Innovation & Design Thinking in Business

UGBA 190T, 2 Units, Thursdays 10 am-12 pm in the Haas iLab. Prof: Clark Kellogg.
An interdisciplinary class for business majors with room for other disciplines too.

Innovation drives most successful companies and organizations. Design thinking enables innovation – whether start-ups or Fortune 500 companies or social sector organizations. Innovation is a process that requires diligence, discipline and focus. And, mental frameworks that enable curiosity, empathy and suspending judgment. It requires imagination and human capital. It also requires shared tools, practices and habits of mind. Innovation is not restricted to “creative” people.

This is a learn-by-doing lab. Students will work collaboratively to understand and then solve problems.

The goal of this course is to equip students with innovation skills and practices. You will learn research methods, ethnography, analysis and synthesis, reflective thinking, persona and scenario creation, ideation processes, rapid prototyping cycles and designing experiments, iterative design and how to tell the story of “Never Before Seen” ideas.

Sessions will take on Thursdays from 10am to noon in the Haas Innovation Lab (iLab) in Memorial Stadium. Class time is spent learning-by-doing; using hands-on innovation and human-centered design practices. Teams present work for critique and iterative development. The course will feature short lectures, guest talks, campus-based fieldwork, site visits, research and readings. Projects will be launched in the sessions and each student project team will be coached and mentored.

About the Instructor: Clark Kellogg is a lecturer in Innovation, design thinking and creativity at Haas. He is a partner in the innovation consultancy, BIG - The Berkeley Innovation Group. (theberkeleyinnovationgroup.com) Clark has practiced architecture, product design, graphic design, corporate strategy design, and global brand management. He is also a practicing studio artist (365 Daily Art Project; clarkkellogg on Instagram). He has taught these ideas in China, Portugal, Brazil, Colombia, France, Korea and across the US.

Founder of three design firms, Clark also founded the State Street Corporation's Innovation and Communications Lab to manage innovation globally. Prior to that he was the Creative Director of The Nature Company, responsible for product development, brand, store and catalog design.

Clark has been teaching at Berkeley for 15 years. He is a Director of Spark In- ternational Design Awards, the pan-discipline innovation and design awards competition (www.sparkawards.com). He was also the Founding Director of the Cal Design Lab - the predecessor to the Haas Innovation Lab. Clark can be reached at kellogg@berkeley.edu.