Designing Your Life with Innovation

Instructor: Iskandaria Masduki

Prerequisites: None, open to all majors

Credit: 1
Meeting Time:
Meeting Location: Innovation Hub

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:
There are no materials or textbooks to purchase for this course. All necessary materials and 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:

- *Post on discussion board:* submit 4 to 7 posts on the Canvas website.
- *Develop CollegeView, WorkView, and LifeView statements:* write 2 to 3 short paragraphs for each of these views.
- *Maintain a Design Journal:* maintain a log of design ideas, visual explanations, stories, and reflections.
- *Develop Odyssey Plans:* create 3 visual plans of what your life will look like over the next 5 years.
- *Develop 2 Prototypes:* conduct design interviews or participate in experiences that will inform your decisions
- *Showcase "My Future Self":* present all 3 Odyssey Plans and prototype outcomes

Assignments: This class is a zero-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.

CollegeView, LifeView, & WorkView	= 90 points
Design Journal	= 30 points
Discussion board participation	= 40 points
Create 3 Odyssey plans	= 90 points
Complete 2 prototypes	= 60 points
Final Presentation	= 40 points
Total available points	= 350 points

S (satisfactory grade) = ≥70% of all points available
U (unsatisfactory grade) = <70% 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.

Bruni, F. (2018). How to get the most out of college. *The New York Times.* Retrieved from https://www.nytimes.com/2018/08/17/opinion/college-students.html

Light, R.J. (2001). Suggestions from students. In Making the Most of College (pp.23-44). Cambridge, MA: Harvard University Press. (https://www.dropbox.com/s/cevnh1uw6nhznrl/Light_Making_the_Most_of_College%20%281%29.pdf?dl=0)

Course Schedule

Week/Date	Activities	Homework
Week 1	▪ Welcome to DYL ▪ Introduction: 30 circles game ▪ Mini design thinking sprint ▪ Using design thinking process to design your life	Recommended read DYL: Intro, Ch. 1, 11 Take the test at: www.16personalities.com Reflect on the test outcome

Week 2	▪ The wicked problem of figuring out your future
	▪ Empathy in design thinking
	  o Why are you in college
	  o Reframing misconceptions that impedes life design
	  o College View, LifeView and WorkView
	  o
		Recommended read DYL: Ch. 2
		
		Submit College View, Life View, and Work View

Week 3	▪ Empathy for life design o Share and discuss College View, Life View and Workview with your design team ▪ Visual thinking for problem solving ▪ Visualizing your engagement moments ▪ Design Journal	Start your Design Journal and submit images from it. Recommended read DYL: Ch. 4 & 5 Start good time journal Create 3 possible career mind maps
Week 4	▪ Design interviews for wayfinding (student entrepreneur as guest) ▪ Practice design interviews with individual group members ▪ Getting unstuck: Mindmapping and brainstorming for new experiences and career options	Continue with Design Journal and submit images from it. Interview a senior or working professional
Week 5	▪ Asking the right questions ▪ Identifying alternative paths o panel discussion (representative from	Continue with Design Journal and submit images from it. Reflection paper on panel discussion

		Career Center, Advising, Student Interest Group)	Research the Career Center Website, Advising First or student groups and identify resources that interests you most
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		▪ Marshmellow Challenge ▪ Share your plan with your design team and get feedback ▪ What is a prototype? ▪ Prototype Canvas: How might I…	Complete prototype templates and identify questions to ask your interviewees
Week 8		▪ Share prototype ideas and get feedback ▪ Guest speaker: going down the entrepreneurship path	Read: "How to get the most out of college" – Bruni Have prototype conversations with instructor or professor about their major choices and outcomes
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 to support these Have prototype conversations with instructor or professor about their major choices and outcomes

Week 10		▪ 30th Class Reunion: what's your future story
		▪ Design Thinking your way forward
		▪ Odyssey Plans
		  o Majors
		  o Career readiness
		  o Becoming you
		  o Social impact
			Create 3 Odyssey Plans for next 5 years of life

Week 11		▪ Share Odyssey Plans ▪ Brainstorm prototype ideas for all 3 plans ▪ Guest speaker	Have prototype experience or conversations and reflect on major findings
Week 12		▪ Share prototype experiences ▪ Revisit prototype ideas ▪ 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

	▪ 4-step decision making process	
Week 14	▪ Using stories to contextualize experiences ▪ Using stories to create new opportunities ▪ Collecting stories for compelling presentations	Prepare "Meet My Future Selves" presentation
Week 15	▪ "Meet My Future Selves" 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.