Western Arts&Humanities

Department of Languages and Cultures

DIGIHUM 2127B

CREATIVITY STUDIO.

TENTATIVE Course outline for Winter 2022

1. Technical Requirements:

Stable internet connection

Laptop or computer

2. Course Overview and Important Dates:

Delivery Mode	Dates	Time
Blended	**Labs**: Section 2: Thursdays 10:30-11:30 **FNB-2220** Section 3: Thursdays 11:30-12:30 **FNB-2220** Section 4: Thursdays 12:30-13:30 **FNB-2220** Lectures and Discussions will be held online as needed	

*Details about design and delivery of the course are listed below in Section 4

Classes Start	Reading Weeks	Classes End	Study day(s)	Exam Period
January 6	February 19-27	April 1	April 2-3	N/A

*March 7, 2022: Last day to drop a full course and full-year half course without penalty

3. Contact Information

Course Professor	Contact Information
Prof. Juan-Luis Suárez, MBA, PhD, PhD	jsuarez@uwo.ca

Instructor(s) or Teaching Assistant(s)	Contact Information
TBD	

4. Course Description and Design

Creativity is a mental and social process involving the generation of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts. An alternative conception of creativeness is that it is simply the act of making something new. *(Wikipedia 2008)*

In this course, students will learn how to transform a creative idea into a business plan, and tackle big problems using design thinking techniques.

Most of the work for in the course happens during Lab's time, although in some cases you will need to work with team mates outside Labs' time to solve cases. There are assignments and problems to be solved in teams during Lab's time: come prepared!

In the first weeks of the course you will go through a **Creativity Boot Camp**, in which you will solve graded problems with team mates. During the middle section of the course, you will learn how to develop a **Business Plan**: this is an individual assignment. The last part of the course will consist of solving a **Design Thinking Challenge** by applying DT techniques to solve a specific problem: this will happen in teams.

Some of the goals of this course are:
- Make students aware of the environment and attitudes conducive to creation and the main trends in the market place, for recruiters, and for creativity.
- Analyze the environment in which real organizations have to solve problems.
- Develop the ability to solve real problems and to design a plan for your project.

ACTIVITIES AND DELIVERABLES:

☒ *Creativity Boot Camp*. In-class, team based activities to be announced during each lab session.

☒ All students will submit their ***Personal Business Plan*** in OWL before 11:55pm EST, March 9th. Detailed instructions will be provided two weeks prior to due date.

☒ All students will post their final ***Design Thinking Challenge*** in OWL before 11:55pm EST, April 1st, 2020. Detailed instructions will be provided several weeks prior to due date.

All course material will be posted to OWL: http://owl.uwo.ca. Any changes will be indicated on the OWL site and discussed with the class.

If students need assistance, they can seek support on the OWL Help page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Google Chrome or Mozilla Firefox are the preferred browsers to optimally use OWL; update your browsers frequently. Students interested in evaluating their internet speed, please click here.

5. Learning Outcomes

Upon successful completion of this course, students will be able to:
- Development of a simple business plan
- Practical skills to tackle real problems of real organizations: business planning.
- Basic skills from design thinking applied to real life problems.
- Knowledge of some of the main concepts of creativity and innovation.

6. Course Content and Schedule

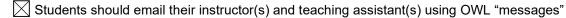| Week	Dates	Topic	Content
1	January 6	Introduction to the Course	Team Building
2	January 13	Creativity Boot Camp	Activity 1
3	January 20	Creativity Boot Camp	Activity 2
4	January 27	Creativity Boot Camp	Activity 3
5	February 3	Creativity Boot Camp	Activity 4
6	February 10	Personal & Business Plans	- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons. - Business Model Canvas Explained. - Lean Canvas – Your Startup Blueprint. - Why Lean Canvas? - Combine and Share Ideas - Instagram cofounders on Startup Ideas .
7	February 17	Personal & Business Plans (The Lean Canvas Method)	- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons. - Business Model Canvas Explained. - Lean Canvas – Your Startup Blueprint. - Why Lean Canvas? - Combine and Share Ideas - Instagram cofounders on Startup Ideas .Toolkit. Introduction; Chapter 1.
8	February 19-27	Reading Week	• N/A
9	March 3	Personal & Business Plans (Pitching)	Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

