



COLLEGE OF ARCHITECTURE

Course ENDS 101: The Design Process

[Sections 501, 503, 504]
Spring 2010

Course Syllabus

Date: 19Jan'10

A. Course Description

ENDS 101. The Design Process; (3-0) Credits 3; Prerequisite(s): None

Fundamental innovative design processes, issues and theories relevant to design resolution and the creation of new ideas; Creative thought processes from the formation of ideas through incubation to final product and future impact on the physical environment and society.

B. Instructor Information

Office: Dean's Conference Room, Dean's Office, Second Floor
Langford Architecture Center, Building A, Suite 202

Professor:

Dr. Jorge Vanegas, Dean of the College of Architecture

Office Hours: T/Th (10:00 – 11:00 am & 12:30 – 1:30 pm),
and PREFERABLY, by Appointment

Tel.: 979/845-1222 • Fax: 979/845-4491

Cell: 979/204-2577 (in case of an emergency only, please)

Primary Email: Through the email option in the Blackboard/VISTA
site for the course in eLearning

Alternate Email: jvanegas@tamu.edu

Teaching Assistant No. 1:

Mr. Christopher A. Williams

Office and Office Hours:

M (11:00 am-12:00 pm); T (1:30 pm-2:30 pm); W (11:00 am-12:00 pm);

Th (1:30 pm-2:30 pm) and By Appointment

Email: ends101williams@gmail.com

Teaching Assistant No. 2:

Mr. Xiaodong Xuan

Office and Office Hours:

M (2:00 pm-3:00 pm); T (3:00 pm-5:00 pm); W (2:00 pm-3:00 pm);

Th (3:30 pm-4:30 pm) and By Appointment

Email: ends101xiaodong@gmail.com

*Note: Questions about assignments, assistance with presentations, and grading issues should be addressed to, and should be discussed with, the Teaching Assistants **FIRST**.*

C. Course Objectives/Topics

This course introduces students from multiple disciplines to fundamental concepts of creativity and problem solving, including a creative thinking, humor and creativity, convergent and divergent thinking, and cultural influences on problem solving. The course emphasizes the production of knowledge, given that all assignments require each student to produce knowledge rather than reproduce knowledge, both individually and in teams; to think holistically; and to reach his or her potential creative talent. In addition, the course encourages students to develop their leadership skills, to enhance their written and oral communications skills, and to cultivate an entrepreneur spirit. Students will learn how to conduct patent searches, and will be exposed to the activities of the Technology Commercialization Center (TCC), the Technology Licensing Office (TLO), and the Center for New Ventures & Entrepreneurship (CNVE) at Texas A&M University (TAMU) and the Texas A&M University System (TAMUS). Students also will learn about combinFormation, a tool for searching, browsing, collecting, and organizing from the Internet and other information sources, which enables them to work with generative agents to develop their own composition space, a place where the student can put together information clippings that represent documents and ideas on specific topics of their interest. Finally, students will be made aware of how future theory, studies, trends, and influences, and also, singularity, will possibly affect career choices in a global context.

The overall learning outcomes for students in this course match the University Learning Outcomes for all Baccalaureate Graduates. They are:

- Master the depth of knowledge required for a degree
- Demonstrate critical thinking
- Communicate effectively
- Practice personal and social responsibility
- Demonstrate social, cultural, and global competence
- Prepare to engage in lifelong learning
- Work collaboratively

In addition, each individual and team graded, supplementary, and non-graded assignments that you will need to complete for the course this semester (see Section I) has specific learning objectives.

D. Textbook and/or Resource Materials List

This course does not have a required textbook. Suggested reading includes:

- *Conceptual Blockbusting*, by James Adams
- *Personal Space*, by Robert Sommer
- *Beyond Culture*, by Edward Hall
- *The Creative Brain*, by Ned Herrmann
- *Essentials (series): Design, Leadership, Talent, and Trends*, by Tom Peters
- *Please Understand Me*, by David Kersey
- *Serious Creativity*, by Edward DeBono
- Other suggested readings will be announced in class, and posted to the course Blackboard/VISTA

E. Course Blackboard VISTA and Email Communications

The course will use **Blackboard/VISTA** (<http://elearning.tamu.edu/>) as the official means for communicating with, sending information to, and receiving information from students electronically. In addition, all course material will be posted in the *Blackboard/VISTA* site for the course, so students can have access and to, and be able to download, any material used in class, as well as any complementary, supplementary, or additional relevant material issued for the class.

