



IDS 1359 CREATIVITY-IN-ACTION

SECTION #: 0228 2 Credits Summer A 2017

COURSE MEETING PLACE: BEC, Rm 112

COURSE MEETING DAYS & TIME: T/Th 2:00pm-4:45pm

INSTRUCTOR: Professor Amy Bucciarelli

OFFICE LOCATION: Infirmery Rm 309 E-MAIL: abucciarelli@ufl.edu PHONE: 352-294-7198

OFFICE HOURS: Friday 10am-11am or by appointment

E-LEARNING/ CANVAS WEBSITE: <http://elearning.ufl.edu>

Use email in e-Learning for all course communications unless your instructors asks otherwise.

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

- Idea Book/Sketchbook for brainstorming, diagramming, idea generation (No smaller than 8"X5" in size with blank pages. No grid or ruled paper; you can continue in your same book from IDS 1353).
- Two 3"X3" post-it notepads
- 1 dry-erase whiteboard marker
- Tablet or laptop computer with internet access
- \$20 per person budgeted for final prototype and poster

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. The tenants of the 4P's, 13 Creative Thinking Tools, and creative theories from IDS 1353 will be translated into practical application in this course. Students will be tasked with finding innovative solutions to real-world problems through building an original concept, testing and iterating the idea, and presenting a complete prototype that will be exhibited and presented in an all-class, public, IA exhibition,



INNOVATION ACADEMY

known as the Catalyst Showcase.

COURSE GOALS & OBJECTIVES

By the end of this course students will

- 1) Experience the human-centered design thinking process by:
 - a) Defining the path to innovation: Discover, Perceive, Ideate, Make, Connect, Launch,
 - b) Being able to find problems primed for innovation solutions,
 - c) Collecting research through at least three human-centered methods of inquiry,
 - d) Evaluating research findings and synthesizing learning to find at least three unique solutions to the design problem,
 - e) Demonstrating application of at least three creative thinking tools to generate original ideas during the design process, and
 - f) Effectively use the process of design thinking to iterate ideas, pivot ideas, and create a refined prototype that solves a design challenge.
- 2) Engage in interdisciplinary 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.
- 3) Define innovation as a solution that is: novel, desirable, feasible, viable, and ethical.
- 4) Effectively and professionally present an innovation concept and prototype in a public showcase.

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 a lot will be covered in each class. **You will be allotted 1 unexcused absence 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.**

Excused absences are documented illnesses and/or documented emergencies, approved by the course instructor. Missed work for these approved absences must be made up within a timely fashion. If students miss a class for some (unexcused) reason, they should email their instructor immediately and obtain any material or assignments from another class member in their section. Please note: Class PowerPoint presentations will not be distributed or made available on e-Learning.

Requirements for class attendance, make-up quizzes, 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>



INNOVATION ACADEMY

Note: This course only runs for five weeks during the six-week semester. There is no class following the Catalyst Showcase.

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 all outside of class 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 completed all module work and being ready to discuss the required readings and videos**; initiating meaningful contributions to class discussions; fully completing all individual and group class activities; participating actively in group work; and demonstrating the ability to apply class learning 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 prototyping. Be resourceful. There are many places to acquire cheap and even free resources. You may have other resources to add to our list or to 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 if you're able to still design a quality product and poster presentation.

INNOVATION ACADEMY SPEAKER SERIES

(Required out-of-class participation)

To further enrich course learning, students will have the opportunity to learn from industry experts who will be invited to share their stories and experiences with you relevant to the



INNOVATION ACADEMY

course learning. **Attendance will be required to attend 1 designated IA speaker outside of class.** Student participation in the IA Speaker Series is expected and will follow the same attendance policies noted in the syllabus.

Speaker: May 24th @ 6:30-7:30pm, location TBD
Jim Harrison, Creative Director of The Agency

CATALYST – Friday, June 9th 2:00-4:30pm, Emerson Alumni Hall, President’s Ballroom (*Students should arrive to the event by 1:40pm*).

The course will culminate in an Innovation Academy sponsored event called the Catalyst Showcase where your class teams will present your prototype 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.** If a student has a scheduled class during Catalyst, they can request an excuse letter from their instructor to try to be excused from their class so that they can attend Catalyst. It is up to the other instructor’s discretion if the request will be granted. If it is not granted, the student will be excused from Catalyst, but needs to make sure they have worked to support their team’s presentation in other ways.

Participation in Catalyst is critical. There is potential that an unexcused absence at this this event will significantly impact your final project grade.

At the Catalyst Showcase event, all teams will have a 6ft. table to display their projects. At *minimum*, teams are required to have a refined, complete, working prototype and a professional-looking, well-designed digitally printed poster. It should measure 24” x 36” and be dry-mounted, spray glued, or evenly taped on to a flat piece of foam core. Student teams need to bring a stand or something to prop the poster on the table with. Students may bring other created or display items for their table that enhance their prototype demonstration and pitch, however, the total amount spent on all the items cannot exceed \$20.00 per person in the team. All team members should be prepared with a one-minute form, function, and benefit pitch for their innovation.

