| Week 1                  | What are creativity, innovation, and design?  
|                       | How the class is organized, the journal  
|                       | *Introductions Lab*  
|                       | Understanding the creative process I  
| Week 2                | Understanding the creative process II  
|                       | *Looking for Trouble Lab*  
|                       | Neuroscience of creativity  
| Week 3                | The role of failure in creativity  
|                       | *Creating Creativity Lab*  
|                       | Conjuring creativity  
| Week 4                | Can you measure creativity?  
|                       | *Peeling Onions Lab*  
|                       | Reviewing peeled onions  
| Week 5                | Innovation skills  
|                       | *Poor Old Nassau Lab*  
|                       | How do you measure innovation  
| Week 6                | Group innovation processes  
|                       | *Ganging Up Lab*  
|                       | Network effects  
| Week 7                | Design Thinking process  
|                       | *Finally Designing Lab*  
|                       | A wicked problem  
| Week 8                | What is Good Design  
|                       | *Understanding Wickedness Lab*  
|                       | Empathizing a wicked problem  
| Week 9                | Defining the Problem  
|                       | *Unlocking Wickedness Lab*  
|                       | Story-telling and persuasion  
| Week 10               | Prototyping & Testing  
|                       | *So That's How It Really Works Lab*  
|                       | How Wicked Is This? Design Review  
| Week 11               | How this can go wrong  
|                       | *Telling a Wicked Story Lab*  
|                       | Why innovation is threatening  
| Week 12               | Preparing for a critique  
|                       | *Final Projects Presentations*  
|                       | Lessons we have learned  

**Syllabus**  
**EGR 392**  
Creativity, Innovation, and Design