The official email mode of communication for this course is through the email option of the *Blackboard/VISTA* site for the course. Email to any other address for the instructor is acceptable, but there is a risk that it may be overlooked. In any case, all email communications to the instructor or the teaching assistants should follow the following formats for the subject line. It is VERY IMPORTANT that you **include ENDS 101 in your subject line** to ensure that I will read your email. If you do not, then there is a possibility that your email may be lost amidst the numerous emails received every day.

Subject: ENDS 101 – FYI <For Your Information>

Subject: ENDS 101 – RFI <Request for Information>

Subject: ENDS 101 – RFA <Request for Action>

Subject: ENDS 101 – RFV <Request for Variance>

Subject: ENDS 101 – Muddy Point <Issue to Clarify>

Subject: ENDS 101 – Gotcha! <Issue to Correct>

F. Course Schedule and Calendar

There are two mechanisms to keep track of all the formal activities of the course. The first is a document titled **Course Schedule and Calendar**, which contains a table with detailed information on the activities during every week and every lecture of the course this semester. You will find this document posted in the *01. Administrative Folder* located on the *Home Page* in the course *Blackboard/VISTA*. The second mechanism is the **Calendar** menu option on the vertical menu bar located on the left side of the page in the course *Blackboard/VISTA*. The calendar will be populated on an on-going basis.

G. Grading Criteria

The **final grades** for this class will be determined using the following point scale:

90 – 100 Points	=	A
80 – 89 Points	=	B
70 – 79 Points	=	C
60 – 69 Points	=	D
Below 60 Points	=	F

Note H1: Grades in this course will NOT be decided by curve, only straight averages. Borderline cases (i.e., 89, 79, 69, and 59) will be decided based on the quality and consistency of the student's overall class performance and her/his active participation in any non-graded assignments and activities.

Note H2: In the calculation of grades for any graded assignments in the course, the following grading scale will be used:

- **Excellent: A; 95/100 points;** assignment is an outstanding, professional quality level effort (to get 100, the activity needs to be a **WOW!** submission)
- **Very Good: A-/B+; 90/100 points;** assignment significantly exceeds the expected level of quality for all deliverables, as specified in the instructions
- **Good/Above Average: B; 85/100 points;** assignment goes beyond the expected level of quality for all deliverables, as specified in the instructions
- **Acceptable/Average: C; 75/100 points;** assignment barely meets the expected level of quality for all deliverables, as specified in the instructions
- **Poor/Below Average: D; 65/100 points;** assignment does not fully meet the expected level of quality for all deliverables, as specified in the instructions, or is incomplete
- **Unacceptable: High F; 55/100 points;** assignment was submitted late, and/or fails to meet the expected level of quality for all deliverables, as specified in the instructions
- **Not Submitted: Low F; 0/100 points;** assignment not turned in at all

*Note E3: All graded team assignments will receive a single team grade. However, the grade for individual members of the team will be a function of the **peer evaluation** of their contribution to the team.*

H. Grading Breakdown

The breakdown for the final grade for the course is as follows:

Individual Assignments (60%)

○ <u>Graded Assignment No. I-1</u> Personal Branding Profile	10%
○ <u>Graded Assignment No. I-2</u> Creativity Journal/Portfolio	15%
○ <u>Graded Assignment No. I-3</u> The Next Great Aggie Innovention (Based on a Competition)	10%
○ <u>Graded Assignment No. I-4</u> Twelve Soft Innovations	15%
○ <u>Graded Assignment No. I-5</u> Final Examination Essay	10%
Subtotal:	60%

Team Assignments (40%)

○ <u>Graded Assignment No. T-1</u> Team Branding Profile & Creativity Challenges	10%
○ <u>Graded Assignment No. T-2</u> Social Innovation (Based on a Competition)	10%
○ <u>Graded Assignment No. T-3</u> Ideas Challenge (Based on a Competition)	10%

- *Graded Assignment No. T-4*
Final Examination Video/Presentation 10%
- Subtotal: 40%
- Total: 100%

Supplementary Assignments (Optional – Can be used to enhance grades)

- *combinInformation (Individual Assignment)*
- *Valentine’s Special Assignment (Individual or Team Assignment)*
- *YouTube Video (Individual or Team Assignment)*
- *TAMU Podcast (Individual or Team Assignment)*
- *Other (Note: To be decided and announced at a later date.)*

Non-Graded Assignments (Used in deciding borderline grades)

- *Postings to Discussion Groups on the course Blackboard/VISTA*
- *Peer Evaluations of Class Presentations*
- *Other (Note: To be decided and announced at a later date.)*

I. Assignments

Please refer to Section M of this syllabus, which contains the **General Requirements for all Individual and Team Graded Assignments**. These general requirements apply to ALL graded, supplementary, and non-graded assignments that you will need to complete for the course this semester. In addition to these general requirements, each graded, supplementary, and non-graded assignment in the course, as specified in Section H of this syllabus, will have a separate document with specific instructions regarding the due dates, times, locations, and general instructions for the official submissions. These individual assignment descriptions will be issued to all the students in the course as an attachment to an email, and also will be posted on the course *Blackboard/VISTA*.

