

Special Topics: Innovation and Design Attitude

DSIN 7390 – Jan Term 2020 – Southern Methodist University - Dallas

Instructor

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Overview

The primary aim of the course is to give students a thorough understanding of the nature and relationship among design and innovation. Beyond this intellectual foundation, the course will serve as an environment for students to cultivate a spirit of innovation, practice creative and analytical problem solving, and develop an interdisciplinary and collaborative orientation conducive to succeeding in today's organizations. As a result, the course will blend theoretical understanding with hands-on, contextualized, experiential learning exercises and projects.

Format

Class meets daily according to the Jan Term schedule. Much of the learning in this class will not come from "lectures" by the faculty, but rather through student engagement in exercises and interactions with peers. As a result, attendance and participation is crucial. Students are expected to come to class having done the assigned reading and any assigned work. Many of the exercises will be team-based. Success will require contribution from everyone. Students should expect to attend regular meetings with their team outside of class.

Learning Outcomes

Through this course students will learn to:

- Proactively approach learning by exploration, action, and reflection
- Blend theoretical and practical modes of learning
- Use strategies for creative and novel thinking and doing
- Be intrinsically engaged with innovation, and design
- Understand the differences and relationships among innovation and design (including critical perspectives)
- Think divergently and abductively
- Respond in a positive way to failure
- Embrace ambiguity
- Collaborate effectively

WHAT WE EXPECT FROM STUDENTS

Workload

This class will be demanding. The primary determinant of a student's learning is the degree to which that student applies their self, and a student wishing to earn a high grade in the class should spend a great deal of time and energy on their work.

Readings

The instructors will assign regular readings as a part of the class. Some of the readings will be from required texts but many will be provided through handouts or available online.

BREAKDOWN OF FINAL GRADE

Your overall grade is a combination of individual and team performance. Given the unique nature of the material, you will not be evaluated by the traditional use of exams. Rather, emphasis is placed on active engagement and completion of practical, hands-on exercises and projects. You will receive regular verbal and written feedback from your instructor and peers.

Regular Class Assignments: 30%

Will consist of mind maps, response papers, and a variety of other exercises. Students will compile their regular class assignments in portfolios at the end of the semester in order to receive credit for their work.

Presentations: 10%

There will be several presentations throughout the semester, some individual and some team. Students are expected to be well rehearsed, to not use notes or cards, to use appropriate visuals as needed, to use the allotted time, and to act and dress professionally.

Design and Innovation Reflection Paper: 10%

Students will write about the relationships and differences among innovation and design.

Final Reflection Paper: 10%

In this paper students will reflect on what they learned about the course learning objectives, and assess their personal contribution as well as the contributions of their peers.

Class Participation & Professionalism: 40%

This portion of your grade reflects your level of class involvement and your attitude. Your active participation in group discussions and activities is valued, required, and graded. This portion of your grade will also be determined by the collegiality you exhibit toward your classmates. The following matters will also be considered for the scoring of this portion of your grade:

- It is expected that all assignments will be turned in on time. Deadlines should always be respected.
- The use of electronic devices (laptops, cell phones, tablets, etc.) are not permitted during class *except* when explicitly stated by the professor that they can be used for specific tasks. It is important for us to get the most out of our limited class time, and these technological items distract from the task at hand. Points will be deducted from a student's participation grade if they are caught using electronic devices improperly during class.
- Coming to class without required working materials, assignments, or preparations for that day may result a mark against the individual's participation grade, or even a recorded absence for that class period.
- During class presentations and critiques, it is expected that you will give the speaker your full attention—having an unrelated side conversation during these times would be disrespectful to the speaker, and is therefore unacceptable.
- Punctuality is an important element of respect and collegiality, and it is expected students will arrive on time for each class. Also, it is expected that students will refrain from leaving during class unless absolutely necessary.

PERFORMANCE EXPECTATIONS

We look for the following characteristics in each student: Clearly excels in assignments; has mastered the material. Displays a sense of commitment to his/her work that is far beyond normal expectations; has the self-motivation and self-discipline needed for success. Shows an exceptional combination of intelligence, insight, creativity, organizational skills, and commitment. Comes to class prepared at all times. Completes work on time. Contributes to class critiques and discussions. Has perfect attendance.

