

USC Iovine and Young Academy

*Arts, Technology and the Business
of Innovation*

IDSN 546 Integrative Studio

Units: 2.0

Spring 2025—Thursdays—7:00 pm-8:50 pm PT

Location: <https://brightspace.usc.edu>

Instructor: Jay Clewis

Office: Virtual

Office Hours: By Appointment

Contact: jclewis@usc.edu

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

IT Email Support: iyahelp@usc.edu

Course Description

Integrative Studio is a project-based course that uses human-centered design research and methodologies to identify and explore a specific problem space. The project will require research, exploration, experimentation, ideation, testing, iteration, and communication of the situation and context. Students must work rigorously within the timeline and schedule required to achieve the project's stated goals. Through successful completion of this course, students will deliver research findings that support a tangible project concept that considers desirability, feasibility, and viability while securing a deeper conceptual and practical understanding of the industry and domain explored. Students will regularly present their research findings to the class. Formative and summative critiques will occur in class with students, mentoring faculty, and industry experts to support student projects and growth.

Learning Objectives

Students will demonstrate a progressive aptitude in conducting research, synthesizing insights, generating solution-based concepts, and communicating their scholarly work in the course. Upon completing this course, students will:

- Identify markets and competition related to the target audience and problem space
- Apply primary and secondary research methods to identify opportunities and unlock insights
- Generate unique ideas and iterate upon a variety of solutions to be tested
- Communicate and present ideas concisely using all effective modalities to key stakeholders
- Develop proficiency through practice in challenges of increasing scope and complexity

Prerequisites

There are no prerequisites or co-requisites for this course.

Course Notes

This course meets once per week and will be conducted online via Zoom. All assignments and lecture notes will be posted in Brightspace. All assignments will be submitted to Brightspace.

Additionally, to maximize the time and collaborative work dedicated to studio projects, it is recommended that students start thinking about project proposals before the semester begins. Detailed instructions for the studio project plan proposal are outlined below. Students may work on studio projects by themselves or in teams. Instructors can help to facilitate team formation if needed.

Technological Proficiency and Hardware/Software Required

Students must provide their own laptops. Laptop specifications consider that students will create, stream, and download audio and video, communicate using video conferencing applications, and create and store large multimedia files. The university realizes that attending classes online and completing coursework remotely requires access to technology that not all students possess. You may be eligible for the [USC Computer Center Laptop Loaner Program](#).

How To Purchase Software at The Academy Discounted Rate

Selected software licenses are available for purchase online through the USC Iovine and Young software catalog at the Academy discounted rate. To purchase software:

- Visit: <https://commerce.cashnet.com/IOVINE>
- Select the software license(s) you want to purchase by clicking “View Details.”
- 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.

Technical Support Information

Use the following contact information for help accessing or using Brightspace, Zoom, or other USC online tools and resources, including email:

- Brightspace Help: <https://www.brightspacehelp.usc.edu>
- Brightspace Email Support: usc@d2l.com
- Zoom Support: [Zoom information for students](#)
- IT Help: <https://uscedu.sharepoint.com/sites/IYASStudent/SitePages/IT-Resources.aspx>
- IT Email Support: iyahelp@usc.edu

Required Readings and Supplemental Material

Students must identify readings relating to their project and the scope of research outlined in the Studio Project Plan Proposal. In addition, your instructor may assign supplemental material during the semester.

Important University Dates for the Spring 2025 Semester

Please refer to the university [registration calendar](#) for important dates relating to the start of classes, university holidays, add/drop deadlines, recess dates, study days, final exams, and Commencement week.

Course Schedule: A Weekly Breakdown

Week	Topics	Assignments
1	Welcome to Integrative Studio <ul style="list-style-type: none">● Course Overview, Introductions, and Expectations● Project Proposal Reviews and Discussion	Due: None
2	Studio Working Session <ul style="list-style-type: none">● Share and Discuss Project Proposals● Start Work on Intro Presentations	Due: Studio Project Plan Proposal
3	Project Introductory Presentations <ul style="list-style-type: none">● Introduce Studio Projects and Goals with a Q&A	Due: Studio Project Introductory Presentation
4	Studio Working Session <ul style="list-style-type: none">● Independent Project Work Instructor Visits and Consultations	Due: Project Progress Report 1

