



ACAD377: Industry Practicum II

Units: 4.0

Spring 2022–MW–3:00-4:50 PT

Location: TBD

Instructor: Yihyun Lim, Trent Jones

Office: Online

Office Hours: By appointment

Contact Info: yihyun@usc.edu, trentjon@usc.edu

IT Help:

<https://uscedu.sharepoint.com/sites/IYAStudent/SitePages/IT-Resources.aspx>

Hours of Service: 8:30am - 6:30pm

Contact Info: iya.helpdesk@usc.edu

Course Description

Practicum through which students serve as design strategists for high-profile industry collaborators, and learn advanced methods and processes to solve problems in field-specific environments.

Industry Practicum (formerly Discerning & Making) is a course dedicated to defining, assessing, and, ultimately, proposing solutions to complex, multidimensional, and evolving problems in cooperation with partners in both the private and social or public sectors. The course follows an iterative approach to design research and strategy. The course will begin with a deep dive into the context of the problem at hand through desk research, stakeholder interviews, deep analysis, and problem statement exercises. Next, students will be guided through a rapid ideation session in order to develop conceptual directions for the proposed solutions. After pitching the proposed directions to industry partners, students will engage in rapid prototyping, user testing, and concept refinement. Finally, the course will end with a final presentation of the recommendations and working deliverables.

Learning Objectives and Outcomes

By the end of the course, students will have gained experience working as a Design Strategist in a real-world context, and will obtain skills in creative problem solving, stakeholder relations, creative collaboration, project management, and design research. Students will work in teams to engage in a unique project designed to address specific concerns by developing and applying innovative and unconventional skillsets.

Prerequisite(s): ACAD 17, ACAD 178, ACAD 179, ACAD 180. Open only to Arts, Technology and the Business of Innovation students.

Co-Requisite(s): N/A

Concurrent Enrollment: N/A

Recommended Preparation: N/A

Description and Assessment of Assignments

The following is a breakdown of the assignment expectations. Unless otherwise noted, all submissions will be in the PDF format, and will be due prior to the class session via email. Each project in Industry Practicum requires each of the following to be completed:

1. Kick-Off Materials: Students will assemble a series of kick-off materials for each of their projects.

These materials include the following:

- Unpacking the Project Brief: background research and analysis of the project brief
- Learnings and insights from stakeholder interviews
- Problem definition: the team's understanding of the problem to be tackled

There must be one set of kick-off materials for each of the two initiatives. The kick-off materials are worth 50 points/project, for a total of 100 points.

2. User Research Report: Teams will create a report that documents the user research process, methods taken, and insights gained from the user research phase. This may include results from in-depth user interviews, observations, and surveys. The report should also include empathy maps and persona profiles that are generated from the synthesis of user research outcomes.

There must be one set of User Research Report for each of the two initiatives. The report must be delivered over email by one single team member as a PDF. The report should be no more than 10 pages each. The materials are worth 50 points/project, for a total of 100 points.

3. Secondary Research Report: Teams will create a highly organized report that documents the secondary research (competitive landscape research, case example research, best practices research) that provides a full landscape survey of the selected topic area for each of the project initiatives. This should not take the form of a "data dump", but a clearly organized document along with evaluation and analysis of the competitive landscape.

There must be one set of Secondary Research Report for each of the two initiatives. The report must be delivered over email by one single team member as a PDF. The report should be no more than 10 pages each. The materials are worth 50 points/project, for a total of 100 points.

4. Project Update 01 - Research Synthesis Presentation: This will serve as an opportunity for students to report-out on their research progress thus far. Teams will create a presentation/report that highlights the research process, and distills the key insights that lead the team to the problem statement. The synthesis should not take the form of a "data dump", but instead be a compelling narrative that frames the problem clearly. The research synthesis should include:

- The context, including background information on the client.
- The research design (process).
- The problem statement. These statements should include the key stakeholder of interest, the experience of that stakeholder (key tasks, and related steps to fulfilling those tasks), the identified obstacle, as well as the stakeholder mindset (emotion). In addition, students must provide supporting material (up to 500 words) defending the urgency of the problem.
- A review and analysis of the competitor landscape (other existing solutions to the identified problem).
- Insights from user research and persona profile.
- Initial recommendations or assumptions for approaching the problem.

There must be one report for each of the two initiatives (two reports total). This deliverable will be graded based on the inclusion of all required materials as well as the depth of investigation and quality of the synthesis. We also expect the deliverable to be presented in a professional manner (clear design/layout, strong professional writing). In addition, we do not want the presentation to be any longer than 10 minutes. Please act as a facilitator, by keeping careful track of your time.