COURSE EVALUATION

The course requires the completion of one group project (team of 4-5 students) accounted for in the Process and Final Project sections. The required course components are weighted as follows:

| PARTICIPATION | 300 |
|-------------------------------------------------------------------------|------------|
| (Includes attendance, active class participation, and peer evaluations) | |
| Attendance | 100 |
| Peer Evaluations | 25 |
| Speaker Series Attendance & Assignment | 50 |
| Active Class Participation | 125 |



INNOVATION ACADEMY

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| 4 Content Accountability | 10 each/40 |
| 2 Applied Homework | 15 each/30 |
| Team Engagement/Participation | 55 |

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|----------------------------------------------------------|-------------|
| PROCESS | 300 |
| (3 checkpoint assignments) | |
| Checkpoint 1 | 100 |
| Checkpoint 2 | 100 |
| Checkpoint 3 | 100 |
| FINAL CATALYST PROJECT | 400 |
| (Prototype, presentation, and participation in Catalyst) | |
| Final Prototype | 150 |
| Final Presentation | 150 |
| Participation in Catalyst | 100 |
| TOTAL COURSE POINTS | 1000 |

Grading Scale*

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|------------|----------|----------|----------|----------|-------------|
| 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



INNOVATION ACADEMY

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 copyrighting 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:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, place contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352



INNOVATION ACADEMY

392- 1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

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 |
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| 1A DISCOVER | SET THE STAGE Review Syllabus Review Design Thinking Introduce the <i>Sprint</i> Build a Team | | |
| 1B DISCOVER | MAPPING Types of Innovation Team Roles & Goals Map the Challenge | <i>Sprint</i> – Introduction & Ch. 1-5; p.1-67 | Have book and all materials listed in the syllabus in class |
| 2A PERCEIVE | SET A TARGET HMW Questions Human-Centered Research Empathizing | <i>Sprint</i> –Ch. 6-7; p. 68-91 <i>Note: Even if you do not have class because of 4th of July, you are still responsible for the reading</i> | DUE Applied Homework 1 <i>Note: Even if you do not have class because of 4th of July, you are still responsible for what is due</i> |
| 2B PERCEIVE | ASK THE EXPERTS Immersive Learning Share What Is Learned Begin to Brainstorm | | DUE Checkpoint 1 |
| 3A IDEATE | REMIX AND IMPROVE Finding Inspirations & Patterns Design Beyond Assumptions Concept Development | <i>Sprint</i> – Ch. 8; p. 95-102 | DUE SUMMER A: Applied Homework 2 SPEAKER SERIES 6:30-7:30pm Date TBD, Location TBD <i>Ayesha intros Catalyst in-class</i> |
| 3B IDEATE | SKETCH & DECIDE Concept Development Build a Storyboard Design & Branding | <i>Sprint</i> – Ch. 9-12; p. 103-160 | DUE Summer B: Applied Homework Assignment 2 <i>By the Sunday of this week @ 11:59pm</i> - Student Teams must register at: http://innovationacademy.ufl.edu/events/catalyst/ |



INNOVATION ACADEMY

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| 4A MAKE | PROTOTYPE Make it Tangible Fabrication Rapid Prototyping | <i>Sprint – Ch. 13-14; p. 165-190</i> <i>Note: Even if you do not have class because of Memorial Day, you are still responsible for the reading</i> | DUE Checkpoint 2 <i>Note: Even if you do not have class because of Memorial Day, you are still responsible for what is due</i> |
| 4B MAKE | PROTOTYPE Evaluate the Solution Integrate Feedback Refine Concepts Iterate | <i>Sprint – Ch. 15-17; p. 195-225</i> | DUE Speaker Series Reflection Assignment |
| 5A CONNECT | TEST & ITERATE Quick User Testing Integrating Feedback Iteration Pitching | <i>Sprint –Liftoff; p. 227-231</i> | DUE Checkpoint 4 |
| 5B CONNECT | PRESENTATION & PERSUASION Professionalism Being Prepared Making a Concept Real Planning for What's Next | | DUE IN-CLASS Final Prototype & Presentation <i>In-Class Post-Creativity Assessment</i> |
| 5B² CATALYST | CATALYST <i>Summer A: June 9th – Emmerson Hall Ballroom</i> <i>Summer B: July 28th – Location TBD</i> All students arrive at 1:40pm Event from 2:00pm-4:30pm | | Attendance at Catalyst & DUE Final Peer Evaluations <i>5th Annual Catalyst Showcase with juried prototype projects and presentations</i> |

¹Course schedule subject to change at instructor's discretion

²NO CLASS, BUT MUST ATTEND CATALYST