

## 2023 Programme Overview

The B!G Idea is a FREE, 12-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.

### Programme development

OCT – DEC

The B!G Idea team work with our students, teachers, Mentors and Believers to develop the programme content and to co-create project briefs.

Students

Teachers

Mentors

Believers

### 1 Research

WEEK 1 – 3

At the research stage, students will discover more about the five B!G Idea briefs and they will learn how to work collaboratively.

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.

### 2 Ideation

WEEK 4 – 6

Informed by their research, students create a range of ideas. Through guidance and support students will develop a 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.

MENTOR INPUT

STUDENT PITCHES: MENTOR INPUT FEBRUARY – MARCH

### 3 Development

WEEK 7 – 9

At this stage, students will analyse the feedback from creative industry Mentors and will further develop their proposed solutions. They will learn creative skills in prototyping, testing and refining their B!G Idea.

### 4 Presentation

WEEK 10 – 12

At this final stage, students will learn how to prepare and communicate their B!G Idea solution. They will present this through a 2-3 min video outlining their learning journey, their experience and their insights, 1 x A3 of their B!G Idea proposal and 1 x A3 of their creative process.

MENTOR INPUT

STUDENT'S FINAL B!G IDEA: JUDGING MAY 15 – 17

### 5 Showcase

MAY

The Showcase is an online celebration of the B!G Idea journeys of the students, teachers and Mentors. Students are awarded prizes and medals for each category winning team and the overall B!G Idea winning team.

An on-line interactive exhibition will share every student's B!G Idea to the world.

### Creative skill development

Each week students focus on developing a range of creative skills. Lessons engage students in fun and accessible creative activities while also expanding students understanding of creative thinking. Lessons also include weekly interviews from creative professionals sharing how they apply creative thinking to solve problems.

JANUARY/FEBRUARY (Flexible Start Date)

MAY

Please note: The above programme structure and content may evolve subject to teacher and student reflection and evaluation. © 2022 The B!G Idea House



Clár Éire Ildánach  
Creative Ireland  
Programme  
2017–2022



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