COLLEGE OF APPLIED & COLLABORATIVE STUDIES
Department of Multidisciplinary Innovation

INDS 4040/[Section] – Innovation & Ideation in Industrial Design

Instructor Information

Instructor	Bill Morgan
Email	Bill.Morgan@UNT.edu
Office Hours	TR 3:20-4:00
Office / Location	Suite 353
Class Meetings	TR 2:00-3:20

Course Catalog Description

Introduction to corporate entrepreneurship with an emphasis on learning how to find business ideas, how to evaluate their potential and how to recognize the barriers to success within a corporation. Students are exposed to the challenges of developing innovation in a corporate environment, the uncertainties that exist, the behavior of an entrepreneurial spirit, and legal and regulatory issues.

Course Structure

This course meets twice weekly for 80 minutes. It is a hands-on, project-based product design studio.

Course Objective

Develop innovative product designs by utilizing the design thinking model as a product design process. Emphasis will be on ideation, iteration, rapid prototyping, and testing.

Course Description

Each meeting will include working on projects and sharing project progress with the class. Giving and receiving constructive feedback is critical for this course.

Safety and Liability

While working in laboratory sessions, students are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions, and hot/cold products. UNT is not liable for

injuries incurred while students are participating in class activities. Students are encouraged to secure adequate insurance coverage.

How to Succeed in this Course

Success in this course is dependent on your engagement, preparation, and willingness to challenge yourself.

Disability Access

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA). If eligibility is verified, ODA will provide a letter of accommodation to share with faculty to begin a private discussion regarding course needs. For more information, visit the Office of Disability Access website or call (940) 565-4323.

Communication

Connect with me through Canvas messages and/or by attending office hours. During busy times, my inbox becomes full; if you do not receive a response within two business days, please send a follow-up email.

Supporting Your Success and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and belonging. Disagreements and debates are welcome; personal attacks are not. If you ever feel this environment is not being upheld, please reach out.

Code of Student Conduct: https://policy.unt.edu/policy/07-012

Required / Recommended Materials

There is no required textbook. All required readings will be available through the UNT Library.

Required: Dot grid sketchbook, pencil & eraser, black felt tip pen, small straight edge or ruler.

Makerspace training and use of Makerspace equipment is required for this course.

Supplementary: Thinking: Objects, Contemporary Approaches to Product Design (2018, 1st ed., Bloomsbury). Ebook available via UNT Libraries.

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Technology Requirements

This course has digital components. Students need reliable internet access and regular access to Canvas. Additional software/hardware requirements (if any) will be communicated in Canvas.

Learn Anywhere resources: https://online.unt.edu/learn

Key Spring 2026 Academic Calendar Dates (UNT)

Full semester dates: January 12 – May 8, 2026.

Martin Luther King Jr. Holiday (no classes): January 19, 2026.

Spring Break (no classes): March 9 – March 15, 2026.

Reading Day (no classes): May 1, 2026.

Final Exams: May 4 – May 8, 2026.

Source: https://registrar.unt.edu/registration/spring-academic-calendar.html

Course Requirements / Schedule (Spring 2026)

This schedule is subject to change. Dates below assume a Tuesday/Thursday meeting pattern to match the original syllabus cadence. Any adjustments will be announced in Canvas.

Week / Segment	Dates	Topic / In-Class Focus	Assignment / Deliverable
Project 1			
Week 1	Jan 13 & Jan 15	A. Course intro B. Design thinking review C. Project 1 intro & begin background research (groups) – company and competitors	1) Complete background research – company and competitors 2) Empathize – end user/consumer
Week 2	Jan 20 & Jan 22	A. Present background research (group) B. Share empathy findings C. Ideation sketches – minimum 10 D. Select 2 to	1) Ideation sketches 2) Build/prepare prototypes informed by peer feedback

		prototype	
Week 3	Jan 27 & Jan 29	A. Test & finalize Project 1 prototypes B. Present to class for feedback	1) Complete prototype updates
Week 4	Feb 3 & Feb 5	A. Final presentation (Project 1) B. Intro Project 2	1) Begin Project 2 background research
Project 2			
Week 5	Feb 10 & Feb 12	1. Introduction to industry partner 2. Begin Phase 1: Empathize (end-user research)	1) Complete empathize/background research phase 2) Add findings to process document
Week 6	Feb 17 & Feb 19	1. Share findings with class 2. Collaborate as a class to define focus of project	1) Brainstorm ideas – minimum 25 thumbnail sketches 2) Update process document
Week 7	Feb 24 & Feb 26	1. Present sketches 2. Determine 3 ideas to prototype 3. Begin rapid prototyping	1) Complete prototyping of 3 ideas 2) Update process document
Week 8	Mar 3 & Mar 5	1. Present prototypes 2. Determine prototype to proceed per feedback 3. Begin planning updates to chosen prototype	1) Complete prototype plan (multi-view sketches + notes) 2) Update process document
Spring Break	Mar 10 & Mar 12	No class (Spring Break)	—
Week 9	Mar 17 & Mar 19	1. Present prototype plan 2. Revise plan per feedback 3. Begin building prototype in Makerspace. Document your process.	No homework
Week 10	Mar 24 & Mar 26	1. Continue prototyping in Makerspace.	1) Continue prototyping 2) Update process

		Document your process.	document
Week 11	Mar 31 & Apr 2	1. Continue prototyping in Makerspace. Document your process. 2. 1:1 student touch base	Update process document
Week 12	Apr 7 & Apr 9	1. Continue prototyping in Makerspace. Document your process. 2. 1:1 student touch base (new partners)	1) Finish prototype 2) Update process document
Week 13	Apr 14 & Apr 16	Progress presentation for feedback	Plan final prototype: small adjustments or new prototype? Why? Include sketches and notes.
Week 14	Apr 21 & Apr 23	1. Discuss decisions for final prototype 2. Begin prototype updates or final prototype build	Continue refinement + process documentation
Week 15	Apr 28 & Apr 30	FINALIZED PROTOTYPE work days (in class)	Complete prototype; finalize process document
Finals Week	May 4–May 8	Final presentation (during scheduled final exam slot)	Submit final presentation file + complete final deliverables

Assessing Your Work

You will be assessed in these categories outlined below:

Course Component	Points	Value (% of Final Grade)
Course engagement	100	10%
Participation & Collaboration	100	10%
Process documentation (includes photos/scans of prototypes, sketches, and technical drawings)	250	25%

Sketchbook	200	20%
Prototypes	200	20%
Project 1	50	5%
Project 2	100	10%
TOTAL	1000	100%

Grading scale: A = 900–1000; B = 800–890; C = 700–790; D = 600–690; F = 0–590.

Attendance and Participation

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a university-excused absence such as active military service, a religious holy day, or an official university function as stated in the Student Attendance and Authorized Absences Policy (https://policy.unt.edu/policy/06-039). If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important.

Academic Integrity

Honor Code: "I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06-003 (https://policy.unt.edu/policy/06-003). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable."

Student Support Services

UNT provides a broad range of support and resources for students. For more information, visit: https://studentaffairs.unt.edu/