The initial assignment schedule may change at any time during the semester, to accommodate any special circumstances that may arise. If a change occurs, students will be informed by email, and an addendum to the course schedule will be issued.

All assignments are considered **bids** (or **tenders**). Consequently, to be considered for a grade, an assignment **needs to be turned in no later than the specified time and date**. Any assignment submitted late **will automatically receive a grade of Unacceptable: High F; 55/100 points**. The only exceptions to this rule include a documented medical reason, a “*force majeure*,” or an official University Excused Absence. In addition, students need to keep in mind that to qualify as late, an assignment needs to be submitted **no later than by 5:00 pm on the day of the immediate next lecture after the original specified time and date**; otherwise, the assignment **will automatically receive a grade of Not Submitted: Low F; 0/100 points**. Thus, it is better to submit on time an incomplete assignment, or an assignment in progress, than to submit it late, or to not to submit anything at all.

J. Class Attendance

Class attendance is the responsibility of each student. Students enrolled in the course are expected to attend **every** scheduled class lecture, and to complete **all** assignments for the course. **Students are required to self-monitor and report attendance as a requirement of Individual Graded Assignment No. I-2, the Creativity Journal/Portfolio.**

Students who are requesting an excused absence are expected to uphold the Aggie Honor Code and Student Conduct Code. The list of official excused absences can be found at:

<http://student-rules.tamu.edu/rule7.htm>

K. Academic Integrity Statement

AGGIE HONOR CODE

“An Aggie does not lie, cheat, or steal or tolerate those who do.”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the **Aggie Honor Code**, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMU community from the requirements or the processes of the Honor System.

For additional information please visit:

<http://www.tamu.edu/aggiehonor/>

AGGIE HONOR PLEDGE

In addition, **on all course work, assignments, and examinations** at TAMU, the following **Aggie Honor Pledge** shall be pre-printed and signed by the student:

“On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”

L. American with Disabilities Act (ADA) Policy Statement

The **Americans with Disabilities Act** (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities, in Cain Hall or call 845-1637.

M. General Requirements for all Individual and Team Graded Assignments

For **ALL Individual and Team Graded Assignments** for this course, **to qualify for a grade of WOW, EXCELLENT or VERY GOOD**, the assignments must comply with **ALL of the following five requirements**.

REQUIREMENT No. 1:

NEVER write your student ID number (either your complete or partial UIN) on your assignment.

REQUIREMENT No. 2:

In ALL the individual and team graded assignments for the course, you must produce new knowledge instead of just reproduce existing knowledge.

This means that the correct answer is not in the back of a book, or that a correct answer may not even exist. You must introduce to the world something unique that has never existed until you created it. To do this, you will have to exercise your imagination, intuition, creativity, and innovation to produce results similar to what the future will demand for your success and survival.

So when you complete an assignment, ask yourself:

- Does my idea, creation, innovation, or invention result in new knowledge?***

REQUIREMENT No. 3:

In ALL the individual and team graded assignments for the course, you MUST include in your assignment submission your full name, your team number and name (if applicable), the assignment number, the assignment name, and the assignment due date, and either:

The Aggie Honor Code Statement:

"An Aggie does not lie, cheat, or steal or tolerate those who do."

Or

The Aggie Honor Pledge:

"On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work."

You are encouraged to use a ***formal title page with the required information*** in your submissions, both electronic and hard copy. For multi-page work in hard copy, you must bind all pages together. Folders/binders are fine, as is the use of staples.

So when you complete an assignment, ask yourself:

- Did I include ALL the required information in the formal deliverable of my idea, creation, innovation, or invention?***

REQUIREMENT No. 4:

NOTE: *This requirement ONLY applies to those assignments that EXPLICITLY require a Prior Work Collection. The Personal Branding Profile, the Creativity Journal/Portfolio, the Team Branding Profile, the combinFormation supplementary assignment, and the Final Exam Essay and Video/Presentation are excluded.*

All the ideas, creations, innovations, inventions, and potential responses to competitions or challenges that you will generate as part of this course, both individually and within your team, require the development of a Prior Work Collection (PWC).

