Designing Creativity – I50-175 – Fall 2016
Syllabus & Contract

Washington University in St. Louis
Tues/Thurs from 1pm to 2:30pm in McMillian G052
Friday LABs in 2 sections: 10am-11:30am and 1pm-2:30pm (Academy 205/206)

Instructors: Dean Bruce Lindsey (Sam Fox), Liz Kramer (Sam Fox), and Robert Mark Morgan (Drama)
TA’s: Brett Carr, Claire Krupela, Maya Mashkovich, Claire Quinlan, and Natalie Johnson.

Office Hours by appointment - please e-mail: kramer@wustl.edu or rmorgan@wustl.edu

Course Description:
Via a series of lectures from prominent thinkers and practitioners in the areas of medicine, neuroscience, law, engineering, architecture, human-centered design, business, stage design, and the performing arts, Designing Creativity is a course that will explore the study and practice of the creative process across many disciplines. From "Ah-ha" epiphanies to slow-developing discoveries, the creative process has been employed by innovators and artists in virtually every corner of the globe for centuries. In this course, we will study the different processes of creatives in many fields. The class will also incorporate practice of design thinking and creativity techniques in a LAB component that will allow students to explore the development of innovative ideas in collaborative teams followed by project presentations to core faculty and classmates.

Course Goals:
Explore and discuss creativity across a range of disciplines.
Gain an understanding of design and design processes.
Gain experience (practice) in creative problem seeking and solving.

Attendance/Participation:
Gleaning an overview of the Creative Process across disciplines and making connections between them inherently means that you attend ALL lectures and labs. If you are not present in class, making connections and collaboration/participation in group work is clearly impossible, so absences will result in the loss of 15 points per class missed.
Should you be absent due to illness, a note from a doctor is required to have that absence excused. Every student gets one mulligan (unexcused absence).

Academic Integrity:
This course adheres to the guidelines of the Washington University Academic Integrity Policy. Students should be familiar with and conform to the Policy, which is posted at http://www.wustl.edu/policies/undergraduate-academic-integrity.html
Serious sanctions can result from academic dishonesty. Plagiarism is the act of borrowing other people’s ideas, words, or work without proper citation or credit.
Plagiarism or cheating will lead to an F on that assignment. Repeated or egregious plagiarism will lead to an F in the class and will be reported to the University for further sanctions.

**Accommodations:**
Washington University is committed to providing accommodations and/or services to students with documented disabilities. Students who are seeking support for a disability or a suspected disability should contact Disability Resources at 314-935-4153.

**Grading:**
**There are 400 possible points.**
- 391-400 = 4.0
- 381-390 = 3.9
- 371-380 = 3.8
- 361-370 = 3.7
- Etc. Down to zero

**Grading Breakdown:**
- 2nd Thursday Presentation/Discussion (group of 4-5): 120 pts
- 7 Lab presentations (in groups) 7 x 40pts each = 280 pts

The following standards will be used in assigning grades:

**A** Exemplary work, which is attended with initiative beyond the description of the stated problem. Work which makes evident a significant understanding of the problem, shows competence in the required skills, and exhibits a conceptual clarity and depth. Is attended by an attitude of exploration, of open-mindedness, and a willingness to benefit from criticism.

**B** Some exemplary work which shows an understanding of the problem, displays a conceptual foundation and is well crafted. Shows competence and mastery of skills. Is attended with an open and inquisitive attitude.

**C** Adequate work which meets the minimum requirements of the problem and course. Shows an understanding of the problem while acknowledging some deficiencies. Shows a reasonable mastery of skills and concepts. This grade is seen to represent the average solution and therefore will be the most prevalent.

**D** Work, which although complete, does not show an understanding of the problem, and demonstrates deficiencies in the mastery of skills. This work can often be attended with a belligerent or close-minded attitude particularly with respect to criticism and self-motivation.