5. Project Update 02: This will serve as an opportunity for students to report-out on their progress thus far. Students are expected to demonstrate significant progress since the first update. The presentation must use the Academy's T.O.A.S.T. format (Transparency, Opportunity, Analysis, Strategy, Transformation), and a maximum of 10 slides (not counting progressive animations, an intro slide, or an outro slide). The TOAST format is as follows:

- a) Transparency: What is the problem? Whose problem is it? How do you know that? Why is your team the right people to take this on?
- b) Opportunity: What is your concept(s)? How does it connect to the problem, and what does it "look" like?
- c) Analysis: What else is out there, also tackling this problem (internal or external). How does this idea differentiate?
- d) Strategy: What are your next steps, should this move forward? What questions are unanswered?
- e) Transformation: What is your vision for the impact or success of this project? What will the world (or "a world") look like because of this?

In addition, the following is the rubric we will be using to grade you (75 points/project for a total of 150 points):

- 20 points - Are the concepts provided clear and tangible enough? We want to see visual representations of your ideas.
- 20 points - Are you presenting in a compelling manner (using storytelling to draw us in, staying succinct, coming across as well rehearsed, motivating and inspiring your audience, fielding questions and feedback in a professional manner)?
- 15 points - Are the concepts backed up by insights and data from research?
- 15 points - Is the problem well articulated, and is there proof that the problem actually exists?
- 5 points - Have you met the 10 slide and TOAST requirement?

6. Final Project Presentation: It's showtime! You will complete one final presentation for each project. For each presentation, we are expecting that each team member has a role in presenting. Each presentation will use the Academy's TOAST format. Each presentation may not be more than 15 slides. The extra slides are intended to allow you more room for visual supplements. We are expecting the final to encapsulate your process throughout the semester as well as the tangible conclusion you have come to. We are expecting you to MAKE something - make it very tangible. Wow the audience. Really bring it! Make this something you are very proud of.

The presentations will each be graded in the following manner (100 points/project for a total of 200 points):

- a. 25 points - Success of the presentation style, design, and narrative to draw us in
- b. 50 points - Sophistication of the tangible prototype/visual aid/video storytelling
- c. 25 points - Clarity of the problem, your research, and your process.

In addition, we do not want the presentation to be any longer than 10 minutes. Please act as a facilitator, by keeping careful track of your time. For each 30 seconds that you go over, you will be docked 3% of the grade.

7. Final Project Deliverable: The final project deliverable is two separate "leave-behind", fully annotated decks that summarize your final solutions. As a leave-behind deck, each document should be able to survive as a stand-alone

piece, without your presence. This assignment also serves as a chance for you to react to the comments and feedback received during the Final Project Presentation, in order to improve upon the end deliverable and research narrative. As a result, feedback from the presentations must be addressed in each deck. This should be shared in a single PDF file. If you must include other media (such as audio or video files), please ensure they are linked in the primary PDF for ease of access.

The deliverable is worth 50 points/project, for a total of 100 points. Each project’s deliverable will be graded based on the following criteria:

- 20 points - Feedback is addressed, and the deck is fully annotated and can suffice as stand-alone document
- 20 points - Clarity of the problem, your research, and your process.
- 10 points - Sophistication of the prototype/visual aid, and deck is nicely designed and easy to follow

Participation: As the course is an agency-like environment, students are expected to be active participants in the classroom, for their own teams and projects, but also as advisors to the teams and projects of other classmates. The participation grade will be informed by active participation in class, in client presentations, and observation of activities in small groups.

Grading

Assignment	Points	% of Grade
Kick-Off Research Report	100 (50/Project)	10%
User Research Report	100 (50/Project)	10%
Secondary Research Report	100 (50/Project)	10%
Project Update 01	150 (75/Project)	15%
Project Update 02	150 (75/Project)	15%
Final Project Presentation	200 (100/Project)	20%
Final Project Deliverable	100 (100/Project)	10%
Participation	100	10%
Total	1,000	100%

Grading Scale

Course final grades will be determined using the following scale

A	94-100
A-	90-93
B+	87-89
B	83-86

B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Unless otherwise noted, all assignments must be submitted as a PDF presentation. For assignments delivered in class (such as presentations), the work must be completed before the commencement of the class session in which the assignment is due. For assignments that are designated for virtual submission (“COB”), one team member is expected to submit the assignment to yihyun@usc.edu, trentjon@usc.edu (unless otherwise specified) by COB (AKA “close of business” AKA 6:00pm) the day the assignment is indicated as due.

Grading Timeline

Grades and feedback for all assignments will be returned to students within one week of submission. Grades will be provided over email. Students are encouraged and expected to keep track of their status in the class through documenting these grades. If at any point, a student is uncertain about their status in the class, students may email yihyun@usc.edu, trentjon@usc.edu

Additional Policies

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions; the below are the extensions.

- Submission in the 24 hours after the deadline 10% deduction
- Submission between 24 and 48 hours after the deadline 20% deduction
- Submission between 48 hours and 3 days after the deadline 50% deduction
- Submission more than 3 days after the deadline 100% deduction

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by $\frac{1}{3}$ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Course Schedule: A Weekly Breakdown

*Please cross-reference with the Assignments section of the syllabus for greater details on deliverables.

