

# FAQ - Collaborative Innovation & Design Matters

Website: <https://artdept.nd.edu/undergraduate-program/design/collaborative-innovation-minor/>

Contact: [timjmorton@nd.edu](mailto:timjmorton@nd.edu)

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## What is Design Matters?

DESN 20203 Design Matters (3 Credit Course) is a practical, hands on, lab, lecture, discussion, and case study based introduction to Design Thinking and Human Centered Design, it is also the gateway course to the Collaborative Innovation Minor and counts for a fine art elective. DESN 21203 D Think Lab is the lab section of

## Who can register for Design Matters?

Registration is open to all undergraduate freshman, sophomores and juniors during the registration times. Seniors may also seek approval for registration from the teaching Professor.

## What is Design thinking?

Design Thinking is a capability that has been widely adopted by businesses and organizations globally, it is an iterative and human centered approach to creativity and innovation. Design Thinking originated from the mindset and methods used by designers to identify and solve problems through establishing empathy and making to learn.

## 'I took another design thinking course - why would I take Design Matters?'

Design Matters is uniquely taught by design faculty that are practicing design and design strategy consultants. The class encompasses learning that is intended to be adopted and benefit any future learning path and career regardless of focus.

## What is the Collaborative Innovation Minor?

The Minor in Collaborative Innovation **welcomes all students**, from within the College of Arts and Letters, from business, science, engineering, and architecture. *The Minor* introduces and amplifies the creative mindsets and methods in a multi-disciplinary and collaborative environment through a five-course sequence. The skills and approaches encompassed in the Collaborative Innovation Minor have been defined as critical by the World Economic Forum.

Throughout the minor students engage with industry, practicing designers, faculty and students from across the University of Notre Dame campus.

## Is this a minor in Design or Innovation?

Both, design is a capability that is critical to innovation, business, community and societal advancement. The design management institute identified that **Design-driven companies outperform the S&P 500 by 219%.\*** You will learn new ways to identify opportunities and problems, create ideas and prototypes, test , develop concepts and communicate the experiences and intent. Through the minor you will also be exposed to elements, tools and skills that are required to pursue a career in design, those seeking to do so are recommended to alternatively consider one of our design majors.

\*<https://www.dmi.org/page/2015DVlandOTW?>

## Who can enroll in the Collaborative Innovation Minor?

Any undergraduate student able to complete a 15-credit course within the University that is not enrolled in a design major.

### **How do I need to do to declare for the Collaborative Innovation Minor?**

Students interested in the minor should contact Tim J. Morton The Director of Collaborative Innovation [timjmorton@nd.edu](mailto:timjmorton@nd.edu)

### **Why should I take the Collaborative Innovation Minor?**

The mindsets and approaches introduced and amplified in the minor (creativity, critical thinking, collaboration and complex problem-solving) are to be applied to any career or service path that you choose to pursue. Such skills have been identified as critical to flourishing in a world that is constantly changing and susceptible to Volatile, Uncertain, Complex and Ambiguous (VUCA) influences and outcomes.

### **Who uses Design Thinking?**

Organizations across the globe have integrated Design Thinking as a core capability. apply design to innovate across their businesses, community and causes. The following are a selection of organizations that have embraced Design Thinking as a core competency. IBM, SAP, Delloite, Pepsi, Intuit, Fidelity, Stryker, Ford, Capital one, Marriott, LEGO, Gates Foundation, Cleveland Clinic, Liberty Mutual, BCBS

### **Why Human Centered?**

Everything we create at some point involves human interaction. By starting with the 'humans' we can identify ways to entice, engage and extend participation and ownership in meaningful ways. Human Centeredness has proven to be a highly successful approach for business, community, education and the environment.

### **Do I have to have a history of being in art and design?**

No, you will be introduced to new ways to explore, create, communicate and learn.

### **Do I have to be creative?**

Whether you think you are or not - you are already creative. You will learn how creativity is defined and new ways to amplify your own creativity to make a positive impact.

### **“But, what if I can’t draw?”**

Everyone can draw, everyone can paint, everyone can create - some have had more practice and others have more confidence! In the Collaborative Innovation Minor you will increase your ability to explore and communicate your ideas visually and physically in order to explore, refine and convey them. We do not ask nor expect you to 'draw like Michelangelo'

### **What happens in the capstone class?**

The capstone class **DESN 40201-01 (20072) ID: Collab. Design Development** embraces a real-world challenge with an industry sponsor. It is a studio class conducted in a similar manner to a professional multidisciplinary design and innovation team. Past projects have approached product, experience, service, community and entertainment challenges from SAP, Whirlpool, Disney Imagineering, Senior 1 Care, ND Campus dining.

### **What's are the 4 C's**

The four C's of [21st Century skills](#) are learning skills that have been defined as critical to facing the new and often unique challenges we are facing this century. The Collaborative Innovation Minor embraces and integrates 4+1 C's as a framework

1. Critical thinking - Identifying opportunities and problems to solve.
2. Creativity - new, novel and relevant ways to approach the world and solve problems
3. Collaboration - how to work together to achieve a common goal
4. Communication - how to best convey complexity and new ideas

+1 Curiosity - Insatiable and constant urge for knowledge and understanding

<https://medium.com/the-post-grad-survival-guide/the-4-cs-of-the-21st-century-da8632ba2177>

The World Economic forum identified the following 10 skills needed to thrive in 2020 and beyond  
Complex Problem Solving, Creativity, Critical thinking,

<https://www.weforum.org/agenda/2016/08/10-skills-you-need-to-thrive-tomorrow-and-the-universities-that-will-help-you-get-them/>

**What double counts?**

DESN 20203 Design Matters counts for: FNAR - old Core Fine Arts , WKAR - new Core Art , ZCSC-  
Commnty Engagmnt Course

You are advised to contact your college advisor for what double counts as part of your other studies.  
courses in the minor have counted towards Engineering.

**Do I have to take classes in the order shown?**

No, after completing the Gateway Course: Design Matters you can choose any course from Stage 2 or 3.  
As long as you complete one course from each stage

**Can I take 2 courses at once**

Yes, after completing the Gateway Course: Design Matters you can potentially take 2 of the following  
courses at the same time. For guidance and approval consult the DUS or Director of Collaborative  
Innovation

**Are there any classes not listed that count for the minor?**

As the minor evolves further we will be strategically introducing new courses. If you are aware of a course  
that could fit within the goals of the minor or would like to have a course you are taking to be considered  
credit for the minor please contact the Director of Collaborative Innovation.

**Who I do I contact for information**

DUS and Director of Collaborative Innovation.

**I'm a freshman can I elect for the minor**

Your first step would be so sign up for DESN 20203 Design Matters, once you have completed the course  
you can then elect for the minor.

**I'm a business major, can I take the minor?**

Yes

**I'm a \_\_\_\_\_ can I still elect for the minor?**

Yes – unless you are a design major.

**I am signed up for a different innovation minor on campus, can I also sign up for Collaborative  
Innovation Minor**

Yes, The minors are different and complement each other well, several students are enrolled in both and  
have benefitted greatly from such.

**Where can I find more information?**

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