

Markets, Innovation, and Design

MIDE 300 – Spring 2019 - Bucknell University

Course website: <http://300mide.blogs.bucknell.edu/>

Instructors

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Overview

MIDE 300 is an introductory survey of the program of study in Markets, Innovation, and Design. A primary aim of the course is to give students a thorough understanding of the nature and relationship among these three areas. Beyond this intellectual foundation, the course will serve as an environment for students to cultivate a spirit of innovation, practice creative and analytical problem solving, and develop an interdisciplinary and collaborative orientation conducive to succeeding in today's organizations. As a result, the course will blend theoretical understanding with hands-on, contextualized, experiential learning exercises and projects.

Format

Class meets Tuesdays and Thursdays, typically in 115 Taylor Hall. Since the course will employ non-traditional pedagogies, we may occasionally meet in other places too, which you will be notified about in advance. Much of the learning in this class will not come from "lectures" by the faculty, but rather through student engagement in exercises and interactions with peers. As a result, attendance and participation is crucial. Students are expected to come to class having done the assigned reading and any assigned work. Many of the exercises will be team-based. Success will require contribution from everyone. Students should expect to attend regular meetings with his/her team outside of class.

Learning Outcomes

Through this course, students will learn to cultivate the habits associated with the MIDE program, including:

- Failing forward
- Resisting closure
- Building creative confidence
- Thinking divergently
- Thinking convergently

- Being curious and observant
- Exercising Judgement
- Collaborating
- Embracing ambiguity

You will do this by:

- Proactively approaching learning through exploration, action, and reflection
- Blending theoretical and practical modes of learning
- Using strategies for creative and novel thinking and doing
- Being intrinsically engaged with markets, innovation, and design
- Understanding the relationships among innovation, design, and marketing (including critical perspectives)
- Understanding design thinking and processes

WHAT WE EXPECT FROM STUDENTS

Workload

This class will be demanding, and you will be expected to put in *at least six hours* of out-of-class work each week. The primary determinant of a student's learning is the degree to which that student applies herself, and students wishing to earn a high grade in the class should spend a great deal of time and energy on their work.

Communication

It has been our experience that students who frequently communicate with their professors tend to be the same students who excel. Don't hesitate to ask a question when things don't make sense—confusion is an inevitable part of the learning (and teaching) process. If you have a learning disability then please see us during the first week of class so that we can make arrangements. *Messages regarding this class will frequently be distributed via email, and students are expected to check their email every day.*

Deadlines

Projects and assignments have strict deadlines. Some assignments will not be accepted late, and it is your responsibility to keep track of due dates. If an assignment is submitted late it is considered unprofessional. A late assignment will lead to a loss of points from your professionalism, enough to be equivalent to dropping a letter grade on that particular assignment.

Readings

The instructors will assign regular readings as a part of the class. These assignments will be clearly identified on the class calendar.

Posting to Course Website

Most communication for this semester will happen through the classroom, email, and the course website (indicated above). Students are expected to post every assignment to the website so that the faculty can easily access it for assessment throughout the semester. For assignments not completed digitally, students should take clear photographs of the assignment and post them. Each post should be done by the student, using their login, and should be tagged as 'Student Work' for individual assignments and additionally tagged with their team name for semester project assignments. Each post should have a clear title that enables the faculty to easily determine its content.

BREAKDOWN OF FINAL GRADE

Your overall grade is a combination of individual and team performance. Given the unique nature of the material, you will not be evaluated by the traditional use of exams. Rather, emphasis is placed on active engagement and completion of practical, hands-on exercises and projects. You will receive regular verbal and written feedback from your instructors, peers, and clients.

Weekly Class Assignments: 20%

Consist of mind maps, reflection papers, and a variety of other hands-on, creative exercises. A number of these assignments will be completed individually, however there are a few that will require group work. Students will compile their class assignments and post them to the course website by the deadline specified in the assignment description. To receive credit for this work, all deliverables have to be uploaded in a timely manner. (Mind map 1, mind map 2, mind map 3, room creation, tea light, website builder review, Post-It challenge, inspiration posts, photos)

Participation: 20%

(engagement, in-class activities, presentations)

There will be several presentations throughout the semester, some individual and some group-based. Students are expected to be well rehearsed, to present without notes or cards, to use appropriate visuals as needed, to use the allotted time, and to act and dress professionally. (Apple picker, vanity plate, discussion)

Reflection Paper on the Final Mind Map (Markets+Innovation+Design): 10%

After students have completed creating the last mind map, in a reflection paper, they will write about the relationships between markets, innovation, and design. Detailed guidelines are posted on the course website.

Website Project : 40%

(Marketing strategy presentation, Constraint map, individual concept board, team concept board, individual prototype, team prototype, client manual)

Students will work in teams to design websites for local organizations. This project will require significant sustained efforts on the part of your team, so expect to work very hard on this. The following criteria will be used to evaluate finished websites:

Marketing aspects

- Assessment of needs of client and client target audiences/customers: thoroughness of methods and resources used, comprehensive understanding of various dimensions of the consumer/product relationship.
- Execution of Client Marketing Strategy: clear and logical delineation of potential segments, thorough understanding of client's brand image and how it might be sharpened via the brand positioning of competing organizations.

Innovation-related aspects

- Creative adaptation of various inspirational influences.
- Team-specified criteria (details forthcoming).
- Design aspects (the interconnected elements of form and function)
- Aesthetic/Form: appropriateness of the aesthetic to the organization's mission, use of photographs and videos to visually communicate main ideas about the organization, quality of photos and videos, layout, presentation (project's condition, level of completion, etc.), attention to detail.
- Functional quality: this category includes general usability, but also the extent to which the site achieves the specific functions required by the organization, consideration of audience (user-centered design) sensibility of menus, readability of layout, organization of content, skillful use of the tools, evidence of critical thinking in design, creative and innovative intellectual problem solving.

