

ENT1611 Designing Your Life with Innovation

Instructor: Dr Issy Masduki

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Prerequisites: None, open to all majors

Credit: 1

Meeting Time: 4:50 – 5:40 PM

Meeting Location: Innovation Hub Room 126, Shore Building

Office Hours: By appointment

Course Description

Design and innovation are foundational skills in Entrepreneurship and Intrapreneurship and are also key to living a successful, fulfilling life for students in all disciplines. This course applies the basic skills of Design Thinking to inspire innovation for all FSU students when making life decisions on campus and beyond. Design Thinking employs a three-stage process for developing solutions to the wicked problem of designing your life: Empathize, Ideate, and Build. In this class, you apply these steps to developing solutions for building a well-lived and joyful life.

First, in the empathy stage, you will explore your interests, strengths, characteristics, and values. You will then use ideation techniques to get unstuck and come up with solution possibilities for important life decisions: deciding on your major, creating connections, developing an entrepreneurial mindset, and creating a preliminary post-graduation plan. You also learn to prototype, build, and test solutions in order to become confident and comfortable with your decisions. Finally, you learn to use proven story-telling techniques to influence others and market yourself. As in all Design Thinking projects, this class utilizes small group work, personal and group reflections, in-class activities, field experiences, and design team collaboration.

This class is inspired by the best-selling book, *“Designing Your Life: How to Build a Well-Lived, Joyful Life”*, by Bill Burnett and Dave Evans from Stanford University.

Course Objectives:

By the end of this course, you will:

1. Develop competency in Design Thinking tools and methods for generative brainstorming and ideation applicable to life design
2. Develop competency in using Design Thinking approach and techniques to prototype experiences relevant to personal growth, professional networking, market research, and career exploration.
3. Harness the power of radical collaboration through design teams
4. Apply proven story-telling techniques to persuade and influence others
5. Develop a strong support network of instructors and fellow students to help you achieve your goals.

Course Materials and Resources:

A sketching pad and pen/pencils are required throughout the course. Handouts, lecture materials, and other resources are available online within FSU Canvas (canvas.fsu.edu).

Participation:

Your attendance and active participation are required for you to successfully apply the techniques and tools to design a great college and post-college experience. You will also be benefiting and contributing to a design team and your active participation help your team members succeed as well.

Core Assignments:

- Develop College View, Work View, and Life View statements
- Maintain a Design Journal: a log book of design ideas, visual explanations, stories, and reflections.
- Develop Odyssey Plans: create visual plans of what your life will look like over the next 5 years.
- Develop Prototypes: conduct design interviews or participate in experiences that will inform your decisions
- Story of My Life Showcase: present story pitch, Odyssey Plans, and prototype outcomes

Assignments: This class is a one-credit course, S/U graded. There are no exams. In order to receive a satisfactory grade, you must complete the following assignments. Emergency absences may be excused, but please notify the instructor as soon as possible, preferably in advance of your absence.

Attendance	1,000
Student Background Survey	200
College View, Life View, & Work View	900
Design Journal	1,000
Odyssey Plans	900
Prototypes	1,000
Story of My Life video	2,000
Total available points	7,000

S (satisfactory grade) = $\geq 60\%$ of all points available

U (unsatisfactory grade) = $< 60\%$ of all points available

Recommended reading:

Burnett, W. & Evans, D. (2016). *Designing your life: How to build a well-lived, joyful life*. Knopf: New York, NY.

Burnett, W. & Evans, D. (2020). *Designing your work life: How to thrive and change and find happiness at work*. Knopf: New York, NY.

Course Schedule

Weekly activities subject to change

Week/Date	Activities	Assignments
Week 1	▪ Welcome to DYL ▪ Exploring the virtual classroom ▪ Design Thinking and how it applies to life design	Complete pre-class quiz
Week 2	▪ The wicked problem of figuring out your future ▪ Empathy in design thinking ○ Why are you in college ○ Reframing misconceptions that impedes life design ○ College View, Life View and Work View	Submit College View, Life View, and Work View
Week 3	▪ Empathy for life design ▪ Share and discuss College View, Life View and Work View with your design team ▪ Visualizing your engagement moments ▪ Design Journal	Start your Design Journal Create 3 possible career mind maps
Week 4	▪ Design interviews for wayfinding ▪ Role play design interviews with individual group members ▪ Getting unstuck: Mindmapping and brainstorming for new experiences and career options	Continue with Design Journal Interview a senior or working professional
Week 5	▪ Identifying alternative paths (panel discussion) ▪ Online scavenger hunt	Continue with Design Journal Reflection on panel discussion

Week 6	▪ Share outcomes of design interviews ▪ Reflect on major findings from your Design Journal ▪ Designing your way forward	Create an Odyssey Plan and identify resources needed to accomplish it Make an appointment for an interview with a professor in a major you or a working professional
Week 7	▪ Share your plan with your design team and get feedback ▪ What is a prototype? ▪ Prototype Canvas: How might I...	Complete prototype descriptions and identify questions to ask interviewees
Week 8	▪ Share prototype ideas and get feedback ▪ Guest speaker: going down the entrepreneurship path	Have life prototype conversations with a professor or career professional
Week 9	▪ Share prototype conversation ▪ Refine prototype ▪ Resources on campus: enriching your life	Identify areas in your life to improve upon and resources on campus or industry to support these
Week 10	▪ 30th Class Reunion: what's your future story ▪ Odyssey Plans - o Majors - o Career readiness - o Becoming you - o Social impact	Create Odyssey Plans for next 5 years of life
Week 11	▪ Share Odyssey Plans ▪ Brainstorm prototype ideas for the plans ▪ Guest speaker	Have prototype experience or conversations and reflect on major findings
Week 12	▪ Share prototype experiences ▪ Finding the Unicorn: discovering hidden opportunities ▪ Guest speaker on networking	Have prototype experience or interview for prototype Identify strategies to find the unicorn in your company of interest
Week 13	▪ Share prototype experiences	Prepare for final presentation

	▪ Using stories to create new opportunities ▪ Collecting stories for compelling presentations	
Week 14	▪ Share additional prototype experiences and insights ▪ Share and refine personal stories	Prepare Story of My Life presentation
Week 15	▪ Story of MY Life showcase	

****University Attendance Policy:** Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

****Academic Honor Policy:** The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academichonor-policy> .)

****Americans with Disabilities Act:** Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167

(850) 644-9566 (voice) (850) 644-8504 (TDD) sdrc@admin.fsu.edu
<http://www.disabilitycenter.fsu.edu/>

****Syllabus Change Policy:** Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.