**IDS 1359 CREATIVITY-IN-ACTION – Summer B 2020, 2 credits**

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| SECTION/CLASS: | LOCATION | DAY & TIME |
| 4018/14954 | Online | M/W Periods 5-6, 2:00 PM – 4:45 PM |

INSTRUCTOR: Anthony Castronovo

E-MAIL: [castronovo@ufl.edu](mailto:castronovo@ufl.edu) WEBSITE: [www.acastronovo.com](http://www.acastronovo.com)

OFFICE HOURS: M/W 1-2PM & By Appointment

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

Zoom link for class will be sent via Canvas Announcement or Canvas mail

*Use email in e-Learning for all course communications unless your instructor 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 access to the following materials throughout the class*:

* 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 can continue in your same book from IDS 1353).
* Tablet or laptop computer with camera, microphone, and internet access for on-line coursework
* Fusion 360 (Autodesk account with Gatorlink e-mail), Microsoft PowerPoint & Word, Google Jamboard
* (Optional) Adobe Illustrator

# 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 1940, prototype a concept, test and refine the prototype, and complete and present the final project at Catalyst.

*Prerequisite: IDS1940: Creativity in Context*

# PURPOSE OF COURSE

Students will become fully immersed in the human-centered design thinking process. 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, known as the Catalyst Showcase. Final prototypes will demonstrate knowledge and skills from IDS 1940, including design thinking, effective interdisciplinary teamwork, and 3D modeling.

# COURSE GOALS & OBJECTIVES

By the end of this course students will:

1. Experience the human-centered design thinking process by:
   1. Defining the path to innovation: Discover, Perceive, Ideate, Make, Connect, Launch,
   2. Being able to find problems primed for innovation solutions,
   3. Collecting research through human-centered methods of inquiry,
   4. Evaluating research findings and synthesizing learning to find multiple unique solutions to the design problem,
   5. Demonstrating application of creative thinking tools to generate original ideas during the design process, and
   6. 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 & consensus building to acquire an awareness of:
   1. Teamwork structures and dynamics,
   2. The nature and value of integrated design practices, and
   3. 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.

**PARTICIPATION/ATTENDANCE**

This class may will both synchronously during the scheduled class time, and asynchronously, where students can conduct research individually and work in teams. It is the student’s responsibility to be present with (video on in Zoom) and appropriately engaged for synchronous class sessions, and to actively engage with peers on the team project. Even though this course is on-line, it is highly experiential and requires active dialogue, small group work, and hands-on-exercises to facilitate the learning process and to get the most out of the IA design thinking experience. Students are expected to complete all class assignments, readings, and participate in small group meetings as determined by the team.

Participation is defined as “coming to class” having completed all module work; being prepared to discuss required readings/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 the final grade will result from participation.

Students are expected to log on to the Canvas course page weekly and review the week’s course material. 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 students are not receiving regular emails from e-Learning or faculty, they should check their “clutter” inbox in the UF email system to make sure course emails are not being incorrectly marked.

Excused absences are documented illnesses and/or documented emergencies approved by the course instructor. Missed work for any absence must be made up within a timely fashion. If a student misses a class, they should email their instructor as soon as possible, consult the Canvas page for class material, and obtain any necessary information regarding class or assignments from another class member in their section or a member of their team.

Requirements for class attendance, make-up work, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

***Note: This course only runs for five weeks during the six-week semester. There is no class following the Catalyst Showcase at the end of week 5, although there may still be some assignments due in week 5.***

**COURSE VIDEO RECORDING**

Virtual class meetings, lectures, class discussions/presentations, and/or other portions of the course may be video recorded and shared on the course Canvas platform. The goal of this initiative is to enhance our learner-centered curriculum by allowing flexibility to balance personal and academic priorities and provide another tool to accommodate differing learning styles. The video recordings are intended for exclusive use by students, faculty, and staff associated with this course. Other individuals who wish to view the recordings must receive permission from the responsible faculty member.

Catalyst team presentations will be submitted via video recordings. Presentations will be included in the Catalyst Showcase webinar on August 7, 2020, which will air live and recorded and posted on the IA website post-Catalyst. Team presentations will be available on the IA website for People’s Choice Award voting and final judging for a short period of time. A Catalyst Awards and Recognition video will be posted on the IA website approximately a week after the Catalyst Showcase which include winning teams/team member names. Presentations may also be shared via IA social media or other IA publicity. *If a student does not want their information/video shared, they must communicate this request to their course faculty member prior to 11:59pm on July 31, 2020.*

# PROTOTYPE INVESTMENT

When the course enters the phase of prototype development students will be expected to build their team’s prototype in Fusion 360. For the final team presentation, students will need access to PowerPoint, Zoom, microphone, video recorder, or other programs that should be free to students.

# INNOVATION ACADEMY SPEAKER SERIES

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 relevant to the course material. There will be one speaker event/webinar during each summer semester. **For Summer B, the recorded webinar will introduce students to the Catalyst project. Students are expected to watch the webinar in its entirety and complete the accompanying assignment. Link to the recording will be shared at the appropriate time via Canvas.**

# CATALYST

The course will culminate in an Innovation Academy sponsored competition, the Catalyst Showcase, where class teams will present prototype solutions to the Catalyst Innovation Challenge. Catalyst will be held **Friday, August 7, 2020**, via Zoom Webinar. While the exact time is TBA, the approximately 2-hour event will take place between the hours of 10am and 4pm. More information about Catalyst will be shared in class. Attendance is mandatory. *(The webinar link to the Summer A 2020 Catalyst Showcase is posted on the IA Catalyst webpage. Do not duplicate projects presented during Summer A.)*

