ID - Innovative Design

Courses numbered 100 to 299 = lower-division; 300 to 499 = upper-division; 500 to 799 = undergraduate/graduate.

**ID 400. Innovation in Practice (1-6).**
Independent study course for students interested in complementing their degree with creative thinking, problem solving and design. Undergraduate students choosing to participate in entrepreneurial activities can enroll in this course to gain credit for this experience. Built around experiential enrichment related to the broad topic of innovation. Topics such as intellectual property, branding, pitching, wire-framing, prototyping and funding are discussed in a group setting and may include guest speakers and/or visits to local companies. Repeatable for credit. Graded Cr/NCr.

**ID 500. Design Thinking Process (1).**
Today organizations of all sizes are looking to be more innovative, deliver unique, high-quality user experiences and even disrupt their industry. This course looks at techniques and approaches to innovation design past and present, but focuses on the process of design thinking. Design thinking takes a human-centered approach to problem solving and can be applied to nearly any situation including new ways of looking at products and services, consumer markets, user wants and needs, team functions and building, company alignment, strategy, and more. Course purpose is to help students learn, understand and appreciate the process of design thinking. Focuses on techniques for developing empathy and understanding, effectively defining a problem, exploring ideas, rapid prototyping and testing. Students observe and collaborate with interdisciplinary teams to discover user insights, improve user experiences, innovate new products and services, create team alignment, and overall problem solving. Intended for students with diverse interests and nontechnical backgrounds.

**ID 500H. Design Thinking Process (1).**
Today organizations of all sizes are looking to be more innovative, deliver unique, high-quality user experiences and even disrupt their industry. This course looks at techniques and approaches to innovation design past and present, but focuses on the process of design thinking. Design thinking takes a human-centered approach to problem solving and can be applied to nearly any situation including new ways of looking at products and services, consumer markets, user wants and needs, team functions and building, company alignment, strategy, and more. Course purpose is to help students learn, understand and appreciate the process of design thinking. Focuses on techniques for developing empathy and understanding, effectively defining a problem, exploring ideas, rapid prototyping and testing. Students observe and collaborate with interdisciplinary teams to discover user insights, improve user experiences, innovate new products and services, create team alignment, and overall problem solving. Intended for students with diverse interests and nontechnical backgrounds.

**ID 501. Design Thinking Facilitation (1).**
Looks at various techniques and approaches to facilitating teams in the design thinking process, understanding stakeholders, dealing with a variety of personality types, and handling group dynamics and conflicts. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 500.

**ID 501H. Design Thinking Facilitation (1).**
Looks at various techniques and approaches to facilitating teams in the design thinking process, understanding stakeholders, dealing with a variety of personality types, and handling group dynamics and conflicts. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 500.

**ID 502. Design Thinking Implementation: Design Challenges Level I (2).**
Using design thinking processes, students are assigned to teams to tackle one or more design challenges provided by a Fortune 100 company to innovate new ideas and solutions. (Design challenges vary by semester.) These challenges are more involved than those in ID 501. Each team works through the challenge, develops ideas, prototypes, evaluates and redesigns as needed to reach a final solution which is presented by the team. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 501.

**ID 503. Introduction to Branding (1).**
Looks at companies that have developed successful brands and what can be learned from them. Topics include: what branding really is, how branding can impact sales short-term and long term, who really owns the brand, and how companies manage their brands. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 500 or 500H.

**ID 504. Building a Brand Strategy (1).**
Looks at how to position companies for long-term success by developing a well thought out brand strategy. Using the tools learned in ID 503, students work on developing a strategy for a new startup company. Students collaborate in teams, but ultimately turn in an individual company brand strategy. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 503.

**ID 505. Design Thinking Implementation: Design Challenges Level II (2).**
Using design thinking processes, students are assigned to teams to tackle one or more design challenges provided by a Fortune 100 company to innovate new ideas and solutions. (Design challenges vary by semester.) These challenges are more involved than those in ID 502. Each team works through the challenge, develops ideas, prototypes, evaluates and redesigns as needed to reach a final solution which is presented by the team. Intended for students with diverse interests and nontechnical backgrounds. Prerequisite: ID 502.

**ID 506. Leadership Development for Innovation (3).**
Examines what makes or breaks a great leader, not just in companies, but in life. Studies the six “C’s” of leadership: character, charisma, commitment, competence, communication and courage, and how each one can enhance or take away from leadership ability. Intended for students with diverse interests and nontechnical backgrounds.

**ID 552. Product, Service, and Process Prototyping (3).**
Provides an overview of prototyping concepts with the specific intent of help innovation design degree students identify various methods of successfully demonstrating the potential of their ideas. Intended for students with diverse interests and nontechnical backgrounds.