

# COLLEGE OF DESIGN

## UNIVERSITY OF MINNESOTA

### Creative Design Methods

Course Designator	PDES
Course Number	2701

Section Number	
Semester and Year	Fall 2017

Class Meeting Days & Time	Tuesday/Thursday 3:35-5:30
Classroom	Rapson Hall Room 56
Number of Credits	3
Final Exam Date & Time	None

### Instructor's Information

Name	Barry Kudrowitz, Ph.D.
Office Location	Rapson Hall, Room 15
Office Phone	(612) 624-1708
Email	barryk@umn.edu
Office Hours	Tuesdays 9:30-11:30
TAs	Sarah Alfalah, alfa1003@umn.edu Krystianna Johnson, joh09014@umn.edu Sarah Prescott, presc061@umn.edu
<b>Creativity Counselors</b>	
1	Rory Alt, altxx045@umn.edu
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### Course Information and Instructor's Expectations

#### Course Description:

This class is an introduction to a variety of creativity and idea generation tools with an emphasis on innovative product concept development. During lecture days, students learn a toolset and apply it to an ongoing project. Work is documented on a blog and in a notebook. This class is required for the product design minor and major.

Students will be grouped into teams of 7 for discussion days and peer reviews. On discussion days, a volunteer creativity counselor joins each team to run a critique session. These counselors are either former PDES 2701 students and/or industry representatives. The creativity counselors are not grading. The TAs perform the official grading of assignments.

Website: <http://product.design.umn.edu/courses/pdes2701/index.html>

Blog: [medium.com](http://medium.com)

**Student Learning Outcomes following course completion: (*must identify at least one outcome and how it relates to this course how it will be addressed and how it will be assessed, <http://www.slo.umn.edu/>)***

This course focuses heavily on two of the approved student learning outcomes:

*Identifying, defining, and solving problems*

This is essentially the purpose of this class. Students find opportunities for innovation, refine ideas based on user feedback, and develop product-based solutions for real problems.

*Understanding the role of creativity, innovation, discovery, and expression across disciplines*

Students will practice a variety of creative methods that are used developing new products.

**Required Readings**

Pink, D. (2006). A Whole New Mind: Why Right-Brainers Will Rule the Future. Riverhead Trade.

Norman, D. (2002). The Design of Everyday Things. NY: Basic Books.

Johnson, S. (2010). Where Good Ideas Come From. Riverhead Hardcover.

**Required Materials**

Design notebook

Access to a digital camera or smart phone capable of video recording

**Attendance:**

Class participation grades are based on both attendance and quality of in-class activity. Attendance is mandatory. Tardiness will also count against the participation grade. **Every missed class day will result in 5 percentage points deducted from the final grade.** More than three unexcused absences will be considered an F in the class. Only in certain circumstances as described in the UMN Policies will an absence or tardy not affect the grade. Here are some things that do not constitute an excused absence: going to hear a talk, attending an event for another class, job interviews, having a headache. If you are ill, please submit a doctor's note so we do not count this against you.

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

**Workload:**

This is a 3-credit studio and so students are expected to spend a minimum of 9 hours each week outside of class time working on assignments. Each of the 7 assignments will span two weeks and so students are expected to put 18 hours of work into the assignments for each module. This time is to be spent physically doing the assignment, documenting your processes and results in your blog, and later doing peer reviewers for several other classmates.

**Accepting and Returning Assignments:**

Assignments are given at the end of lecture on Tuesday and the assignment will be due as a blog post at 10 pm on Wednesday of the following week. The next day during team discussion, your creativity counselors will run a critique session where you will present your work to your team using visuals from your blog. At least one person on your team should bring a laptop to discussion days. To ensure that you dedicate appropriate time and follow the assignment guidelines, a one-point outline post is due the day after the assignment is given. This outline post includes the headings for each deliverable and a detailed timeline for when and how you are planning to work on the assignment components. The night the outline post is due, you will often have a short creativity challenge due too. For each two-week module, students will review a set of two other blog assignments on your team. The reviews are submitted as blog comments due at 10 pm on the Friday following the blog submission. The table below explains this assignment structure:

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week n		<b>Lecture/</b> New Assignment	Blog Outline & Creativity Challenge Due @ 10pm	<b>Lecture</b>			
Week n+1		<b>Industry Perspectives</b>	Blog Assignment Due @ 10pm	<b>Team Discussion</b>	Peer Reviews Due @ 10pm		

Grades will be returned the Tuesday after assignments are submitted. The graduate TAs will do the official grading on these blog posts based on a grading rubric that we will share with you when the assignments are introduced. Each assignment will also have a peer-evaluated component as part of the grade. Counselors and peers will provide the feedback on the content during the team discussion. Late assignments will receive a letter grade deduction for every day late. Late peer reviews will not be graded. Every blog post must be formatted correctly to allow your peers and instructors to find it. To minimize grading confusion we will ask you to clearly note in the blog post where you are addressing each component of the rubric for that week.

#### **Make Up Work for Legitimate Absences:**

Students will have an extra week to complete assignments missed from legitimate absences.

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

#### **Grading Structure:**

Students keep an idea notebook to develop concepts for the weekly assignments. The assignments are also presented digitally on a blog. The notebook should be used to document ideas, collect data, sketch, organize materials and the blog should be used to present the highlights of the assignments. The blog submissions will be peer reviewed weekly in the form of blog comments.

