

Spring 2022 - INNOVATION & DESIGN COURSE

REGISTER TODAY!

The Basics:

- What: IDEA 4000/6000 - Innovation Catalyst and Design
- Where: Innovation Hub
- When: Spring 2022; Tuesday & Thursday, 11:10 am - 12:25pm
- Who: Undergraduate & Graduate students interested in learning more about the practice of innovation within any setting (industry, start-ups, non-profits, government, and research)

Benefits:

- Build and practice innovation and creativity skills
- Apply your skills and complete two Design Challenges
- Network with industry executives and designers
- Compete for Fellow positions in the Student Industry Fellows Program



Course Description:

Companies, research labs, government agencies, and community institutions are increasingly desirous of individuals who have some background in Design Thinking and the supporting skills to apply it to the innovation process. This course exposes students of any background, interest, and passion to the practice of innovation. Drawing from interdisciplinary methods and tools from fields like design, engineering, the arts, social sciences, and business, this course is designed to immerse students in the concepts of cross-disciplinary, team-based project work as well as enhance core skills required to implement innovation and problem-solving in any setting. Specific topics will include theoretical frameworks for innovation and problem-solving, process models for understanding and addressing business or organizational challenges, and strategies/tactics for implementing innovative solutions. The course places a heavy emphasis on consultative approaches and experiential learning through site visits, case studies, or invited speakers.

Introducing the Student Industry Fellows Program:

Supported by The Delta Air Lines Foundation, the Student Industry Fellows Program (SIFP) cultivates innovation competencies among UGA graduate and undergraduate students and fosters mutually beneficial industry partnerships. A signature program within UGA's Innovation District, the SIFP is part of a unique ecosystem of talent, creativity and infrastructure that brings students from a range of disciplines together to solve emergent and pressing challenges through unique, cross-disciplinary courses and experiences. Through this program, UGA plays a vital role in building the talent of today and empowering them to solve tomorrow's challenges.

Learn More:

Instructor: Andrew Potter
Email: andrew.potter@uga.edu

Andrew is UGA's Director of University Experiential Learning and serves on the Innovation District Launch Team. A former product/program development and innovation executive with a track record of value creation at all stages of an organization's lifespan, he has deep experience supporting private equity mergers, turn-arounds, and exits to foster innovation, entrepreneurship and business development/strategy.