

Innovation and Creativity

SYLLABUS

CRE 201
Spring 2014
TR 9:30-10:45am
Noel Studio, Discovery Classroom
3 Credits
Office Hours: W, 11am – 12:30pm

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Goals & Objectives

This course explores the creative approaches of recent (and historic) innovations in business, industry, and education. Through a case study approach, this course cultivates intentional and systematic competencies in students in order to develop leaders capable of solving problems in academia or business settings. Students will draw insights from the most innovative and successful corporations to explore their approaches (Apple, IBM, and Microsoft). Students will also examine the role of failure in innovations throughout history using foundational creative-thinking concepts.

Student Learning Outcomes:

The Innovation and Creativity course builds a foundation in creative thinking through the examination of innovation in educational and business settings. Students will develop skills for analyzing innovations throughout the course. Students pursuing the minor in Applied Creative Thinking must earn a C or above in this course.

Upon completion of the course, students will:

- Develop effective creative projects that provide an innovative solution to real-world problems based on inquiry such as class discussion, critical analysis, integrative collaboration, observing, and using technology.
- Evaluate materials relevant to innovations in educational and business settings based on case studies presented in class and explored independently.
- Analyze strategies for creative innovation, including product and pedagogical design.
- Apply effective strategies for designing innovative projects in collaboration with team members to develop an effective creative project, product, or practice, in conjunction with other offices on campus.
- Apply the design of the creative process to educational experiences and the creative endeavor generally.
- Demonstrate knowledge of the basic vocabulary and concepts of creativity study.

Methods for Learning and Teaching

This class will involve a blend of lecture, large-and small-group discussion, in-class collaborative creation, and design workshops. Students are expected to bring texts to class each session. Students will be expected to read in advance of class sessions and be prepared to discuss relevant ideas, themes, and writing practices. The texts, *Creating Innovators: The Making of Young People Who Will Change the World* and *The Art of Innovation* include information that students will need for class sessions. To be successful in this class, and ultimately the minor in Applied Creative Thinking, students will need to participate on a regular basis. Each class meeting will include information that is valuable to your success as creative thinkers and leaders. Finally, students will participate fully in all class assignments, which means coming prepared for class with homework and assignments.

Required Texts

Wagner, Tony. *Creating Innovators: The Making of Young People Who Will Change the World*. New York: Scribner, 2012.

Kelley, Tom, Jonathn Littmant, and Tom Peters. *The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm*. New York: Doubleday, 2001.

Required Materials and Resources

- Internet Access
- Dropbox Access

Attendance Policy

Students may miss no more than 10% of the scheduled class meetings. Therefore, if you miss more than five class meetings, you can fail the course. Students are responsible for notifying me of any planned absences and for completing any missed work as a result of any absence(s). Please consult me in advance with any questions regarding attendance.

Grades

Major Projects	Points	Creative Projects	Points
Innovation Case Proposal	50	P1	50
Participation (attendance)	50	P2	100
Leadership Session	30	P3	150
Innovation Cases	150	P4	200

A= 90-100% (900-1000pts)
B= 80-89% (800-899pts)
C= 70-79% (700-799 pts)
F= <70% (0-699pts)

EKU will graduate informed, critical and creative thinkers who communicate effectively.

Prototype	20	P5	200
Total	300		700
Semester Total			1000

I expect the course to become more challenging and expectations for the quality of student work to increase as the semester progresses. Moreover, I expect students to put forth effort in each creative project and assignment, giving each the care and time it needs. The course design will help assist you in this area through integrative collaboration, in-class discussions of your projects and creative concepts, in-class workshops, and one-on-one conferences with me. I will collect copies of all creative projects, including outlines, rough drafts, and proof of invention process, from all students. You should keep detailed notes for each stage of your invention process that show intentional strategies for creative thinking.

Late and Missed Work

Late work will be graded down at my discretion. In any case, it's better to hand in late than not at all. You must complete all major projects to pass the course. Let me know if work is going poorly, if you just can't get started, or don't understand how to do it. I can extend the deadline in some cases. If you miss a major project without an excused absence, you will receive an F for that work.

Other Course Policies

Lateness: It is important that students arrive on time to every class. All class sessions are important. I will take attendance at the beginning of each class period. Creative projects and exercises will be assigned in each class. Students who arrive late to class will be marked absent or partially absent at my discretion. All class meetings are important and require your focus to be successful.

Academic integrity

Students are advised that ECU's Academic Integrity Policy will strictly be enforced in this course. The Academic Integrity policy is available at www.academicintegrity.ecu.edu. Questions regarding the policy may be directed to the Office of Academic Integrity.

Changes to the Syllabus

The course schedule is subject to change. Students will have advanced notice in class or via email of any changes in class location or schedule.

Midterm Progress Report

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Before Sunday, March 9, 2014, all students will be informed in writing about their progress in the course via ECU Direct.

Notes

- To pass this course, you must participate fully in all class sessions. You must have at least a C in the class to be eligible to continue with the minor in Applied Creativity.
- You must complete all assignments to pass the course.

Progress in the Course

Students should consult Dr. Carpenter before dropping the course. The last withdrawal day is Sunday, February 9, 2014.

