Designing Creativity - 150-175 - Fall 2015
Syllabus & Contract

Washington University in St. Louis
Tues/Thurs from 1pm to 2:30pm in Seigle L006
Friday LABs in 2 sections: 1pm-2:30pm and 2:30pm-4pm in Academy 2nd floor

Instructors: Dean Bruce Lindsey (Architecture) and Professor Robert Mark Morgan (Drama)
TA’s: Julia Kong, Raissa Xie, Zack Schultz, Taylor McGuire

Office Hours by appointment - please e-mail: blindsey@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 (includes notecard grading by peers in groups):**
- 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.
## Course Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Description</th>
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<tbody>
<tr>
<td>Aug. 25</td>
<td>T</td>
<td>Intro, MIND</td>
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<td>TH</td>
<td>Dr. James Wertsch, Collective Memory</td>
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<td>Lab</td>
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<td>Sept. 1</td>
<td>T</td>
<td>Professor Mark Rollins, Memory &amp; Perception</td>
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<td>TH</td>
<td>Groups 1A, 1B, presentations</td>
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<td>Lab, review project 1</td>
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<td>T</td>
<td>BODY, Lindsey</td>
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<td>TH</td>
<td>Gammon Earhart, Parkinson’s &amp; Tango</td>
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<td>Dr. Peter Tueteur, Art in Medicine</td>
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<td>Groups 2A, 2B, presentations</td>
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<td>Lab, review project 2</td>
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<td>HEART, Morgan</td>
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<td>Linda E. Wagner, Human Centered Design</td>
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<td>Gerard Craft, Owner Niche Restaurant</td>
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<td>OCT. 1</td>
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<td>Groups 3A, 3B, presentations</td>
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<td>Lab, Review project 3</td>
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<td>PROTOTYPING, Lindsey</td>
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<td>Albie Mitchell, COLLAB</td>
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<td>FAILURE, Morgan</td>
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<td>Provost Holden Thorp</td>
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<td>Lab, Review project 5</td>
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<td>NOV. 3</td>
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<td>IMPROVISATION, Morgan</td>
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<td>TH</td>
<td>Dr. Kurt Thoroughman, Learning &amp; Motor Control</td>
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<td>Ed Reggi, Lee Anne Matthews, Yes... And</td>
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<td>MONEY, Lindsey</td>
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<td>Jake Barnett, Morgan Stanley</td>
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<td>Professor Clifford Holekamp</td>
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<td>26-27</td>
<td>Thanksgiving</td>
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<td>Dec. 1</td>
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<td>Liz Kramer, Office of Socially Engaged Practice, Sam Fox School</td>
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<td>Groups 1A, 1B, presentations</td>
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<td>Lab, Review project 7</td>
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**Designing Creativity: Innovation Across Disciplines**

**Basic Course Layout in 1-1/2 hour classes:**

<table>
<thead>
<tr>
<th>Tues</th>
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<tbody>
<tr>
<td>Lecture (B&amp;R)</td>
<td>Guest Lecture</td>
<td>LAB</td>
<td>Guest Lecture</td>
<td>Student Pres.</td>
<td>LAB Review</td>
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**Two weeks per section for each of 7 topics**

The course will spend two weeks on each of seven topics relating to creativity and the application of creative techniques and principles in each discipline covered. The seven topics are Mind, Body, Heart, Prototyping, Failure, Improvisation, and Money. Each topic will have a corollary design project which will be assigned the first Tuesday and due the last Friday. 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 and Robert Mark Morgan (B&R) including an overview of the topic, introductions of scheduled guests and their area of expertise, and expectations of students as collaborators 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 Professor Morgan.

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

2nd Thursday: Teams of 4-5 students 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 20-25 minutes long.

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.
Designing Creativity: Innovation Across Disciplines

Section 1: MIND
August 25th thru Sept 5th

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:

Aug 25th: Introductions, Syllabus, Assign Groups, Lecture on Mind led by Rob

Aug 27th: Guest Speaker: Dr. James Wertsch – Collective Memory
https://anthropology.artsci.wustl.edu/wertsch_james

Aug 29th: Friday LAB meets at the Academy Building rm 205 and 206
Groups and lab activity will be assigned

Sept 1st: Guest Speaker: Professor Mark Rollins – Memory and Perception
https://philosophy.artsci.wustl.edu/people/mark-rollins

Sept 3rd: Groups 1A and 1B give presentations to class (20-25 min each) followed by discussion and analysis.

Sept 5th: Friday LAB meets at the Academy Building rm 205 and 206
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/mind)
Calendar dates:

Sept 8th: Lecture on Body led by Bruce Lindsey

Sept 10th: Guest Speaker: Gammon Earhart – Treatment of Parkinsons via Tango
https://pt.wustl.edu/AboutUs/pages/facultybio.aspx?FacultyId=14

Sept 11th: Friday LAB meets at the Kemper Art Museum
Groups and lab activity will be assigned

Sept 15th: Dr. Peter Tuteur – Art in Medicine
http://pulmonary.wustl.edu/faculty/peter-g-tuteur-m-d.html

Sept 17th: Groups 2A and 2B give presentations to class (20-25 min each) followed by discussion and analysis.

