

# L15 Drama 135 – Spring 2017 – *IDEATION: IDEA GENERATION*

## Syllabus & Contract (we're making a deal)

Washington University in St. Louis Website: <https://pages.wustl.edu/ideation>

Time/Location: 10am to 11:30am/Location: Mallinckrodt 302

Instructor: Robert Mark Morgan ([rmorgan@wustl.edu](mailto:rmorgan@wustl.edu)), 314-935-5943, Mallinckrodt 306

'Design thinking' is defined as "the ability to combine empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality to analyze and fit solutions to the context."

**Required Materials:** *Your full faith, **fearlessness**, and creative abilities...seriously.*

### Required Texts/Articles:

1. *CAD Monkeys, Dinosaur Babies, & T-Shaped People* by Warren Berger  
*Inside the World of Design Thinking and How it Can Spark Creativity and Innovation*
2. *Where Good Ideas Come From* by Steven Johnson

With the following pdf entries (available on course [website](#)) from:

*The Creative Habit* by Twyla Tharp  
*An Incomplete Manifesto for Growth* by Bruce Mau  
*Learning Agility* and *Yes...and* pdfs  
*The Element* by Sir Ken Robinson ... and others!

### Course Description:

Through collaboration and conversations with classmates, readings on the topic, and group exercises, Ideation is a course that will build upon learning and techniques begun in *Designing Creativity*. It will help students identify their creative strengths and weaknesses, encourage artistic experimentation of new ideas, establish methods of design thinking and make it clear that collaboration amongst varied backgrounds and disciplines is the key to coming up with creative solutions for complex problems.

### Course Expectations:

You are expected to be active contributors to the course and engage in intellectual and experiential discourse during in-class discussions, presentations, and exercises. To succeed in the course, you will have to make a consistent effort to develop your personal creative capacity. Stepping outside of your personal comfort zone will be necessary in order to break through traditional thinking patterns. This course is UNUSUAL in that expects you to study other creatives **as well as** practice what they espouse. This course encourages crazy ideas, stupid questions, and failed attempts at perfection.

### Discussion/Participation Grade (50 pts):

You are expected to participate in classroom critiques and discussions, share outcomes of your creative activities, and contribute to class discussions on readings verbally in class. If you're shy, get over it. The grade is subjective and determined by me at the end of the semester. Debating a higher grade then will not earn you more points. Obviously, to discuss at all, you MUST do the assigned reading.

### Device Policy:

Laptops and cell phones are NOT permitted except when in use during group exercises. See me if an exception is needed. I will take up cell phones after a first warning.

### What's a Precis?

A one-page (single spaced) summary of the assigned reading used as a catalyst for discussion. Sign up for your **TWO** Precis Assignment slots [here](#). To submit a precis, email professor by 9am (day of) in ONLY pdf or word doc/docx formats. To save paper, I will project the reading and that will start the discussion. **EVERYONE** does the readings! You will be quizzed twice during the semester to be sure.

**Grades:**

Will be partially dependent on note cards filled out by fellow team members (classmates).

***This is a collaborative class. Your artistic voice is essential. One unexcused absence is allowed. Absences beyond one will result in a 15pt grade reduction per absence. Tardiness is also not tolerated. Being late more than 2 times will result in a 15pt reduction in your grade.***

**Grading:**

There are 400 possible points.

391-400 = 4.0

381-390 = 3.9

371-380 = 3.8

361-370 = 3.7

351-360 = 3.6

Etc. down to zero

**Grading Breakdown by Project:**

#1 Classroom Redesign Project (3wks)	40pts
#2 Human-Centered Project (4wks)	80pts
#3 Generative Lab Project (5wks)	150pts
plus	
Discussion/Participation	50pts
Precis Assignments (due at 9am day of)	2@25pts ea.
Pop Quizzes (on readings)	2@15pts ea.