Students with Disabilities

If you are registered with the Office of Services for Individuals with Disabilities, please obtain your accommodation letters from the OSID and present them to the course instructor to discuss any academic accommodations you need. If you believe you need accommodation and are not registered with the OSID, please contact the Office in the Student Success Building Room 361 by email at disserv@eku.edu or by telephone at (859) 622-2933 V/TDD. Upon individual request, this syllabus can be made available in alternative forms.

Important Dates

Last day to withdraw from the course without a fee: February 9, 2014

Last day to withdraw from the course with a fee: Friday, March 21, 2014

Holidays: Martin Luther King, Jr. Day: Monday, January 20, 2014; Spring Break, Monday, March 10 – Friday, March 14, 2014

The Noel Studio for Academic Creativity

Students pursuing the minor in Applied Creativity will spend a significant amount of class time and creative invention time in the Noel Studio for Academic Creativity. Some students might decide to work as consultants in the Noel Studio. The Noel Studio is a free resource for the ECU community, including graduate and undergraduate students.

The Noel Studio's primary service is the individual or group consultation: a trained consultant will spend 60 minutes with you (an hour is preferable if your project is longer than five pages or the equivalent for presentations and multimedia or if you are working with a group) reviewing your project and discussing your ideas. You can bring your work to the Noel Studio at any point in the communication-development process, even if you don't have anything substantial yet. Your visit will be most helpful if you take the time to:

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Prepare questions/ideas/strategies in advance: Identify specific questions/ideas/strategies that will guide your research and thinking about the project while you're in the Noel Studio.

Prepare to participate in the consultation: The Noel Studio is designed as a collaborative and creative space for learning. Thus, you will actively discuss your project with the consultant and take part in invention techniques and activities.

Allot time to revise and reflect after you leave the Noel Studio: Identify the possibilities raised during the consultation that are helpful to you and leave enough time to use the Noel Studio space to reflect on and refine your project and ideas.

Revise and rethink: The Noel Studio is intended to support multiple learning styles. Use invention and practice spaces at the Noel Studio to rethink critical aspects of your project.

The Noel Studio will help with projects in any subject, including traditional essays, research papers, proposals; out-of-class projects such as scholarship applications, graduate school applications, and business letters; multimedia such as digital narratives, videos, podcasts, and online portfolios; and oral presentations, conference talks, and panel presentations. After each consultation, you will receive verification of your visit and a summary of what was discussed.

It is best to make an appointment; however, the Noel Studio welcomes walk-ins.

You may use Noel Studio resources, such as computers, video equipment, monitors, and software without an appointment. Please remember that the Noel Studio does not write, proofread, or grade projects.

For more information or to make an appointment, visit the Noel Studio website at <http://www.studio.eku.edu/> or call 859-622-7330.

GROUPS: If you are working on a group project, please have all members come to the Noel Studio when you visit for your consultation. Please have all group members sign in at the kiosk.

Course Organization and Scope

Textbooks: *The Art of Innovation (AI)* and *Creating Innovators (CI)*

Innovation Case Proposal: Students will submit a proposal for their innovation case. The proposal will offer details about the background to the problem and innovative approaches that they will study in the case.

Leadership Session: Students will research the role of leadership in innovations in business or educational settings. More specifically, students will select an innovative leader to study and examine the traits that made that leader successful and approaches that contributed to success.

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Innovation Cases: Students will collect cases of recent innovations by reviewing select news sources and publications such as the *MIT Technology Review*, *Lexington Business Journal*, *Forbes*, *Wired*, *The Chronicle of Higher Education*, and other outlets.

Prototype: Students will create a prototype of an innovative project with value in industry or higher education and pitch their projects to representatives from the business incubator at ECU.

Projects (1-5): Students will analyze five creative innovations through the lens of project development and prototyping throughout history. Students will collect information about these projects to discuss with the class.

Schedule

Week	Theme	Reading/Viewing	Project
1	Introduction to Course, Projects, and Texts	CI: "A Primer on Innovation"	Create a video introduction that defines "innovation" (pairs)
2	The Innovator	CI: "Portrait of the Innovator as a Young Man"; AI: "Leadership at the Top"	Research innovators – conduct background research for Leadership Session
3	Science and Technology	CI: "STEM Innovators"	Research innovators – conduct background research for Leadership Session
4	Collaboration and Innovation	CI: "Social Innovators"	Due: Innovation Case Proposal
5	Teaching and Learning	CI: "Innovating Learning"	Due: Project 1
6	Projecting the Future	CI: "The Future of Innovation"; AI: "Live the Future"	Due: Leadership Session
7	Creating Innovators	CI: "Letter to a Young Innovator"	
8	Innovative Projects	AI: "Winging it in Start-Up Mode"	Due: Project 2

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9	Innovative Concepts	AI: "Innovation Begins with an Eye"	
10	Strategies	AI: "The Perfect Brainstorm"	Due: Project 3
11	Innovative Companies	AI: "A Cool Company Needs Hot Groups"	
12	Prototypes	AI: "Prototyping is the Shorthand of Innovation"	Due: Project 4
13	Innovative Spaces (Creative Press)	Readings from <i>Cases on Higher Education Spaces and Making Space</i>	Due: Prototype Draft
14	Flow and Creating an Experience	Reading from <i>Flow</i> ; "The Shared Experience of Absurdity"	Due: Project 5
15	Preparing for Your Pitch	AI: "Creating Experiences for Fun and Profit"	Peer-Review of Prototype Drafts
16	Final Projects and Presentations		Due: Innovation Cases Due: Prototype