			• Business Model Canvas Explained.
			• Lean Canvas – Your Startup Blueprint.
			• Why Lean Canvas?
			• Combine and Share Ideas - Instagram cofounders on Startup Ideas .
10	March 10	Introduction to Design Thinking (Discovery).	• Cross, N. (2011). *Design thinking: Understanding how designers think and work*. Chapters 1, 2 & 7. Berg.
			• Stanford Design Thinking Process.
			• Tim Brown urges designers to think big.
11	March 17	Introduction to Design Thinking (Interpretation & Ideation).	• Roberto Verganti: "Innovating Through Design." Harvard Business Review 2009.
			• Roberto Verganti: "Designing Breakthrough Products." Harvard Business Review 2011.
			• EXTRA: Catmull, E. (2008). How Pixar Fosters Collective Creativity. *Harvard Business Review.*
12	March 24	Introduction to Design Thinking	• Johan Redstrom: "Towards user design? On the shift from object to user as the subject of design."
			• Claudio Dell'era and Roberto Verganti: "The impact of international designers on firm innovation capability and consumer interest."
13	March 31	Creativity in Practice	• CONCLUSIONS

7. **Evaluation:**

- **Creativity Boot Camp:** in-class, team based activities to be announced during each session: 4 activities * 10 = 40 points. These are <u>TEAM</u> tasks.
- **Business Plan:** submit 1 min video, networking deck, and canvas electronically. Submission through the OWL platform: 30 points. This is an <u>INDIVIDUAL</u> task.
- **Design Thinking Challenge:** submit video and workbook electronically through the OWL platform: 30 points. This is an <u>INDIVIDUAL</u> task.

8. **Communication:**

- ☒ Attendance to Lectures and personal taking of Notes are highly recommended
- ☒ Students should check the OWL site every 24 – 48 hours
- ☒ Updates will be provided on the OWL announcements section as needed
- ☒ Students should email their instructor(s) and teaching assistant(s) using OWL "messages"
- ☒ Emails will be monitored daily (except on weekends); students will receive a response in 24 – 48 hours
- ☒ This course will use Microsoft Teams for specific online discussions and meetings with TAs
- ☒ This course will use the OWL forum for discussions
- ☒ Students should post all course-related content on the discussion forum so that everyone can access answers to questions
- ☒ The discussion forums will be monitored daily by instructors or teaching assistants

9. **Office Hours:**

- ☒ Office hours will be held remotely using MS Teams [as per students' requests]
- ☒ Students will be able to sign up for an appointment using (Sign Up on OWL)
- ☒ Group office hours will be held, recorded, and posted for everyone to view

10. **Resources:**

- ☒ All resources except those listed below will be posted in OWL

Due to copyright issues, the following resources must be obtained by the students:

- Roberto Verganti: "Innovating Through Design." Harvard Business Review 2009.
- Roberto Verganti: "Designing Breakthrough Products." Harvard Business Review 2011.
- Catmull, E. (2008). How Pixar Fosters Collective Creativity. *Harvard Business Review.*
- Claudio Dell'era and Roberto Verganti: "The impact of international designers on firm innovation capability and consumer interest."

11. **Professionalism & Privacy:**

Western students are expected to follow the [Student Code of Conduct](). Additionally, the following expectations and professional conduct apply to this course:

- ☒ Students are expected to follow online etiquette expectations provided on OWL
- ☒ All course materials created by the instructor(s) are copyrighted and cannot be sold/shared
- ☒ Recordings are not permitted (audio or video) without explicit permission
- ☒ Permitted recordings are not to be distributed

$\boxtimes$ Students will be expected to take an academic integrity pledge before some assessments

$\boxtimes$ All recorded sessions will remain within the course site or unlisted if streamed

12. How to Be Successful in this Class:

Students enrolled in this class should understand the level of autonomy and self-discipline required to be successful.