**F** Failing work which does not meet the requirements of the problem or course, shows a serious deficiency in the mastery of skills.
Accommodations based upon sexual assault:

The University is committed to offering reasonable academic accommodations to students who are victims of sexual assault. Students are eligible for accommodation regardless of whether they seek criminal or disciplinary action. Depending on the specific nature of the allegation, such measures may include but are not limited to: implementation of a no-contact order, course/classroom assignment changes, and other academic support services and accommodations. If you need to request such accommodations, please direct your request to Kim Webb (kim_webb@wustl.edu), Director of the Relationship and Sexual Violence Prevention Center. Ms. Webb is a confidential resource; however, requests for accommodations will be shared with the appropriate University administration and faculty. The University will maintain as confidential any accommodations or protective measures provided to an individual student so long as it does not impair the ability to provide such measures.

If a student comes to us to discuss or disclose an instance of sexual assault, sex discrimination, sexual harassment, dating violence, domestic violence or stalking, or if I otherwise observe or become aware of such an allegation, I will keep the information as private as I can, but as a faculty member of Washington University, I am required to immediately report it to my Department Chair or Dean or directly to Ms. Jessica Kennedy, the University's Title IX Coordinator. If you would like to speak with the Title IX Coordinator directly, Ms. Kennedy can be reached at (314) 935-3118, jwkennedy@wustl.edu, or by visiting her office in the Women's Building. Additionally, you can report incidents or complaints to Tamara King, Associate Dean for Students and Director of Student Conduct, or by contacting WUPD at (314) 935-5555 or your local law enforcement agency. You can also speak confidentially and learn more about available resources at the Relationship and Sexual Violence Prevention Center by calling (314) 935-8761 or visiting the 4th floor of Seigle Hall.

Bias Reporting:

The University has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of bias, prejudice or discrimination against a student can report their experiences to the University’s Bias Report and Support System (BRSS) team. See: brss.wustl.edu

Mental Health:

Mental Health Services’ professional staff members work with students to resolve personal and interpersonal difficulties, many of which can affect the academic experience. These include conflicts with or worry about friends or family, concerns about eating or drinking patterns, and feelings of anxiety and depression. See: shs.wustl.edu/MentalHealth
Course Calendar

AUG.  30  T  HEART, Morgan
      1  TH  Liz Kramer
      2  F  Lab
      6  T  Heather Corcoran
      8  TH  Groups 1A, 1B, presentations
      9  F  Lab, review project 1

      13  T  BODY, Lindsey
      15  TH  Dr. Gammon Earhart
      16  F  Lab
      20  T  David Marchant
      22  TH  Groups 2A, 2B, presentations
      23  F  Lab, review project 2

      27  T  MIND, Morgan
      29  TH  Dr. Jeffery Zacks
      30  F  Lab

SEPT.  4  T  Crystal Martin, Launchcode
      6  TH  Groups 3A, 3B, presentations
      7  F  Lab, review project 3

      11  T  PROTOTYPING, Lindsey w/ Bryce Rutter
      13  TH  Nate Marshalk and Andrew Goodin, The Disruption Department
      14  F  Lab
      18  T  Fall Break
      20  TH  Groups 4A, 4B, presentations
      21  F  Lab, review project 4

      25  T  FAILURE, Morgan
      27  TH  Provost Holden Thorp
      28  F  Lab

OCT.  4  T  Groups 5A, 5B, presentations
      6  F  Lab, Review project 5

      8  T  IMPROVISATION & PLAY, Morgan
      10  TH  Anna Pileggi & Lee Anne Matthews
      11  F  Lab
      15  T  Mike Isaacson, the Muny
      17  TH  Groups 6A, 6B, presentations
      18  F  Lab, Review project 6