***Schedule Breakdown by Weeks 1 thru 15:*****1a – Jan 17th**

Introductions – Class business – Syllabus – PAD digest sign-up

Precis introduction: writers lead discussions, **everyone** does the readings, no TA,

Discussion expectations, connections, “A high tide lifts all boats”

Get 4 volunteers for Precis #1 before end of class and Speed Meeting Exercise

**1b – Jan 19th**

Discuss reading – précis #1

Spare Part Ideas, Glass, NeoNurture, and “What Do You Do With An Idea?”

Identifying and Destroying Creative Blocks

Assign Project #1: Classroom Redesign and Groups (5 groups of 6) due Feb 9th

**2a– Jan 24th**

Discuss reading – précis #2

It’s Bruce Mau Day everybody!

Alternative Uses Test to suspend critical thinking and eliminate self-editing

**2b – Jan 26th**

Discuss reading – précis #3

Education Redesign, Sir Ken Robinson, and why I’m in Denver next week

Alternative Uses Test to suspend critical thinking and eliminate self-editing

*Assignment: Reading pdf on Yes...and*

**3a – Jan 31st (Rob in Denver)**

SPECIAL GUEST: ED REGGI (‘Yes...and’ for building on ideas)

*Assignment: Reading pdf on Learning Agility*

**3b – Feb 2nd (Rob in Denver)**

SPECIAL GUEST: STEVE KNIGHT with COCAbiz (Learning Agility)

Discuss Learning Agility reading

**4a – Feb 7th**

Discuss reading – précis #4

*Assignment: Email me presentation links! 1 laptop will expedite project presentations*

**4b – Feb 9th**

**PROJECT #1 PRESENTATIONS (full class time):**

5 groups at approx. 12 mins each (stay on time – rehearse!)

Notecard grading of team members

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**5a – Feb 14th**

Discuss (pdf) reading – précis #5  
Personas Exercise  
Assign Project #2: Human-Centered Design (6 groups of 5) due Mar 7<sup>th</sup> and 9<sup>th</sup> (by lottery)  
*Assignment: Research on Linda Wagner and UW Masters Program*

**5b – Feb 16th**

Discuss reading – précis #6  
SPECIAL GUEST (via Skype): LINDA WAGNER, UW Masters Program in HCI+D  
Finish Chair Project w/ presentations to classmates – note cards  
*Assignment: Human-Centered Design Project Proposals (one per group)*

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**6a – Feb 21st**

Discuss reading – précis #7  
Deadline for Human-Centered Design proposals (one per group)  
180 Thinking (Two Things) exercise in class / presentation

**6b – Feb 23rd**

Discuss reading – précis #8  
TED talk: Phil Hansen: Embrace the Shake  
*Assignment: view video on IDEO shopping cart AND collaborate on Project #2*

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**7a – Feb 28th**

Design Thinking Crash Course (full-class)

**7b – Mar 2nd**

Design Thinking Crash Course (full-class)  
*Assignment: Email me presentation links! 1 laptop will expedite project presentations*

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**8a – Mar 7th**

**PROJECT #2 PRESENTATIONS PART ONE – HUMAN CENTERED DESIGNS (full class time):**  
3 groups at approx. 17 mins each (stay on time – rehearse!)  
Notecard grading of team members

**8b – Mar 9th**

**PROJECT #2 PRESENTATIONS PART TWO – HUMAN CENTERED DESIGNS (full class time):**  
3 groups at approx. 17 mins each (stay on time – rehearse!)  
Notecard grading of team members

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**-----SPRING BREAK-----**

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**9a – Mar 21<sup>st</sup> – Self Reflection Week**

Discuss reading – précis #9 followed by TEDTalk: Elizabeth Gilbert  
Assign Project #2: Generative Lab (8 groups of 4) due Apr 18<sup>th</sup>, 20<sup>th</sup>, 25<sup>th</sup>, and 27<sup>th</sup> (by lottery)  
(Groups will get 15 mins per class to collaborate – assign internal deadlines)  
*Assignment: Project #3 internal Deadline Submission for approval by Rob by Mar 23rd*

