



ISD 1359 CREATIVITY IN ACTION

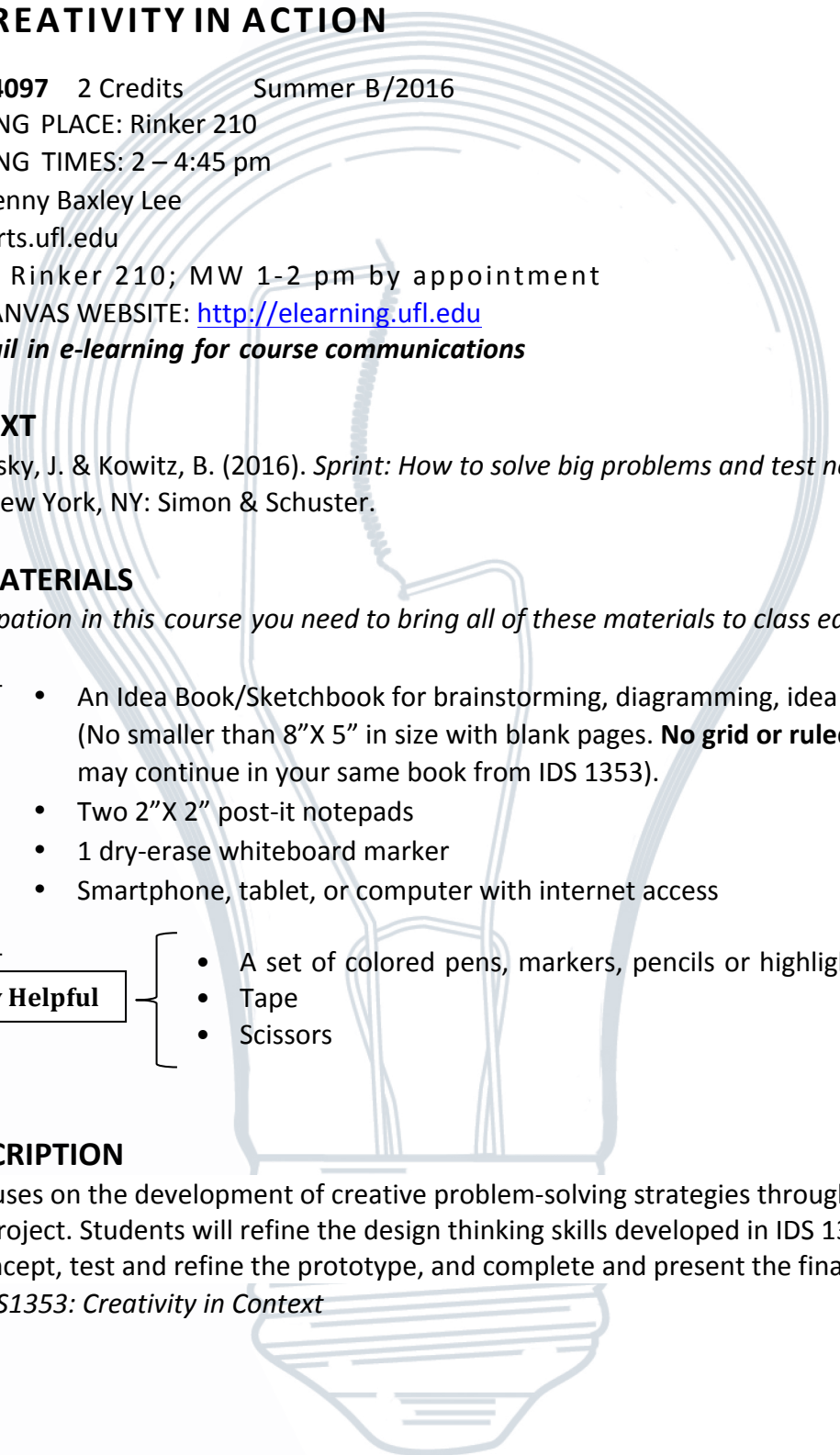
SECTION #: **4097** 2 Credits Summer B/2016
COURSE MEETING PLACE: Rinker 210
COURSE MEETING TIMES: 2 – 4:45 pm
INSTRUCTOR: Jenny Baxley Lee
E-MAIL: jlee@arts.ufl.edu
OFFICE HOURS: Rinker 210; MW 1-2 pm by appointment
E-LEARNING/CANVAS WEBSITE: <http://elearning.ufl.edu>
Please use email in e-learning for course communications

REQUIRED TEXT

Knapp, J., Zeratsky, J. & Kowitz, B. (2016). *Sprint: How to solve big problems and test new ideas in just five days*. New York, NY: Simon & Schuster.

