A Web-based Tool to Empower Your Ideation Process

1. Class Overview
   Description - Ideation is the generation and development of new ideas. In this course, students will learn about the science of human creativity, and how to use the web-based tool IdeaMÂCHÉ to synthesize new ideas through collecting and thinking about information from the web.
   Prerequisites - none
   Anticipated Class Size – 20 max
   Class Duration – 1 1/2 hours
   Material Needed - Reasonably current computer with Chrome web browser.

3. Educational Objectives - Students will be able to:
   ● Understand how visual and spatial representations support creativity.
   ● Identify the roles of reflection, synthesis, and ideation in the creative process.
   ● Conduct research by searching and exploring related work through references and citations.
   ● Visually represent key ideas from the Web as clippings.
   ● Articulate complex relationships through visual and spatial organization.
   ● Illustrate your thinking through textual and sketch annotations.
   ● Synthesize new (emergent) understandings by conceptually connecting and juxtaposing clippings.
   ● Create meaningful exhibits with IdeaMÂCHÉ to present and share ideation processes.

4. Class Format
   Pre-Class activity - Provide students with resources to read and videos to watch ahead of time
   ● Watch the IdeaMÂCHÉ video [http://IdeaMÂCHÉ.ecologylab.net/about/what/].
   ● Perform IdeaMÂCHÉ Tutorial.
   The next 2 deliverables are to be turned in electronically at least 24 hours before the course begins [https:/xxx.yy]:
   ● Use IdeaMÂCHÉ to work on this ideation task: Reflect on your coursework. Think about and express conceptual connections among favorite topics of courses that you are taking now and those you have previously completed.
   ● Gather some thoughts about how you want to impact the world through your career in the next decade. Imagine and consider what you would like to create, develop, discover, and explore. What skills will be important? What organizations might provide a conducive environment? Write 1-2 initial paragraphs.

   In-Class activity
   ● 20 minute Presentation
   ● 10 min IdeaMÂCHÉ ensemble demo
   ● 30 min use IdeaMÂCHÉ to work on Impact the World Through Your Career task.
   Instructor engages with students informally.
   ● 30 min student presentations and class discussion