**9b – Mar 23<sup>rd</sup> - Self Reflection Week**

Discuss reading – précis #10  
Simon Sinek and Kevin Spacey videos + discussion

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**10a – Mar 28<sup>th</sup> - Inspiration Week**

Discuss reading – précis #11  
*Assignment: Project #3 Proposal Deadline Submission for approval by Rob by Mar 30th*

**10b – Mar 30<sup>th</sup> - Inspiration Week**

Discuss reading – précis #12  
Doing Presentations Presentation (Artful Speaker)

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**11a – Apr 4th**

Discuss reading – précis #13  
Sketchup orientation for visualizing ideas

**11b – Apr 6th**

SPECIAL GUEST: BLAKE MARGGRAFF (2015 Wash U alum and Founder of Startup Companies)

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**12a – Apr 7th**

Discuss reading – précis #14

**12b – Apr 9th**

Discuss reading – précis #15  
Generative Lab (group) work in-class

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**13a – Apr 11th**

Generative Lab (group) work in-class

**13b – Apr 13th**

Generative Lab (group) work in-class

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**14a – Apr 18th**

**PROJECT #3 PRESENTATIONS – GENERATIVE LABS (full class time):**

2 groups at approx. 25 mins each (stay on time – rehearse!)  
Notecard grading of team members

**14b – Apr 20th**

**PROJECT #3 PRESENTATIONS – GENERATIVE LABS (full class time):**

2 groups at approx. 25 mins each (stay on time – rehearse!)  
Notecard grading of team members

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**15a – Apr 25th**

**PROJECT #3 PRESENTATIONS – GENERATIVE LABS (full class time):**

2 groups at approx. 25 mins each (stay on time – rehearse!)  
Notecard grading of team members

**15b – Apr 27th**

**PROJECT #3 PRESENTATIONS – GENERATIVE LABS (full class time):**

2 groups at approx. 25 mins each (stay on time – rehearse!)  
Notecard grading of team members

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**SEE NEXT PAGE FOR PRECIS LISTING!**

## Precis Listing

You must sign up for **TWO** of these here: <http://goo.gl/WeOwIR>

Précis #	Author	Chapter/pages
1	Johnson	Intro (Reef, City, Web) and Ch. 1 (Adjacent Possible)
2	Berger	<i>The Briefing</i> and Ch. 1 ( <i>Ask Stupid Questions</i> )
3	Berger	Ch. 2 ( <i>Jump Fences</i> ) and Ch. 3 ( <i>Make Hope Visible</i> )
4	Berger	Ch. 4 ( <i>Go Deep</i> ) and Ch. 5 ( <i>Work the Metaphor</i> )
5	Robinson/Konnikova	<i>Finding Your Tribe</i> and <i>Resilience</i> pdfs
6	Berger	Ch.6 ( <i>Design What You Do</i> ) and Ch.7 ( <i>Face Consequences</i> )
7	Johnson	Ch. 5 ( <i>Error</i> ) and Ch. 6 ( <i>Exaptation</i> )
8	Berger	Ch. 8 ( <i>Embrace Constraints</i> ) and Ch. 9 ( <i>Design Emergence</i> )
9	Tharp	Ch. 1 ( <i>White Room</i> ) and Ch. 2 ( <i>Rituals of Preparation</i> )
10	Brooks and Kristof	<i>It's Not About You</i> and <i>How Dow We Increase Empathy?</i>
11	Alexander	<i>Your Birthright As An Artist</i> pdf
12	MIT Sloan pdf	<i>How to Become Better Manager ... Thinking Like Designer</i>
13	Johnson	Ch. 2 ( <i>Liquid Networks</i> ) and Ch. 4 ( <i>Serendipity</i> )
14	Berger/Johnson	Ch. 10 ( <i>Begin Anywhere</i> ) and Ch. 3 ( <i>Slow Hunch</i> )
15	Johnson	Conclusion ( <i>The Fourth Quadrant</i> )