

Syllabus
EGR 392
Creativity, Innovation, and Design

Week 1	What are creativity, innovation, and design? How the class is organized, the journal <i>Introductions Lab</i> Understanding the creative process I
Week 2	Understanding the creative process II <i>Looking for Trouble Lab</i> Neuroscience of creativity
Week 3	The role of failure in creativity <i>Creating Creativity Lab</i> Conjuring creativity
Week 4	Can you measure creativity? <i>Peeling Onions Lab</i> Reviewing peeled onions
Week 5	Innovation skills <i>Poor Old Nassau Lab</i> How do you measure innovation
Week 6	Group innovation processes <i>Ganging Up Lab</i> Network effects
Week 7	Design Thinking process <i>Finally Designing Lab</i> A wicked problem
Week 8	What is Good Design <i>Understanding Wickedness Lab</i> Empathizing a wicked problem
Week 9	Defining the Problem <i>Unlocking Wickedness Lab</i> Story-telling and persuasion
Week 10	Prototyping & Testing <i>So That's How It Really Works Lab</i> How Wicked Is This? Design Review
Week 11	How this can go wrong <i>Telling a Wicked Story Lab</i> Why innovation is threatening
Week 12	Preparing for a critique <i>Final Projects Presentations</i> Lessons we have learned