      22  T  MONEY & POLITICS, Lindsey
      24  TH  Thanksgiving
      25  F  Thanksgiving
      29  T  Antionette Carroll

NOV.  1  TH  Jake Barnett, Morgan Stanley
      2  F  Lab
      6  T  TBD
      8  TH  Groups 7A, 7B presentations
      9  F  Final LAB Party – 1pm in Academy 205/206
Designing Creativity: Innovation Across Disciplines

Two weeks per section
for each of 7 topics

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The course will spend two weeks on each topic relating to Creativity and the application of Creative techniques and principles in each discipline covered. A basic two-week section is outlined above with a breakdown of each day as follows:

1st Tuesday: Topic is introduced with a lecture by Professors Bruce Lindsey, Liz Kramer, or Robert Mark Morgan including an overview of the topic, introductions of scheduled guests and their area of expertise, and expectations of students on the upcoming LAB project.

1st Thursday: First of two guest lectures on the topic by both Wash U faculty and invited outside guests.

1st Friday: LAB sections (2 total with approximately 35 students each) led by TA's with instructions and overseen by DC175 TA's.

2nd Tuesday: Second of two guest lectures on the topic by both Wash U faculty and invited outside guests.

2nd Thursday: Teams listed here [http://pages.wustl.edu/DC175/presentation-group-assignments](http://pages.wustl.edu/DC175/presentation-group-assignments) each present an overview and analysis of the two guest lectures on the topic making associations in the material presented and encouraging debate on the topic content. Each presentation should be approximately 25-30 minutes long with an activity to follow. These presentations should represent connections between lectures and illustrate new ideas. They are not meant to be a review of material. Please refer to the venn diagram [here](http://pages.wustl.edu/DC175/presentation-group-assignments) as a visual aid.

2nd Friday: LAB sections (2 total with approximately 35 students each) present the results of their efforts and reflect on the collaborative process with fellow students and takeaway lessons as a result of a de-brief on the process. Each 2-week Section is a new Lab project unless otherwise outlined.
Designing Creativity: Innovation Across Disciplines

Section 1: HEART
Aug 30th thru Sept 9th

An overview of the Creative Process in areas dealing with the human empathy stage of the Design Thinking process including human-centered design.

Calendar dates:

Aug 30th: Lecture on Heart led by Rob Morgan

Sept 1st: Guest Speaker: Liz Kramer
Assistant Director of Community-Based Design & Sustainability - Sam Fox School
http://samfoxschool.wustl.edu/directory/9897

Sept 2nd: Friday LAB
Groups and lab activity will be assigned

Sept 6th: Guest Speaker: Heather Corcoran
Director, College & Graduate School of Art, Sam Fox School
http://samfoxschool.wustl.edu/portfolios/faculty/heather_corcoran

Oct 1st: Groups 1A and 1B Class Presentations

Oct 2nd: Friday LAB
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/heart)
Designing Creativity: Innovation Across Disciplines

Section 2: BODY
Sept 13th thru Sept 23rd

An overview of the Creative Process in areas dealing with medicine, the body, and the impact of ideas on medical innovation and advancements.

Calendar dates:

Sept 13th: Lecture on Body led by Bruce Lindsey

Sept 15th: Guest Speaker: Dr. Gammon Earhart
Treatment of Parkinsons via Tango
https://pt.wustl.edu/AboutUs/pages/facultybio.aspx?FacultyId=14

Sept 16th: Friday LAB
Groups and lab activity will be assigned

Sept 20th: Guest Speaker: David Marchant
Professor of the Practice in Dance
https://pad.artsci.wustl.edu/david-marchant

Sept 22nd: Groups 2A and 2B Class Presentations

Sept 23rd: Friday LAB
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/body)
An overview of the Creative Process in areas dealing with neuroscience, idea generation, and the constant work of the mind during sleep and daydreaming.