Sept 18th: Friday LAB meets at the Kemper Art Museum
Lab presentations for the group

Readings:

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

Section 3: HEART
Sept 21st thru Oct 2nd

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:

Sept 22nd: Lecture on Heart led by Rob Morgan

Sept 24th: Guest Speaker: Linda E. Wagner – Human Centered Design & Engineering Director of Master of Human-Computer Interaction & Design University of Washington, Seattle
http://www.hcde.washington.edu/wagner

Sept 25th: Friday LAB meets at the Academy Building rm 205 and 206
Groups and lab activity will be assigned

Sept 29th: Gerard Craft, Owner: Niche restaurant (St. Louis)
http://nichestlouis.com/

Oct 1st: Groups 3A and 3B give presentations to class (20-25 min each) followed by discussion and analysis.

Oct 2nd: Friday LAB meets at the Academy Building rm 205 and 206
Lab presentations for the group

Readings:

(see website: http://pages.wustl.edu/DC175/heart)
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Section 4: PROTOTYPING
Oct 6th thru Oct 16th

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 6th: Lecture on Prototyping led by Bruce

Oct 8th: Guest Speaker: Albie Mitchell
http://samfoxschool.wustl.edu/portfolios/albie_mitchell

Oct 9th: Friday LAB meets at the Academy Building rm 205 and 206
Groups and lab activity will be assigned

Oct 13th: Guest Speaker: Elisa Kim
http://samfoxschool.wustl.edu/directory/7415

Oct 15th: Groups 4A and 4B give presentations to class (20-25 min each) followed by discussion and analysis.

Oct 16th: Friday LAB meets at the Academy Building rm 205 and 206
Lab presentations for the group

Readings:

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

Section 5: FAILURE
Oct 20th thru Oct 30th

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

Calendar dates:

Oct 20th: Lecture on Failure led by Rob

Oct 22nd: Guest Speaker: Provost Holden Thorp
Provost and Rita Levi-Montalcini Distinguished University Professor
Departments of Chemistry and Medicine
https://provost.wustl.edu/people/holden-thorp/

Oct 23rd: Friday LAB meets at the Academy Building rm 205 and 206
Groups and lab activity will be assigned

Oct 27th: Guest Speaker: Patricia Olynyk
Director, Graduate School of Art
Florence and Frank Bush Professor of Art
http://www.patriciaolynyk.com/

Oct 29th: Groups 5A and 5B give presentations to class (20-25 min each) followed by discussion and analysis.

Oct 30th: Friday LAB meets at the Academy Building rm 205 and 206
Lab presentations for the group

Readings:

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

Section 6: IMPROVISATION
Nov 3rd thru Nov 13th

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

Calendar dates:

Nov 3rd: Lecture on Improvisation led by Rob

Nov 5th: Guest Speaker: Dr. Kurt Thoroughman
Human Learning and Motor Control

Nov 6th: Friday LAB meets at the Academy Building rm 205 and 206
Groups and lab activity will be assigned

Nov 10th: Guest Speakers: Ed Reggi and Lee Anne Matthews
Improvisational actors and “Yes…and”

Nov 12th: Groups 6A and 6B give presentations to class (20-25 min each) followed by discussion and analysis.

Nov 13th: Friday LAB meets at the Academy Building rm 205 and 206
Lab presentations for the group

Readings:

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

Section 7: MONEY (BUSINESS)
Nov 17th thru Dec 4th

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 17th: Lecture on Money/Business led by Bruce Lindsey

Nov 19th: Guest Speaker: Jake Barnett with Morgan Stanley
https://www.linkedin.com/pub/jake-barnett/27/587/28a

Nov 20th: Friday LAB meets at the Academy Building rm 205 and 206 Groups and lab activity will be assigned

No 24th: Guest Speaker: Professor Clifford Holekamp
http://www.olin.wustl.edu/EN-US/Faculty-Research/Faculty/Pages/Facultydetail.aspx?username=holekampc--

Nov 26th/27th: NO CLASS (THANKSGIVING HOLIDAY)

Dec 1st: Guest Speaker: Liz Kramer
Assistant Director of Community-Based Design & Sustainability
Office of Socially Engaged Practice
Sam Fox School of Design and Visual Arts
http://thebizkramer.com/about

Dec 3rd: Groups 1A and 1B give presentations to class (20-25 min each) followed by discussion and analysis.

Dec 4th: Friday LAB meets at the Academy Building rm 205 and 206 Lab presentations for the group

Readings:

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