5	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 2
6	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 3
7	Studio Project Demo I Presentations <ul style="list-style-type: none"> Demonstration of Research Findings, Insights, Milestones, and Next Steps with a Q&A 	Due: Studio Project Demo I
8	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 4
9	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 5
10	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 6
11	Studio Project Demo II Presentations <ul style="list-style-type: none"> Demonstration of Research Findings, Insights, Milestones, and Next Steps with a Q&A 	Due: Studio Project Demo II
12	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 7
13	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: Project Progress Report 8
14	Studio Working Session <ul style="list-style-type: none"> Independent Project Work Instructor Visits and Consultations 	Due: None
15	Studio Project Final Presentations <ul style="list-style-type: none"> Demonstration of Research Findings, Insights, Milestones, and Next Steps with a Q&A 	Due: Studio Project Final Presentation
Final	No Class (attendance not required)	Due: Project Handoff Document

Description of Assignments

Below are overviews of each assignment. Your instructor will provide additional instructions for each in class. All assignments will be submitted to the Brightspace Learning Management System (LMS).

Course Participation

Students are expected to actively and consistently participate in this course, including consistent collaboration and communication with students and faculty throughout the semester.

Studio Project Plan Proposal

Each student will provide an initial studio project plan proposal in which one or more ideas for further pursuit are proposed (with accompanying rationale) to faculty for review. Instructors will work with the students to set deadlines, processes, and any additional deliverables for the semester (as warranted). The studio project plan proposal should use the template provided in the LMS (executive summary one sheet) and address the following:

- Names of all team members (students may work solo or enter the course as a team)
- What is the project name (or working title)?
- One-liner about the project and/or solution
- Describe the problem/opportunity area, situation, and context you plan to research
- Who do you see as the target audience of this project (at this stage)?
- Details about the solution (if you have one) or ideas about possible solutions
- Other considerations: What are the goals of this project? What do you hope to achieve?

Studio Project Introductory Presentation

Each student or team will present an introductory overview of the studio project in which one or more ideas for further pursuit are proposed (with accompanying rationale) to peers and faculty. You may utilize any mediums/media you see fit to best explain your idea, but visuals are required (slides or video, etc.) and address each of the following:

- The project's main goal (what do you hope to achieve?)
- The subject area, situation, or context the project will focus on (what are the opportunities, challenges, or unmet needs you are addressing?)
- Has a solution or solution path been identified?
- Resources and knowledge you have available (technical, conceptual, human, financial)
- What do you not know about the project area? What activities will you (or the team) undertake to fill in the gaps (i.e., research methods, development tactics, etc.)?
- Notes about roles/duties for the project (if a team has been assembled)
- Anything else that you have time for and deem relevant to the project

Studio Project Progress Reports

Students will submit project progress reports for the weeks noted in the course schedule to provide regular updates on progress, challenges, and requests for feedback and help from the instructor.

Studio Project Demo I

Demonstrate and discuss the project milestones achieved, including research methodologies, findings, conclusions, and potential project pivots. Address any redefined problem statements, target users, solutions, or features related to your project. Include project recommendations and next steps based on the research and testing results. Demo Day details, including format and timing, will be provided in class.

Studio Project Demo II

Demonstrate and discuss the project milestones achieved, including research methodologies, findings, conclusions, and potential project pivots. Address any redefined problem statements, target users, solutions, or features related to your project. Include project recommendations and next steps based on the research and testing results. Demo Day details, including format and timing, will be provided in class.

Studio Project Final Presentation

Presentation of the semester's work and current status of the project. In your final presentation, consider your initiative's future implications and grand vision, informed by research and development throughout the Integrative Studio course. A recommended outline will be provided by the instructor in class.

Studio Project Handoff Document The handoff document is a statement of intent on behalf of the team. The deliverable is a PDF of a cover sheet detailing the project's status, a link to the project archive of deliverables and assets, and the team's future intentions. It will address the following in your cover sheet:

- Project name, date, and list of all team members
- Abstract: One-to-four sentence summary description
- Summary of work: Describe briefly where the project started, the progress and outcome of the semester's work, and general thoughts on the next steps beyond the semester.
- Reserve the project: Yes/No. If yes, please describe the intent and parameters.
- Include a viewable link to the project archive (a Google Drive project folder)

Studio Project Process and Effort

The project process and effort assessment measures the overall progress and effort executed throughout the semester and considers each student's applied research methods, testing, and decision-making.

Assignment Rubrics

The instructor will provide evaluation and grading criteria for assignments throughout the course.