Calendar dates:

- Sept 27th: Lecture on Mind led by Rob Morgan
- Sept 29th: Guest Speaker: Dr. Jeffrey Zacks
  "Your Brain on Movies"
- Sept 30th: Friday LAB
  Groups and lab activity will be assigned
- Oct 4th: Guest Speaker: Crystal Martin w/ Launchcode
  [https://www.launchcode.org/about](https://www.launchcode.org/about)
- Oct 6th: Groups 3A and 3B Class Presentations
- Oct 7th: Friday LAB
  Lab presentations for the group

Readings:

(see website: [http://pages.wustl.edu/DC175/mind](http://pages.wustl.edu/DC175/mind))
Designing Creativity: Innovation Across Disciplines

Section 4: PROTOTYPING
Oct 11th thru Oct 21st

An overview of the Creative Process in areas dealing with the prototyping and the use of 3D design in testing ideas and eliminating ambiguity.

Calendar dates:

Oct 11th: Lecture on Prototyping led by Bruce Lindsey and Bryce Rutter, Founder and CEO of Metaphase Design Group
http://www.metaphase.com/

Oct 13th: Guest Speakers: Nate Marshalk and Andrew Goodin of The Disruption Department: http://thedisruptiondepartment.org/

Oct 14th: Friday LAB
Groups and lab activity will be assigned

Oct 18th: NO CLASS (FALL BREAK)

Oct 20th: Groups 4A and 4B Class Presentations

Oct 21st: Friday LAB
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/proto)
Designing Creativity: Innovation Across Disciplines

Section 5: FAILURE
Oct 25th thru Nov 4th

An overview of the importance of failure and testing ideas (mistakes and all) in the Creative Process.

Calendar dates:

- Oct 25th: Lecture on Failure led by Rob Morgan
- Oct 27th: Guest Speaker: Holden Thorp
  Provost and Rita Levi-Montalcini Distinguished University Professor
  Departments of Chemistry and Medicine
- Oct 28th: Friday LAB
  Groups and lab activity will be assigned
- Nov 1st: Guest Speaker: Qui Tran of Mai Lee Restaurant
- Nov 3rd: Groups 5A and 5B Class Presentations
- Nov 4th: Friday LAB
  Lab presentations for the group

Readings:

(see website: [http://pages.wustl.edu/DC175/failure](http://pages.wustl.edu/DC175/failure))
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Section 6: PLAY & IMPROVISATION
Nov 8th thru Nov 18th

An overview of the Creative Process in areas dealing with leadership skills and confidence acquired through physical improvisation and creative outlets.

Calendar dates:

Nov 8th: Lecture on Play & Improvisation led by Rob Morgan

Nov 10th: Guest Speakers: actors, improve, and “yes...and”
Anna Pileggi: https://pad.artsci.wustl.edu/annamaria-pileggi
Lee Anne Matthews: https://www.maryville.edu/2014/05/maryville-university-and-shakespeare-festival-honor-local-educator/

Nov 11th: Friday LAB
Groups and lab activity will be assigned

Nov 15th: Guest Speaker: Mike Isaacson, the Muny
http://www.ibdb.com/Person/View/82095

Nov 17th: Groups 6A and 6B Class Presentations

Nov 18th: Friday LAB
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/play)
Designing Creativity: Innovation Across Disciplines

Section 7: MONEY & POLITICS
Nov 22nd thru Dec 8th

An overview of the Creative Process in business and its importance in innovation, learning agility, and design-thinking processes. (note: this is a 3-week section)

Calendar dates:

Nov 22nd: Lecture on Money & Politics led by Bruce Lindsey

Nov 24th and 25th: NO CLASS – THANKSGIVING

Nov 29th: Guest Speaker: Antionette Carroll:
http://www.creativereactionlab.com/
Can Design End Racism?

Dec 1st: Guest Speaker: Jake Barnett with Morgan-Stanley
https://www.linkedin.com/pub/jake-barnett/27/587/28a

Dec 6th: Guest Speaker: TBD

Dec 8th: Groups 7A and 7B Class Presentations

Dec 9th: Friday LAB Party
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/money)