REQUIRED MATERIALS

For best participation in this course you need to bring all of these materials to class each day:

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|---------------------|--|
| Required | <ul style="list-style-type: none">• An Idea Book/Sketchbook for brainstorming, diagramming, idea generation (No smaller than 8"X 5" in size with blank pages. No grid or ruled paper; you may continue in your same book from IDS 1353).• Two 2"X 2" post-it notepads• 1 dry-erase whiteboard marker• Smartphone, tablet, or computer with internet access |
| Very Helpful | <ul style="list-style-type: none">• A set of colored pens, markers, pencils or highlighters• Tape• Scissors |

COURSE DESCRIPTION

This course focuses on the development of creative problem-solving strategies through completion of an innovative project. Students will refine the design thinking skills developed in IDS 1353, they will prototype a concept, test and refine the prototype, and complete and present the final project.

Prerequisite: IDS1353: Creativity in Context



PURPOSE OF COURSE

Students will become fully immersed in the human-centered design thinking process that was introduced in IDS 1353. Creative theories will be translated into practical application as students find solutions to real-world problems through building an original concept, testing and iterating the idea, and presenting a complete and innovative prototype that will be exhibited and presented in an all-class IA exhibition, known as the Catalyst Showcase.

COURSE GOALS & OBJECTIVES

By the end of this course students will be able to:

- 1) Define the five steps of human-centered design thinking.
 - a) Identify and define the goals, objectives, and performance criteria of a design problem.
 - b) Collect research through at least 3 different human-centered methods of inquiry.
 - c) Evaluate relevant research findings and synthesize learning to find at least 3 unique approaches to the design problem.
 - d) Demonstrate the use of at least 3 creative thinking tools to generate original ideas during the design process.
 - e) Effectively use the process of design thinking to create a refined prototype that solves a design challenge.
- (2) Present their concept and prototype in a design showcase effectively and professionally.
- (3) Engage in multi-disciplinary collaborations and consensus building to acquire an awareness of:
 - a) Team work structures and dynamics;
 - b) The nature and value of integrated design practices; and,
 - c) Methods of conflict resolution.

ATTENDANCE POLICY

Please be advised that IDS1359 does not subscribe to a "free cut" policy for any missed classes. This is a short semester and participation is essential in each class. **You will be allotted 1 unexcused absence and/or 2 unexcused tardies. After that you will lose 5 points on your participation grade per subsequent absence and 2.5 points per subsequent tardy.**

The only excused absences are documented illnesses and/or documented emergencies, which must be approved by the course instructor, preferably in advance when possible. Missed work for these approved absences may be made up within a timely fashion. If students miss a class for some (unexcused) reason, they should obtain any material or assignments from another class member. Please note class PowerPoint presentations will not be distributed or made available on e-Learning.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>



PARTICIPATION

Participation in class, and with outside-of-class assignments, will help you make the most of your IA experience. This highly experiential class requires active dialogue, small group work, and hands-on-exercises to facilitate the learning process. The expectation is that you come to class having completed the reading assignments. You are also expected to give the course material, the instructor, and fellow students your full attention. In order to focus completely on learning activities texting, web surfing, or using electronics for non-course activities cannot occur during class time. Inattentive or disruptive behavior that impedes you from fully participating in class or prevents others from paying attention is not acceptable. Students who do not meet participation expectations will be given one warning by email, and continued behavior issues will result in the loss of participation points per course instructor's discretion.

Participation is defined as coming to class **having read and being ready to discuss the required readings**; contributing meaningfully to discussions; fully completing all individual and group class activities; participating actively in group work; and demonstrating the ability to apply class lessons to assigned projects. Consequently, a significant percentage of your grade will result not only from attendance but also from participation.

As stated in the Innovation Academy Advising Syllabus students are responsible for checking email and e-Learning for course communications *at least once every 24 hours*. Instructors will not be held accountable for students who are unresponsive to electronic communications about coursework that could impact students' grades. If you are not receiving regular emails from e-Learning or your faculty, check your "clutter" inbox in the UF email system to make sure your course emails are not being incorrectly marked.

PROTOTYPE INVESTMENT

When the course enters the phase of prototype development you will be given a list of places at UF and in Gainesville where you can acquire materials for free or cheaply. You may have other resources to add to our list or inform your fellow students about. Please share. For your final prototype and presentation you should invest **no more than \$20 maximum per person** in your group. You may, of course, use less or none if you're able to still design a quality product and presentation.

INNOVATION ACADEMY SPEAKER SERIES

"Pitches that Stick" on Wednesday, July 20th at 6:30 pm

(Required out-of-class participation)

To further enrich course learning, students will have the opportunity to learn from entrepreneurs and innovators who will be invited to share their stories and experiences with you. **Attendance will be required to attend 1 speaker in the Speaker Series.** Student participation in the IA Speaker Series is expected and will follow the same attendance policies



noted in the syllabus.

CATALYST – Friday, July 29th, 2:00-4:30pm, Emerson Alumni Hall – President’s Ballroom

The course will culminate in an Innovation Academy Showcase called Catalyst where your design groups will present your innovative prototypes and solutions to the Catalyst Innovation Challenge. This is a juried event with selected award winners. **Attendance at this event is required unless your absence is due to a conflict approved by your instructor at least 2 weeks prior to the event.** Participation in Catalyst is expected and will follow the same attendance policies in the syllabus. Furthermore, there is potential that an unexcused absence at this event will impact your final project grade.