Assignment Submission Policy

As noted in the course schedule, all assignments must be delivered by the start of class unless otherwise noted by your instructor. Late assignments will be accepted with the following grade penalties:

- Submission in the 24 hours after the deadline 10% deduction
- Submission between 24 hours and three days after the deadline 50% deduction
- Submission after three days after the deadline 100% deduction

Grading Breakdown

Assignment	Points	% of Grade
Weekly Course Participation	100	10%
Studio Project Plan Proposal	50	5%
Studio Project Progress Reports	100	10%
Studio Project Introductory Presentation	100	10%
Studio Project Demo I Presentation	150	15%
Studio Project Demo II Presentation	150	15%
Studio Project Final Presentation	200	20%
Studio Project Handoff Document	50	5%
Studio Project Process and Effort	100	10%
Total	1000	100%

Grading Scale

Final course grades will be determined using the following scale:

Letter Grade	Numerical Score
A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
F	69 and below

Course Attendance Policy

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

For prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange accommodation. Accommodations may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors, and student-athletes should provide Travel Request Letters. All accommodations remain at the instructor's discretion, and appropriate documentation may be required.

Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) 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.

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.

Classroom Norms and Zoom Etiquette

We will meet each week at a set time, and you are expected to begin each session engaged and ready to participate. The expectations outlined below are paramount to your success:

- **Be on time:** Set an alarm if needed, and plan to arrive a few minutes early.
- **Limit distractions:** Find a quiet place and check your surroundings.
- **Be prepared:** Turn on your camera and use headphones.
- **Presentation:** Dress appropriately (for a business setting); sit up straight.
- **Mute yourself** when you are not speaking.
- **Participate:** Be present and contribute ideas; avoid multitasking.
- **Chat responsibly:** Use chat to ask questions and offer feedback; avoid gossip.
- **Show respect:** Practice good netiquette. Listen, be respectful, be considerate.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course and section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other academic misconduct violations include but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university, such as suspension or expulsion.

For more information about academic integrity,, see the [student handbook](#), the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you need clarification on what constitutes unauthorized assistance on an exam or assignment or what information requires citation or attribution.

Course Policy for the Use of Generative AI

Generative artificial intelligence (Gen AI) platforms have become invaluable tools for content creators, designers, developers, and beyond. Hence, students are encouraged to leverage these resources to learn how to integrate them into academic research and study while upholding the highest standards of ethics and academic integrity. Read the following guiding principles for acceptable use in this course.

- **Acceptable Uses:** Students are permitted and encouraged to use Gen AI platforms to assist in the research of topics and ideas for information discovery and summarization. Students may use Gen

AI to create outlines for written work as a starting point. Students may use Gen AI tools to edit their original work. Students may use Gen AI to help visualize their original ideas and work with the creation of images and videos.

- **Transparency:** Anytime a Gen AI platform is used to create or assist in creating material or content used in submitted deliverables, students must cite each use.
- **Prohibited Uses:** Students are not permitted to use Gen AI to create complete drafts of written content for submission. Submitting content solely generated by AI and/or submitted without citation may be considered plagiarism.
- **Enforcement and Consequences:** Offenses will be reported as academic integrity offenses and may result in failing the assignment, failing the class, suspension, or expulsion.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit the recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the instructor's express permission and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future and thus infringe on the academic freedom of other students and the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property based on university classes or lectures without the instructor's express permission for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information that had been distributed to students or in any way had been displayed for use in relation to the class, whether obtained in class, via email, on the internet, or via any other media. Distributing course material without the instructor's permission will be presumed to be an intentional act to facilitate or enable academic dishonesty and is strictly prohibited. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

USC Learning Experience Evaluations

Course evaluations occur at the end of the semester and are an essential review of students' experiences.

Statement on University Academic and Support Systems

Students and Disability Accommodations

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services](#) (OSAS) determines appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Student Financial Aid and Satisfactory Academic Progress

To be eligible for certain kinds of financial aid, students must maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the [Financial Aid Office webpage](#) for [undergraduate-](#) and [graduate-level](#) SAP eligibility requirements and the appeals process.

Support Systems

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

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

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on-call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, seven days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on-call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information on how to get help or help someone affected by harassment, discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[Reporting Incidents of Bias or Harassment](#) - (213) 740-2500

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

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

[Diversity, Equity and Inclusion](#) - (213) 740-2101

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

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

Emergency assistance and avenues to report a crime. Latest updates regarding safety, including how 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) 442-1200 – 24/7 on-call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University ombudsman who will work with you to explore options or paths to manage your concerns.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health-promoting habits and routines that enhance quality of life and academic performance.