Blue text = Assignment due

Green highlight = Zoom day

Yellow highlight = Flexible/Hybrid day

Week	Session 01 (Monday)	Session 02 (Wednesday)
1	<p>1/10: Course overview; Project 01 (P1) - 3pm Kickoff meeting with P1 Partner, introduction of brand, brand strategy, their challenges as an organization, and introduction of the challenge prompt.</p> <p>Activity: Unpacking the Project and team formation. Background research for P1.</p>	<p>1/12: Project 02 (P2) - 3pm Kickoff meeting with Project 02 Partner, introduction of brand, brand strategy, their challenges as an organization, and introduction of the challenge prompt.</p> <p>Activity: Unpacking the Project and team formation. Background research for P2.</p>
2	<p>1/17: HOLIDAY - NO CLASS</p>	<p>1/19: Activity: Review background research topics/progress and prepare for Stakeholder Interviews.</p>
3	<p>1/24: Stakeholder Interviews with project partner (TBD)</p>	<p>1/26: Stakeholder Interviews with project partner (TBD)</p>
4	<p>1/31: Activity: Stakeholder Interview Synthesis and Problem Definition.</p>	<p>2/2: Lecture: Designing for Users Activity: Set up user Interviews Assignment: Conduct user interviews for both Project 1 and 2.</p> <p>Due: Kick-Off Research Report (PDF Due before class - emailed to instructor)</p>

Week	Session 01 (Monday)	Session 02 (Wednesday)
5	2/7: Designing for Users cont. Activity: Empathy Map, Persona Creation.	2/9: Lecture: Secondary Research Activity: Competitive Landscape, Secondary Research Due: User Research Report (PDF Due before class - emailed to instructor)
6	2/14: Continue Secondary Research; 1:1 group meetings with Instructors.	2/16: Activity: Synthesis and Sensemaking Synthesizing primary and secondary research. Theme development and seed concept generation.
7	2/21: HOLIDAY - NO CLASS	2/23: Activity: Theme development
8	2/28: Project Update 01 (Client 01) - Presentation: Secondary and primary research results, problem definition, initial thematic areas. DUE: Project 1 Research Synthesis Report (email PDF to instructor EOD)	3/2: Project Update 01 (Client 02) - Presentation: Secondary and primary research results, problem definition, initial thematic areas. DUE: Project 2 Research Synthesis Report (email PDF to instructor EOD)
9	3/7: Activity: Ideate and Brainstorm - Project 1 Identify topics/thematic areas for brainstorming, seed concept generation. Define key evaluation metrics.	3/9: Activity: Ideate and Brainstorm - Project 2 Identify topics/thematic areas for brainstorming, seed concept generation. Define key evaluation metrics.
10	SPRING BREAK - NO CLASS	
11	3/21: Activity: Concept Refinement - Project 1 User Journey, Ecosystem Mapping, etc.	3/23: Activity: Concept Refinement - Project 2 User Journey, Ecosystem Mapping, etc.
12	3/28: Project Update 02 (Client 01): Concept Presentation: Present refined concept, related research, value proposition. DUE: Project 1 Concept Presentation Report (email PDF to instructor EOD)	3/30: Project Update 02 (Client 02) Concept Presentation: Present refined concept, related research, value proposition. DUE: Project 2 Concept Presentation Report (email PDF to instructor EOD)

Week	Session 01 (Monday)	Session 02 (Wednesday)
13	4/4: Lecture: Prototyping Ideas Activity: Develop prototype plans	4/6: 1:1 Desk Crit - Review prototype plans, Work In-Class/Studio time
14	4/11: Lecture: Storytelling through Videos Activity: Develop scenarios, storyboard, communication prototypes	4/13: Work In-Class/Studio time
15	4/18: Project 01 - 1:1 Desk Crits (Prep for Final Presentations)	4/20: Project 02 - 1:1 Desk Crits (Prep for Final Presentations)
16	4/25: Final Presentations (Client 01) Research + Concept + Prototype + Storytelling	4/27: Final Presentations (Client 02) Research + Concept + Prototype + Storytelling
Study Days		
Final Exam Slot (Date TBD): Final Deliverable/Leave-Behind Due EOD		

HOW TO PURCHASE SOFTWARE AT THE DISCOUNTED ACADEMY RATE

The following first year software are now available for purchase online through the USC Iovine and Young software catalog at the Academy discounted rate:

<u>Software</u>	<u>IYA Short-Term License</u>
Adobe Creative Cloud	\$70 2021-2022 annual license (active through July 2022)

To purchase:

- Visit: <https://commerce.cashnet.com/IOVINE>
- Select the software license(s) you would like to purchase by clicking “View Details” or the software title, and make your purchase
- You will receive an order confirmation receipt at the email address you provided
- You will be notified by email when the software license has been activated

If you have any questions about this process, please do not hesitate to contact Academy IT Support at iya.helpdesk@usc.edu.

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP)
-213-740-9355 (WELL)
<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking). (wording from the site)

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

USC Policy Reporting to Title IX (213) 740-5086
<https://policy.usc.edu/reporting-to-title-ix-student-misconduct/>

The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity*.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dsp.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Spring 2022 addendum:

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.
- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19.