**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 (40% of final grade)

(Includes attendance, active class participation, and peer evaluations)

Attendance 200 pts

Peer Evaluations 200 pts

Speaker Series Assignment 100 pts

4 Content Accountability\* (@ 100 ea) 400 pts

*\*Related to Readings*

2 Applied Homework (@ 100 ea) 200 pts

Team Engagement/Participation 200 pts

## PROCESS (30% of final grade)

Checkpoint 1 100 pts

Checkpoint 2 100 pts

Checkpoint 3 100 pts

Design Thinking Process Documentation 100 pts

## FINAL CATALYST PROJECT (30% of final grade)

Final Prototype 500 pts

Final Pitch & Poster 500 pts

Participation in Catalyst 250 pts

**TOTAL COURSE POINTS 2950 pts**

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| --- | --- | --- | --- |
| A | 100% | to | 94% |
| A- | < 94% | to | 90% |
| B+ | < 90% | to | 87% |
| B | < 87% | to | 84% |
| B- | < 84% | to | 80% |
| C+ | < 80% | to | 77% |
| C | < 77% | to | 74% |
| C- | < 74% | to | 70% |
| D+ | < 70% | to | 67% |
| D | < 67% | to | 64% |
| D- | < 64% | to | 61% |
| E | < 61% | to | 0% |

**Grading Scale\***

\*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. Students must submit this documentation prior to submitting assignments or taking any 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 (<https://sccr.dso.ufl.edu/process/honor-code/>) 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 student team holds the rights to intellectual property created and designed as a part of the course unless the student is paid by the University of Florida. 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 rights to the appropriate 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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

**UF CAMPUS RESOURCES:**

**HEALTH AND WELLNESS**

*U Matter, We Care*:

Students’ 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](mailto: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- 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*: <https://counseling.ufl.edu>, 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](mailto:Learningsupport@ufl.edu)

<http://helpdesk.ufl.edu/>

* *Career Connection Center/Clothes Closet*, Reitz Union, 392-1601. Career assistance, counseling, & clothing. <https://career.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/>

COURSE OUTLINE1 (Class A is typically synchronous during class time; Class B is typically reserved for team design thinking process time.)

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| **Week** | **Topics** | | **Reading for the Week** | **Due – check Canvas for date/time** |
| **1A**  **DISCOVER** | **SET THE STAGE**  Course Introduction  Review Syllabus  Review Design Thinking  Introduce the Sprint Design Challenge  Discuss Class Format  Build a Team | |  |  |
| **1B**  **DISCOVER** | **MAPPING – TEAM DESIGN THINKING PROCESS**  Team Roles & Goals  Map the Challenge  Set up Jamboard | | *Sprint* – Introduction & Ch. 1-5; pp.1-67 | **-Content Accountability 1**  **-Skills & Interests Survey**  **-Design Sprint Team Role**  **Assignments** |
| **2A**  **PERCEIVE** | **SET A TARGET**  Brainstorming  Journey Mapping  Empathizing with the User  Human-Centered Interviews  Research | | *Sprint –*Ch.6-9; pp. 68-123 | **Watch PBSFA Webinar for Introduction to Catalyst Challenge** |
| **2B**  **PERCEIVE** | **ASK THE EXPERTS – TEAM DESIGN THINKING PROCESS**  Immersive Learning  Share What Is Learned  Begin to Brainstorm | |  | **-Checkpoint 1**  **-Applied Homework 1**  **-Content Accountability 2**  **-Webinar Follow-up Assignment** |
| **3A**  **IDEATE** | **REMIX AND IMPROVE**  Decision Making  Concept Development  Build a Storyboard  Design & Branding | | *Sprint –* Ch. 10-14; *p*p. 127-190 |  |
| **3B**  **IDEATE** | **SKETCH & DECIDE – TEAM DESIGN THINKING PROCESS**  Concept Development  Build a Storyboard  Design & Branding | |  | **-Checkpoint 2**  **-Applied Homework 2**  **-Content Accountability 3** |
| **4A**  **MAKE** | **PROTOTYPE**  Prototyping/Fusion Team  Evaluate the Solution  Refine Concepts  Discuss Pitch and Presentation  Catalyst Readiness  *Catalyst Fellow visits class* | | *Sprint* – Ch. 15-17 & Liftoff; pp. 195-231 | ***Catalyst Registration*** |
| **4B**  **MAKE** | **PROTOTYPE – TEAM DESIGN THINKING PROCESS**  Evaluate the Solution  Refine Concepts  Pitching  General Business Models | |  | **-Checkpoint 3**  **-Content Accountability 4** |
| **5A**  **CONNECT** | **TEST & ITERATE**  Quick User Testing  Integrating Feedback  Iteration  *Mock Catalyst in Class with IA Ambassadors* | |  |  |
| **5B**  **CONNECT** | **PRESENTATION & PERSUASION**  Professionalism  Being Prepared  Making a Concept Real  Planning for What’s Next | |  | **-Final Pitch & Poster** |
| **5B²**  **CATALYST** | **CATALYST – Friday, August 7, 2020 (hold 10am – 4pm)** | | | **-Catalyst** |
| **WEEK 6 – WRAP UP** | **No class this week**  **Catalyst Awards Ceremony scheduled to post on IA Catalyst webpage & IA Facebook page on Thursday, August 13, 2020, at 6:00pm** | | | **-People’s Choice Voting**  **-Final Peer Evaluations**  **-Design Thinking**  **Documentation**  **-Final Course Evaluations** |
|  | |  |  |  |

1Course schedule subject to change at instructor’s discretion

**²NO CLASS, CATALYST EVENT DETAILS TBA**