Communication and Collaboration

- In-class presentations related to the website project.
- Incorporation of client's feedback.

Other aspects

While the above items will determine the majority of the grade, the following factors will also be taken into account as the professors evaluate the final websites:

- Communication with instructors during all stages of project development.
- Degree of motivation and discipline while working on project.
- Degree to which team takes advantage of in and out of class work time.
- Quality of the work relative to work of other teams.

NOTE: Final presentations for the website project will be held during exam week. As is the case with final exams, student presence is mandatory for the presentation. For exact dates please check the university final exam schedule.

Final Course Reflection Paper: 10%

In this paper students will reflect on what they learned about the course learning objectives, and assess their personal contribution as well as the contributions of their peers.

Notes on Good Participation

Grades will reflect your level of class involvement and your attitude. Your active participation in group discussions and activities is valued, required, and graded. This portion of your grade will also be determined by the collegiality you exhibit toward your classmates. These are our baseline expectations:

- It is expected that all assignments will be turned in on time. Deadlines should always be respected. Assignments that are submitted late will result in a loss of professionalism points equivalent to 1/10th of that assignment's overall points.
- The use of electronic devices (laptops, cell phones, tablets, etc.) are not permitted during class *except* when explicitly stated by the professors that they can be used for specific tasks. It is important for us to get the most out of our limited class time, and these technological items distract from the task at hand. Points will be deducted from a student's participation grade if they are caught using electronic devices improperly during class.

- Coming to class without required working materials, assignments, or preparations for that day may result a mark against the individual's participation grade, or even a recorded absence for that class period.
- During class presentations and critiques it is expected that you will give the speaker your full attention—having an unrelated side conversation during these times would be disrespectful to the speaker, and is therefore unacceptable.
- Punctuality is an important element of respect and collegiality, and it is expected students will arrive on time for each class. Also, it is expected that students will refrain from leaving during class unless absolutely necessary.

GRADING PHILOSOPHY

You will be evaluated based on cumulative improvement in the following areas:

1. In your disposition, comportment, and abilities as observed from the beginning to the end of the semester.
2. In your long-term assignments as they develop over the course of each project.
3. During each class in your approach to creative work. We will be looking for consistency of engagement and output. Work worthy of an A means you always challenge yourself whether the task you are faced with is easy or difficult. Challenging yourself sometimes results in failure. If you do not occasionally fail, you are not challenging yourself enough to do excellent work.

PERFORMANCE EXPECTATIONS

We look for the following characteristics in each student: Clearly excels in assignments; has mastered the material. Displays a sense of commitment to his/her work that is far beyond normal expectations; has the self-motivation and self-discipline needed for success. Shows an exceptional combination of intelligence, insight, creativity, organizational skills, and commitment. Comes to class prepared at all times. Completes work on time. Contributes to class critiques and discussions. Has virtually perfect attendance.

POLICIES

Academic Honesty

- According the Academic Honesty Policy of the Student Code, the following is prohibited and offenders shall be turned in to Academic Officials:
- Turning in the same assignment/project for two different classes without explicit permission from the instructor(s).
- Plagiarism: Representing another's work as one's own in any academic exercise.

- Facilitating plagiarism: helping another person commit an act of plagiarism.

Attendance

The content and procedures used in activities-focused courses are different from those utilized in other academic disciplines, making it very difficult or impossible to follow along outside of class or "make-up" missed meetings. In addition, the collaborative and cooperative educational environment used by this program is dependent on the involvement and full participation of every student. Every time you are absent you lower the quality of education for your peers as well as for yourself.

- Missing more than 2 classes results in automatically losing half your engagement points, which results in the reduction of the final grade by a full letter grade, and continues for each additional absence.
- A student who misses seven classes will automatically receive an "F" for the course.
- There are no "excused" or "unexcused" absences. There is only presence or absence. It is advised that you use this limited resource wisely. It is possible you will have a legitimate illness or emergency during the term, so keep your 2 allotted absences open for such emergencies.
- Arriving for class after the starting time or leaving class before dismissal constitutes a tardy. The accumulation of 3 tardies is equal to an absence in the calculation of attendance.
- In the event of dramatic and extreme circumstances make an appointment with the instructor, ideally in advance, to discuss your options.
- You are responsible for all material covered during the semester—whether or not you have been absent. In the event of an absence, it is *your responsibility* to find out what you have missed, so communicate with your classmates and the instructor accordingly.

Special Considerations for Attendance

When a student has perfect attendance, it demonstrates a high degree of commitment to the class. At the end of a semester, when a student hovers between letter grades, an exceptional attendance record can present a compelling reason for the Instructor to give the student the higher grade.

Students with schedules that may conflict with class (e.g. athletes, ROTC) are strongly encouraged to bring their schedule to the Instructor at the beginning of the semester in order to discuss absences in advance. Arrangements can usually be made, especially if they are requested well in advance.

Students should see the Instructor privately for alternative accommodations if this class or its assignments conflict with religious observances during religious holidays. Arrangements can be made, especially if they are requested well in advance.

Accommodation

If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see the instructors and Heather Fowler, Director of the Office of Accessibility Resources at hf007@bucknell.edu, 570-577-1188 or in room 107 Carnegie Building so that such accommodations may be arranged.

IRB

This class itself is an innovation. The instructors may choose to publish aspects of this course that would be of interest to other educators. This publication may include anonymous data from student performance and behaviors. You have the option for your data to NOT be included in any such publication. This choice will have NO impact on your grade or interactions in the class. If you do not want us to use your data, notify us in writing.

The syllabus or schedule may be subject to change by the instructors during the semester; students will be notified if this occurs.