COURSE EVALUATION

The course requires the completion of one group project (team of 3-5 students). The required course components are weighted as follows:

PARTICIPATION	150
(Includes attendance, active class participation, and peer evaluations)	
Attendance	50
Active Participation	50
Peer Evaluations	40
Speaker Series Reflection	10
 PROCESS	 400
(2 checkpoints)	
Checkpoint 1	200
Checkpoint 2	200
 FINAL CATALYST PROJECT	 450
(Prototype, presentation, and participation in Catalyst)	
Prototype	150
Presentation	150
Participation	150
 TOTAL COURSE POINTS	 1000

Grading Scale*

A = 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82	C+ 77-79
C = 73-76	C- 70-72	D+ 67-69	D 63- 66	D- 60-63	E 59- below

*Note that a C- is not an acceptable grade for any course in which a 2.0 GPA is required. In IA all courses must be completed with an overall 2.0 GPA in the minor and a cumulative 2.0 UF GPA For additional information on UF grade policies see:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>



UF POLICIES:

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

ACADEMIC HONOR CODE

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the course instructor.

INTELLECTUAL PROPERTY

The University of Florida holds the rights to intellectual property created and designed within a UF course that is supported by the institution. The Office of Technology Licensing <http://www.research.ufl.edu/otl/> is available to assist students for copywriting and licensing of an original idea. They can also assist in releasing those rights to the owner if and when it is applicable. To further understand University of Florida intellectual property policies you may access it here <http://www.research.ufl.edu/otl/pdf/ipp.pdf>

TECHNICAL SUPPORT

If you have any technical issues, including issues with Canvas in e-learning please immediately contact the UF Help Desk at helpdesk@ufl.edu; 352-392-HELP (4357) and select option 2; or the UF Help Desk website at: <http://helpdesk.ufl.edu/>

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing



online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

UF CAMPUS RESOURCES:

HEALTH AND WELLNESS

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

ACADEMIC RESOURCES

e-Learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu
<http://helpdesk.ufl.edu/>

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask> Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf



COURSE OUTLINE¹

Week	Topics	Reading For Class	Due at Beginning of Class Listed
1a INSPIRATION	DESIGN THINKING & HUMAN-CENTERED DESIGN Course Introduction Review Design Thinking Process Building a Team		Get book and materials for class
1b INSPIRATION	PROBLEM FINDING + MAPPING Understand what you know Making Goals Team Roles Setting the Stage MAPPING Building Questions Mapping the design path	<i>Sprint</i> – Introduction & Ch. 1-5; p. 1-67	
2a INSPIRATION	No Class – UF Holiday		
2b INSPIRATION	EMPATHIZE + INTERVIEW Asking Experts Surveying the Extreme Users Interviewing & Observing Capturing Learning & Insights Human-Centered Research	<i>Sprint</i> – Ch. 6-7 p. 68-91 <i>Class Objectives 2a are shared across 1 b and 2b due to holiday</i>	
3a IDEATION	DEFINE & DECIDE Understanding Points of View Designing Beyond Assumptions Finding Patterns Defining an Audience Making smart decisions	<i>Sprint</i> - Ch. 8-11; p. 95-147	Intro to Catalyst Checkpoint 1, due 7/13: Map & HMW statements; Human-Centered Interviews & Research
3b IMPLEMENTATION	IDEATE + Storyboard Finding Inspirations & Remixing Sharing Learning & Finding Meaning Brainstorming Concept Development Building a Storyboard	<i>Sprint</i> – Ch. 12-13; p. 148-182	Ideas: Inspiring Product or Service Solutions By end of class on Wednesday of this week @ 11:59 pm – Catalyst Registration required http://innovationacademy.ufl.edu/events/catalyst/



4a IMPLEMENTATION	PROTOTYPE Evaluating the Solution Integrating Feedback Refining Concepts Rapid Prototyping	<i>Sprint</i> – Ch. 14-17; p. 183-225	
4b IMPLEMENTATION	PROTOTYPE Make it Tangible Iteration	No reading	Checkpoint 2 a+c, due 7/22: Storyboard Sketches + Draft of Poster
5a IMPLEMENTATION	TEST & ITERATE Quick User Testing Peer Feedback Integrating Feedback Iteration	No reading	Checkpoint 2b, due 7/25: Draft of Prototype Peer Evaluations, due 7/25
5b IMPLEMENTATION	PRESENTATION & PERSUASION Pitching Professionalism Being Prepared Making a Concept Real Planning for what's next	No reading	Final Prototype & Presentation, due 7/27
5b ² CATALYST	CATALYST July 29th 2:00pm-4:00pm Emerson Alumni Hall – President's Ballroom		Attendance At Catalyst, 7/29 <i>4th Annual Catalyst Showcase with juried prototype projects and presentations</i>

¹Course schedule subject to change at instructor's discretion

²**NO CLASS, BUT MUST ATTEND CATALYST**