of print advertisements by each creative team; conduct of observational fieldworks and retrospective interviews to identity and explain the decisions and interactions made among the team members with respect to the designs; and evaluation of each team's creative performance by ten creative directors working in different advertising design companies. The knowledge and findings derived from this project can be of value to the development of relevant methods for educating and training future practitioners for the field of advertising design.