There are 7 assignments that are equally weighted. The assignments will build on each other and (aside from Assignment 1) are all based on an overarching project theme. Assignments and reviews are evaluated on a combination of quality, completeness, and presentation.

70% - Blog Assignments (the final exam/presentation is part of the last assignment)

15% - Peer Reviews

10% - Class Participation

5% - Creativity Challenges

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

#### **Schedule and Assignments:**

##### Module 1

##### **Tues, September 5**

Lecture: Course Intro & Theories of Creativity and Innovation

##### **Thurs, September 7**

Lecture: Creativity Assessment Methods

##### **Tues, September 12**

Theme Introduction (Getting-to-Know-You Qualtrics + Creativity Challenge #1)

##### **Thurs, September 14**

Discussion Session:

Team Intro, Review Student Processes, and Assess Designs

*Assignments* –

1) Get a design notebook.

2) Blog Entry 1: Creative Experimentation

3) Begin *A Whole New Mind* and read *The Creativity Crisis*

##### Module 2

##### **Tues, September 19**

Lecture: Play, Humor and Association Based Tools (Creativity Challenge #2)

##### **Thurs, September 21**

Lecture: An Introduction to Improvisational Thinking

##### **Tues, September 26**

HUGE Improv Workshop

##### **Thurs, September 28**

Discussion Session:

Mind Map Presentations, Pitching Ideas and Selecting a Sub-Theme

*Assignment* –

Blog Entry 2: Mind Maps and Humorous Products

### Module 3

#### **Tues, October 3**

Lecture: Ethnographic Research Methods and Voice of Customer (Creativity Challenge #3)

#### **Thurs, October 5**

Lecture: Observation and Opportunity Finding

#### **Tues, October 10**

Product Design Industry Panel

#### **Thurs, October 12**

Discussion Session:

Presentation of Research, Selection of Problems

*Assignment –*

- 1) Blog Entry 3: Ethnographic Research
- 2) Begin *Design of Everyday Things*
- 3) Read the Ethnography Primer and IDEO Bootcamp Bootleg

### Module 4

#### **Tues, October 17**

Lecture: Traditional Brainstorming Methods (Creativity Challenge #4)

#### **Thurs, October 19**

Lecture: Alternative Team-Based Idea Generation Methods, 124-All

#### **Tues, October 24**

Product Consulting Panel

#### **Thurs, October 26**

Discussion Session:

Testing new methods/techniques, pitching top ideas, voting

*Assignment –*

Blog Entry 4: Host a Brainstorming

### Module 5

#### **Tues, October 31**

Lecture: Benchmarking, Market Survey, Feasibility Assessment (Creativity Challenge #5)

#### **Thurs, November 2**

Lecture: Idea Selection, Pugh Charts, Six Thinking Hats, SWOT

#### **Tues, November 7**

Product Entrepreneur Panel

#### **Thurs, November 9**

Discussion Session:

Presentation of Research

*Assignment –*

Blog Entry 5: Product Concept Assessment and Selection

### Module 6

#### **Tues, November 14**

Lecture: SCAMPER, Morphological Analysis, TILMAG, HIT Matrix, TRIZ

#### **Thurs, November 16**

Industrial Designer Panel: Techniques for Presenting Ideas Visually

*November 21 and 23 – No class - Thanksgiving Break*

#### **Tues, November 28**

Lecture: Product Naming, Pitching Ideas

#### **Thurs, November 30**

Discussion Session:

Feedback Session on presentation material for final ideas

*Assignment –*

Blog Entry 6: Idea Refinement and Presentation Refinement

Module 7

**Tues, December 5**

Product Protection Panel (Intellectual Property)

**Thurs, December 7**

Discussion Session:

In-class Elevator Pitch Session and Feedback

**Tues, December 12**

Lecture: Walleye Tank Finale (Team Round and Class Round), Class Reviews

*Assignment –*

Blog Entry 7: Elevator Pitch Video and Supporting Research Material

**University Policies**

**Release of Work Statement:**

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

**Personal Electronic Devices in Classroom:**

PEDs are not permitted in lecture.

<http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

**Use of Class Notes and Materials:**

It is not permitted to profit off of the lecture notes from this class. If you want to reference slides or notes, please give credit to the course instructor and the University of Minnesota.

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

**Scholastic Dishonesty and Student Conduct Code:**

[http://www1.umn.edu/regents/policies/academic/Student\\_Conduct\\_Code.pdf](http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf)

**Sexual Harassment:**

<http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

**Statement on Climate of Inclusivity:**

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

*(or refer to [http://www1.umn.edu/regents/policies/administrative/Equity\\_Diversity\\_EO\\_AA.pdf](http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf))*

**Academic Freedom and Responsibility:**

[http://www1.umn.edu/regents/policies/academic/Academic\\_Freedom.pdf](http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf)

**Availability of Disability and Mental Health Services:**

The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or [ds@umn.edu](mailto:ds@umn.edu).
- Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via [www.mentalhealth.umn.edu](http://www.mentalhealth.umn.edu) or contact Counseling/Consulting Services at 612-624-3323.

**Academic Services:**

If you would like additional help, please contact one of the offices listed below.

Center for Writing	10 Nicholson Hall, Mpls	612-626-7579
Student Academic Success Service	340 Appleby Hall, Mpls 199 Coffey Hall, St. Paul	612-624-3323