



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Creativity, Innovation and Design

Prof. Bronwen Dalton, University of Technology Sydney

SHORT COURSE DESCRIPTION

Unleash your powers of creativity and turn complex challenges to creative possibilities! To harness the power of creativity, businesses are increasingly turning to design thinking to solve complex problems, come up with new products and services or discover unvoiced needs. This course introduces you to skills in collaborative innovation using the tools and methods of design thinking and co-design. It provides an opportunity to develop and integrate conceptual and practical skill sets, and focuses on the completion of collaboratively-generated service propositions. The course prioritizes learning outcomes in: ethnographic research, critical thinking, creativity, judgment, problem solving and conceptual thinking. For the course the classroom becomes an interdisciplinary design thinking environment within which students leverage their own discipline knowledge to come up with new ways to solve components of big-picture problems. The end goal is to develop a prototype and come up with viable business proposal to make a pitch to a panel of entrepreneurs, business experts and potential investors.

READING MATERIALS

Brown, Tim. "Change by design." (2009).

Zomerdijk, L. G., & Voss, C. A. (2010). Service design for experience-centric services. *Journal of Service Research*, 13(1), 67-8

Polaine, A., Løvlie, L., & Reason, B. (2013). *Service design. From Implementation to Practice*. New York: Reosenfeld Media.

Buchanan, R. (1992) 'Wicked Problems in Design Thinking,' *Design Issues*, vol. 8, no. 2, pp. 5–21.

COURSE REQUIREMENTS AND GRADING

Face-to-face delivery incorporates a range of teaching and learning strategies including lectures, forums, discussions, studio activities, thinking and making exercises and student presentations.

The emphasis of the course is on collaborative: research and analysis of contexts, iterative idea generation, testing of ideas, and critical reflection on user experience. Conducted as a workshop, the course is designed to be socially engaging and practice-focused with the **emphasis on action not talk and theory! Design Thinking and Service Design has to be FUN and DONE**, not talked about, so don't expect lengthy lectures! We will deconstruct the design thinking processes and the sessions will consist of discussions, mini presentations, and various creative team exercises. Through this 'Learning by doing', teams will immediately apply concepts.

Student Objectives

1. Identify, describe and explore a range of challenges or situations in order to discern significant opportunities

2. Articulate and explain the thinking behind particular selections of ideas, strategies and interpretations generated in teams
3. Generate imaginative ideas, speculative scenarios or provocations and technological ideas that take ethical considerations into account
4. Analyze ideas, situations and opportunities from different disciplinary and personal perspectives to integrate insights for the betterment of others.
5. Develop a clear and convincing rationale to support the proposal for a particular solution
6. Manipulate and communicate experiences, ideas and findings to see the problem or context differently

Assessment

Creative projects x 5 (20% each)

Teams are to develop FIVE proposals, TWO are to be ways to solve complex social or environmental problems and THREE to be viable business proposals. The teams are then required to make a pitch to the class who will act as a panel of entrepreneurs, business experts and potential investors. Solutions to the problems and business ideas are chosen by the students and can be (but not confined to) issues as diverse as social inclusion, climate change and new applications of technology, sustainable tourism, collaborative workspaces and the future of retail.

Participants will work in teams of four or five distributed randomly but with the intent to create interdisciplinary, multileveled and multicultural groups. Team members will be asked to [switch] after each project, to allow you to work with as many classmates as possible.

Class participation: All class members are expected to prepare the materials and present, individually and in teams. Participants need to contribute to the class discussions throughout the course.

Attendance: Attendance and participation are vital if you are to do well in this course. SKKU regulations require students to attend at least 80% of all classes. Not meeting attendance requirement may result in a failure for this course.

Academic Integrity: Plagiarism in assigned work will result in a score of zero in that assignment, and a potential failure of the entire course. Academic dishonesty includes, but is not limited to: copying others' answers/ideas; quoting scholarly materials without acknowledgement; and turning in work completed by another person but represented to be your own. All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass)

Criteria for grading:

- Understanding of current challenges
- Originality and creativity in proposing new methods
- Clarity and creativity of presentation
- Project management
- Relationship management

- Team management
- Presentation skills

COURSE SCHEDULE

– WEEK I –

Tuesday (27 June)

Introduction to the course: Content and Assessment

The Need for Creative and Design Thinking. Explores the creativity processes of artists and writers business men/women, designers, to identify patterns of creativity

Wednesday (28 June)

Introduction to Empathy and Service Design

The “gift giving” challenge.

Thursday (29 June)

Entrepreneurship and social entrepreneurship.

How do entrepreneurs come up with good ideas and how entrepreneurs/design thinkers see problems from different perspectives? What is divergent/ convergent thinking?

Friday (30 June)

Creative design challenge: applying new technologies to climate change.

– WEEK II –

Monday (3 July)

Design thinking and the future of retail

Tuesday (4 July)

Design thinking and collaborative workspaces of the future.

Wednesday (5 July)

Failure and prototyping as iterative processes to design success

Thursday (6 July)

Change through Design Thinking

Friday (7 July)

Creative design challenge: breaking down barriers and generating social inclusion

– WEEK III –

Monday (10 July)

Creativity, Design and User Experience in Education: Designing a course for the jobs that are yet to exist

Tuesday (11 July)

Innovation: What is and where does innovation come from?
Creative design challenge: sustainable tourism

Wednesday (12 July)

Understand the challenge (Collect thoughts, establish constraints)
Creative design challenge: recycling and new technology

Thursday (13 July)

Presentations of Business Proposals

Friday (14 July)

Presentations of Business Proposals

– WEEK IV–

Monday (17 July)

Wrap-up