ATTENDANCE

The content and procedures used in activities-focused courses are different from those utilized in other academic disciplines, making it very difficult or impossible to follow along outside of class or "make-up" missed meetings. In addition, the collaborative and cooperative educational environment used by this program is dependent on the involvement and full participation of every student. Every time you are absent you lower the quality of education for your peers as well as for yourself.

- Missing more than 2 class sessions results in automatically losing half your professionalism points which results in the reduction of the final grade by a full letter grade, and continues for each additional absence.
- A student who misses seven sessions will automatically receive an "F" for the course.
- There are no "excused" or "unexcused" absences. There is only presence or absence. It is advised that you use this limited resource wisely. It is possible you will have a legitimate illness or emergency during the term, so keep your 2 allotted absences open for such emergencies.
- Arriving for class after the starting time or leaving class before dismissal constitutes a tardy. The accumulation of 3 tardies is equal to an absence in the calculation of attendance.
- In the event of dramatic and extreme circumstances make an appointment with the instructor, ideally in advance, to discuss your options.
- You are responsible for all material covered during the semester—whether or not you have been absent. In the event of an absence it is *your responsibility* to find out what you have missed, so communicate with your classmates and the instructor accordingly.

UNIVERSITY POLICIES:

Disability Accommodations: Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/SASP/DASS> to begin the process. Once approved and registered, students will submit a DASS Accommodation Letter to faculty through the electronic portal DASS Link and then communicate directly with each instructor to make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9)

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (See 2018-2019 University Undergraduate Catalogue)

The syllabus or schedule may be subject to change by the instructors during the term; students will be notified if this occurs.

Preterm assignment: research mind maps and create a mind map about yourself

DATE	TIME	TOPIC	ACTIVITY	HOMEWORK
1/6/2020	AM	Review mind maps and discuss value of creativity	Dan Pink Video Ken Robinson Video Tim Brown Video	Read: Dimostrazione
	PM	Using creativity	Apple-picking machines	Read: Johnson Ch. 1-7 & create mind map of innovation
1/7/2020	AM	What is innovation	Discuss mind maps and merge together on board	
	PM	Examples of innovation	Find and present an innovation with 6Ws	Articles: Austin et al. (2007); Bolan and Collopy (2004); Kolko (2008); & 10 Principles of Good Design
1/8/2020	AM	What is design?	Collaboratively create a design mind map	
	PM	Examples of design	Find and present an iconic design with 6Ws	Read: Aspelund overview & inspiration; brainstorm similarities between design & innovation Read: Failing Forward chapters 1-3, 10-11 Create failure resume
1/9/2020	AM	Innovation +/- Design	Create mind map of similarities and differences between design and innovation	Write: reflection paper
	PM	Failure & Collaboration	Discuss readings and resumes (TBD Challenging outdoor activity that requires teamwork for success)	Read: Competitive Collaboration and Hackman & Wageman
1/10/2020	AM	Creativity	Discuss failure and collaboration and insights Abstract creativity (emotional)	
	PM	Constrained creativity	Work on unconstrained creative exercise Create and play a game	Highly constrained creativity: tea light holder Read: abductive reasoning, Aspelund: inspiration
1/14/2020	AM	Abductive reasoning	Discuss tea light holders Listen to Sherlock Holmes & discuss	
	PM	Inspiration	Discuss inspiration Go out and find inspiration	Read Sfumato, Relax it's only uncertainty, Child's eye
1/15/2020	AM	Embracing ambiguity	Discuss inspiration experience Discuss readings Child's Eye Exercise	
	PM	Post-it Challenge	Kick-off Post-it challenge	Post-it challenge + presentation
1/16/2020	AM	Value	Presentations Discussion of types of value	
	PM	Review inspiration Brainstorming	Watch "Deep Dive" Purpose of brainstorming Brainstorm exercises	Write: reflection paper

Texts:

"How To Think Like Leonardo Da Vinci" – Michael Gelb

"Where Good Ideas Come From" – Stephen Johnson

"The Design Process" – Karl Aspelund