A PWC is an assemblage of the information building blocks within the processes of research, discovery, creation, and invention, which provides the basis or foundation for a creation, an innovation, or an invention. Developing a PWC involves collecting materials that are relevant to your creation, whatever it may be. There are three kinds of prior work:

- ***Needs*** (or drivers) are facts that drive the process of innovation. They establish the relevance of the innovation. These include stories and statistics about consumer behavior, interview data, and projections about future needs.
- ***Resources*** (or ingredients) are raw materials that will be used for constructing the new invention. These include enabling technologies, design methods, processes, and materials.

- ***Precedents*** (or points of departure) are prior products and services that are similar to the innovation at hand. These can be used to differentiate the new product or service from what has been done before.

So when you complete an assignment, ask yourself:

- ❑ ***Did I include a PWC that clearly shows the needs, resources, and precedents of my idea, creation, innovation, or invention?***

REQUIREMENT No. 5:

In ALL the individual and team graded assignments for the course, you must be able to communicate effectively using the format and media of your choice.

Assignments will have to be submitted formally (in electronic form and/or in hard copy, as specified for each one), and in addition, selected assignments will be presented in class. In presenting your ideas, creations, innovations, or inventions, you (or when applicable, your team) may choose to use written/oral narratives and stories; songs, music, and dance; role-playing, acting, and performing arts; sketches, drawings, and paintings; sculptures, models, and prototypes; or photographs, videos, and computer animations. The auditorium supports diverse types of media for any formal presentations of assignments, including computer projection of the content in a Flash Drive, and CD, DVD, and VHS playback of files such as: PowerPoint, PhotoShop, AutoCAD, MediaPlayer, and QuickTime, among others.

Production of written work with a computer is encouraged except where the style of handwriting is integral to an assignment's presentation, especially if manual printing and/or handwriting are less than stellar. You are expected to use spellcheckers and to proofread your work! Finally, if your drawing abilities are limited, or you cannot draw well any object(s) required for a presentation, an acceptable alternative is the use of clip art, cutouts, photos, or computer generated graphics or images.

So when you complete an assignment, ask yourself:

- ❑ ***Does my formal deliverable clearly communicate in an effective and engaging way the essence of my idea, creation, innovation, or invention?***

REQUIREMENT No. 6:

Finally, for ALL the ideas, creations, innovations, inventions, and potential responses to competitions or challenges that you will generate as part of this course, you MUST AVOID anything that involves:

- Causing harm to anyone or damage to anything
- Blatantly illegal, unethical, immoral, or vulgar activities
- Toilet paper/toilet seats, toothbrush/toothpaste, automatic soap/shampoo dispenser in faucet or showerhead, appliances for any bodily functions, and any other similar types of just combinations of personal hygiene products/artifacts
- Grooming/make-up, hair/eyelashes/nails, and any other similar types of just personal cosmetic combinations
- Washer/dryer, alarm clocks, microwaves, stoves, refrigerators, the combination of a TV with another home appliance, remote controls, recliners combined with remote controls, or just any combination of any two or more common household appliances

- Pizza/beer/video-delivery, dentist/manicurist/hair-stylist, any type of just service combinations
- Beer/alcohol, coolers/kegs, koozies, can/bottle openers
- Backpacks, bicycles, and umbrellas
- Anything related to cars moving slowly in front of you or tailgating, GPS systems, car radios
- Dog/cat/pet poop clean-up, and Lawnmower/weed eater or any combination of just common garden maintenance
- Science-fiction movie gadgets
- *[You get the point...]*
- *Caution: If you are unsure if one of your ideas, creations, innovations, or inventions is in compliance with this requirement, please ASK the instructor or the Teaching Assistants BEFORE you submit your formal deliverable.*

So when you complete an assignment, ask yourself:

- Does my idea, creation, innovation, or invention, avoid ALL of these explicit exclusions?*

N. Final Notes

This course offers students a chance to be truly *thoughtful, creative, innovative, profound, bold,* and *provocative*...

NOTE 1:

Any assignment submitted that is NOT completed in a university-level or professional-level manner will automatically receive a grade of Unacceptable: High F; 55/100 points.

NOTE 2:

You will need to break out of the old "presentation style" paradigm... You should nurture the imagination! Experiment!

NOTE 3:

Keep in mind that humor is closely related to creativity!

NOTE 4:

Imagination, originality, ingeniousness, excitement, inventiveness, and fantasy are stressed and valued!

THIS COURSE IS FOR YOU!