



Practicum: Branding + Innovation

Professor Raymond Ro

Professor Christian Grewell

Spring 2018 - 14 Weeks, Interactive Media + Business, Business and Marketing

Friday, 2:45 PM - 5:15 PM

Location: Room 202

NYU Shanghai

raymond.ro@nyu.edu

christian@nyu.edu

course Slack Team: tbd

course Trello Team: <https://trello.com/invite/brandinginnovation/237556bb0234362b23701b71da71c004>

course website: tbd

Course Description:

Innovation is the process by which an organization generates creative new ideas and converts them into viable commercial products. Branding, on the other hand, is the process of creating a unique image for the product in the consumers' mind. This perception reflects on the organization as a whole. Moreover, branding aims to establish a differentiated presence in the marketplace to attract and retain loyal customers. Thus, innovation and branding are inextricably linked for organizational success, or survival, in today's hyper-competitive business landscape.

This course aims to equip students with knowledge in both the innovation and branding processes. By participating in the International [L'Oreal Brandstorm Competition](#), students will gain practical experience in formulating an idea, develop branding around said idea, and then pitching said idea (innovation and branding) in a competitive forum. Students will also develop an understanding of the role of design and innovation as a collaborative, multidisciplinary group activity; and improve writing and presentation skills. The course incorporates multiple ways of learning including: lectures, case studies, ethnographic research, industry expert feedback on projects and guest presentations, and design activities in the interactive media lab. In essence, the course integrates a project- based learning approach.

Course Hour/Week: 2.5 hours, 14 weeks, involving lectures, workshops and significant fieldwork.

Course Credit: 4 credits

Course Category: Interactive Media Business, Business and Marketing, Interactive Media Arts

Core Prerequisite: None

Lecturer/Lecturers: Professor Raymond Ro, Professor Christian Grewell

Course Structure

The course meets once per week for 2.5 hours each session. In general, each session is devoted to a brief product pitch, a discussion of the daily materials, a group critique of our work that day followed by a short lecture, guest critique and ending with hands-on technology and design tutorials, punctuated by rapid prototyping and user testing.



The professors will also be available after class hours and by to provide support and guidance to students in the development of their brand and innovation.

This is an advanced project-based course, where students will develop small branding and innovation prototypes and test them with potential users multiple times each week. The course is designed to to maximize the learning outcomes as a result of students and faculty working and learning together under pressure to deliver innovative insights that push against the frontiers of the recently possible, while at the same time acknowledging, criticizing and enhancing the often mundane, but important forms of innovation that drive traditional business performance. This course is a serious endeavor that requires students to come prepared to work and remain focused throughout. This includes a thorough and critical review of the historical and contextual materials and a willingness to learn rapid prototyping methods, branding and marketing and product development techniques as well as management theory and practices. Students are required to complete homework for each and every session without exception.

At the end of this course, students will be able to think critically and holistically about not only what makes branding and innovation so important in today's business ecosystem, but also how to utilize technology and other tools to communicate innovations that respect all stakeholder values and incentives. From a branding perspective, students will learn about brand development, and not about brand management or brand marketing. Students will also grasp the importance of branding, especially in light of launching a new product or venture.

From a technology and media standpoint, students will gain a strong understanding of how to use software to rapidly communicate the value of their innovation and brand as well as how to use a bevy of complementary state-of-the-art technologies, which when combined with each other will let students create new products that straddle the everyday and exciting.

Course Learning Outcomes: The following learning outcomes are anticipated upon completion of this course. Students will be able to:

- ❑ Identify and apply the process of innovation and design within a real-world business context (assessed by homework assignments, final presentation and poster, and fieldwork projects)
- ❑ Understand the critical role of design-thinking concepts, including user testing in the design and adoption and acceptance of innovative technology products
- ❑ Work effectively as team members and demonstrate leadership skills (assessed by fieldwork projects)
- ❑ Communicate effectively (assessed by fieldwork and project reports and presentations)

Teaching Method: The teaching method for the course is comprised of fieldwork complemented with rapid prototyping sessions, lectures and workshops. The core of the course will have student teams working directly with industry in order to gain an in-depth understanding of how to design and test their technology solution within a real-world context. Students will be taught the basics buildings blocks of augmented reality applications: world coordinates, gaze, gesture and voice input, spatialized sound and spatial mapping and become familiar with best-practices for creating augmented reality applications. Each team will be charged to shape and develop their ideas and integrate their solution(s) into a functional prototype. The professors, their assistants and industry representatives will serve as coaches throughout the process and serve as a sounding board.

Course Readings

- [Talking to Humans](#)
- Cases + Articles

Course Requirements:

- **Prior Experience:** This course does not require advanced programming experience, but basic experience with graphics and video software, as well as UI/UX tools will be very helpful.



Grading Components:

20% participation ; 20% homework ; 30% documentation ; 30% final project

Schedule

Session	Date	Topic	ASSIGNMENT / READINGS
1	Jan 26	Course Introduction, Strange Ideas ,	
2	Feb 2	L'Oreal Case Discussion	Read: L'Oreal Case, Inside Amazon Go - A Store Of the Future Do: Proposal Draft
3	Feb 9	Innovation + Disruption	Read: The Discipline of Innovation Do: Present 5 Disruptive Salon Products or Services
4	Feb 23	Fieldwork	Read: Talking to Humans Human Design Factors Exercise
5	Mar 2	Branding	Read: The Messy Minds of Creative People Do: Present Fieldwork Findings, Proposal Draft #2
NOTE	Mar 2	BRANDSTORM REGISTRATION DEADLINE	
6	Mar 9	Public Speaking and Effective Presentations	Read: Characteristics + Impact of TED Talk Presenters Watch: 3 TED Talks
7	Mar 16	Mock Group Pitch Session	Do: Prepare 3 Slide Pitch
NOTE	Mar 19	NYU SHANGHAI BRANDSTORM FINALS	
8	3/23	Branding: Visual Expressions and Naming	
9	3/30	Digital Prototyping and Logo Workshop	Read: Worm Logo , Apple: It's All About the Brand Do: Develop 5 Logo Concepts
NOTE	4/12	WEWORK PITCH	
10	4/13	China Finals	
NOTE	4/13	BRANDSTORM CHINA FINALS	
11	4/20	Brand: Platform and Communication	
12	4/27	Rapid Media Prototyping Workshop: The Web	
13	5/4	Brand: Architecture + Strategy	
14	5/11	Rapid Media Prototyping Workshop: Video	Do: Final Proposal
NOTE	4/13	BRANDSTORM PARIS FINALS	