1. Invest in a planner or application to keep track of your courses. Populate all your deadlines at the start of the term and schedule time at the start of each week to get organized and manage your time.
2. Make it a daily habit to log onto OWL to ensure you have seen everything posted to help you succeed in this class.
3. Follow weekly checklists created on OWL or create your own to help you stay on track.
4. Take notes as you go through the lesson material. Treat this course as you would a face-to-face course. Keeping handwritten notes or even notes on a regular Word document will help you learn more effectively than just reading or watching the videos.
5. Connect with others. Try forming an online study group and try meeting on a weekly basis for study and peer support.
6. Do not be afraid to ask questions. If you are struggling with a topic, check the online discussion boards or contact your instructor(s) and or teaching assistant(s).
7. Reward yourself for successes. It seems easier to motivate ourselves knowing that there is something waiting for us at the end of the task.

13. Online Etiquette

Some components of this course will involve online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:

- please "arrive" to class on time
- please use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
- ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
- to minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
- please be prepared to turn your video camera off at the instructor's request if the internet connection becomes unstable
- unless invited by your instructor, do **not** share your screen in the meeting

The course instructor/TA will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:

- if you wish to speak, use the "raise hand" function and wait for the instructor to acknowledge you before beginning your comment or question
- remember to unmute your microphone and turn on your video camera before speaking
- self-identify when speaking.
- remember to mute your mic after speaking (unless directed otherwise)

General considerations of "netiquette":

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.

- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment. "Flaming" is never appropriate.
- Be professional and scholarly in all online postings. Cite the ideas of others appropriately.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of Zoom-bombing a class or of other serious online offenses may be subject to disciplinary measures under the Code of Student Conduct.

14. **Western Academic Policies and Statements**

Absence from Course Commitments

Students will have up to two (2) opportunities during the regular academic year to use and on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Accommodation for Religious Holidays

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

The policy on Accommodation for Religious Holidays can be viewed here.

Special Examinations

A Special Examination is any examination other than the regular examination, and it may be offered only with the permission of the Dean of the Faculty in which the student is registered, in consultation with the instructor and Department Chair. Permission to write a Special Examination may be given on

the basis of compassionate or medical grounds with appropriate supporting documents. To provide an opportunity for students to recover from the circumstances resulting in a Special Examination, the University has implemented Special Examinations dates. These dates as well as other important information about examinations and academic standing can be found here.

Academic Offenses

"Scholastic offenses are taken seriously, and students are directed here to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offense.

Accessibility Statement

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Accessible Education (AE) at 661-2111 x 82147 for any specific question regarding an accommodation or review The policy on Accommodation for Students with Disabilities

Correspondence Statement

The centrally administered **e-mail account** provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at his/her official university address is attended to in a timely manner. You can read about the privacy and security of the UWO email accounts here.

Turnitin and other similarity review software

All assignments will be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. Students will be able to view their results before the final submission. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com.

Copyright and Audio/Video Recording Statement

Course material produced by faculty is copyrighted and to reproduce this material for any purposes other than your own educational use contravenes Canadian Copyright Laws. You must always ask permission to record another individual and you should never share or distribute recordings.

Rounding of Marks Statement

We strive to maintain high standards that reflect the effort that both students and faculty put into the teaching and learning experience during this course. All students will be treated equally and evaluated based only on their actual achievement. *Final grades* on this course, irrespective of the number of decimal places used in marking individual assignments and tests, will be calculated to one decimal place and rounded to the nearest integer, e.g., 74.4 becomes 74, and 74.5 becomes 75. Marks WILL NOT be bumped to the next grade or GPA, e.g. a 79 will NOT be bumped up to an 80, an 84 WILL NOT be bumped up to an 85, etc. The mark attained is the mark you achieved, and the mark assigned.

15. Support Services

Students who are in emotional distress should refer to MentalHealth@Western for a complete list of options about how to obtain help.

The following links provide information about support services at Western University.

Registrarial Services