

IDS 4950 – IA Senior Project – Spring 2025

Faculty: Dr. Diane “DP” Porter-Roberts, PhD

Contact

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Course Meeting Times

- Monday (3D50/16933): 12:50 – 2:45pm in CSE 305
- Tuesday (2D50/12625): 12:50 – 2:45pm in CSE 305
- Wednesday (2D52/12626): 11:45 – 1:40pm in CSE 305
- Thursday (2D51/23481): 1:55-3:50pm in CSE 333

Course Description

The Innovation Academy (IA) Senior Project is a culmination of the Innovation Minor experience. This course uses active learning classroom techniques to engage students in hands-on, real-world learning – the type of student learning that employers want for their graduate new hires. Students will use a combination of online media, in-class discussions & activities, field research, and interdisciplinary team approaches to build life skills in creativity, entrepreneurship, leadership, ethics, and innovation. Students will synthesize and demonstrate proficiency in these skills through the design and development of a Senior Design Thinking Project.

Pre-requisite: Successfully completed all other Innovation Academy Minor courses.

Student Learning Outcomes

Students will demonstrate the knowledge & tools characteristic of innovators to apply synthesized learning from the comprehensive IA Minor curriculum: CREATIVITY & INNOVATION, LEADERSHIP, ETHICS, ENTREPRENEURSHIP. Students will:

1. Create a novel project or business idea utilizing the design-thinking process resulting in a prototype with measurable value
2. Apply leadership theory to interdisciplinary teamwork
3. Apply ethical theory to enterprise strategies
4. Create a business plan, marketing strategy, and pitch for stakeholders

Course Expectations

Students are expected to engage both in and outside of class to be successful. In-class time will consist of lectures, discussions, small group work, and presentations. Individual outside of class time will be spent reading course materials, conducting field research, and otherwise preparing assignments for class. Teams are expected to hold regular design thinking meetings outside of

class related to the final course prototype, presentation, and report. A team Zoom link will be provided for these meetings as needed.

Relevant readings will be provided by instructor. (If you still have your Sprint book from Creativity in Action, that might come in handy!) Our E-Learning Canvas site will be used to distribute resource materials and readings, submit assignments as requested, and for group work.

Materials & Investment

- Laptop or tablet
- 3 × 3 in. Post-its
- Dry-erase marker
- Idea book
- Canvas/ eLearning access
- \$20/person investment

Attendance & Participation

- 1 unexcused absence or 2 tardies; after that 5 points lost per absence, 2.5 per tardy.
- Only excused absences: religious holidays, documented illness, or emergency.
- Participation grade = class engagement + team contribution.
- 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>

Senior Showcase Participation

- Friday, April 17, 2026, 1-5pm – CSE 3rd Floor
- Team participation required at juried event to pitch idea to stakeholder

Assignments & Grading (Total 1000 pts)

Category	Points
Participation – class & peer eval	200
Team presentation updates (4 × 25)	100
Final pitch & prototype	200
Design-thinking documentation	100
Resume, elevator pitch, bibliography, etc.	200
Final team showcase presentation	200
Total	1000

Key Dates – (Week #, Date, Topic)

- 1 (1/12-16) - Intro, syllabus, icebreakers, “Where have you been?”
- 2 (1/19-23) - Resume critiques, elevator pitch
- 3 (1/26-30) - Professional dev, marketing
- 4 (2/2-6) - Design-thinking refresher
 - **Friday, February 6 – Field Trip (1-4:30pm)*
- 5 (2/9-13) - Team formation, Mural board
- 6 (2/16-20) - Design-thinking process
- 7 (2/23-27) - Human-centered interviews, annotated bibliography
- 8 (3/2-6) - Continue design-thinking
- 9 (3/9-13) - Prototype, user testing, weekly pitches
 - **Spring Break – March 16-20 😊*
- 10 (3/23-27) – Prototyping, branding, weekly pitches
- 11 (3/30-4/3) – Launch, evaluation, weekly pitches
- 12 (4/6-10) – Wrap-up, business analysis, pitch practice
- 13 (4/13-17) – Senior Showcase (required attendance)
- 14 (4/20-24) – Peer review, evaluations, no class meeting

Senior Showcase

Teams present at the IA Senior Showcase. Attendance is mandatory unless a pre-approved conflict is submitted ≥ 2 weeks ahead. The event may affect the final grade if an unexcused absence occurs.

Intellectual Property

Student projects remain the student’s intellectual property; the university has no ownership claim. For licensing questions, consult the Technology Licensing Office.

AI Use

Generative AI may be used for brainstorming, outlining, or grammar checking but not for completing assignments.

Academic & Campus Resources

- Disability Resource Center: <https://disability.ufl.edu/>
- UF Help Desk: 352-392-HELP or helpdesk@ufl.edu
- UF Honor Code: <https://scrc.dso.ufl.edu/process/student-conduct-code/>
- Climate, safety, and wellness contacts listed in the syllabus