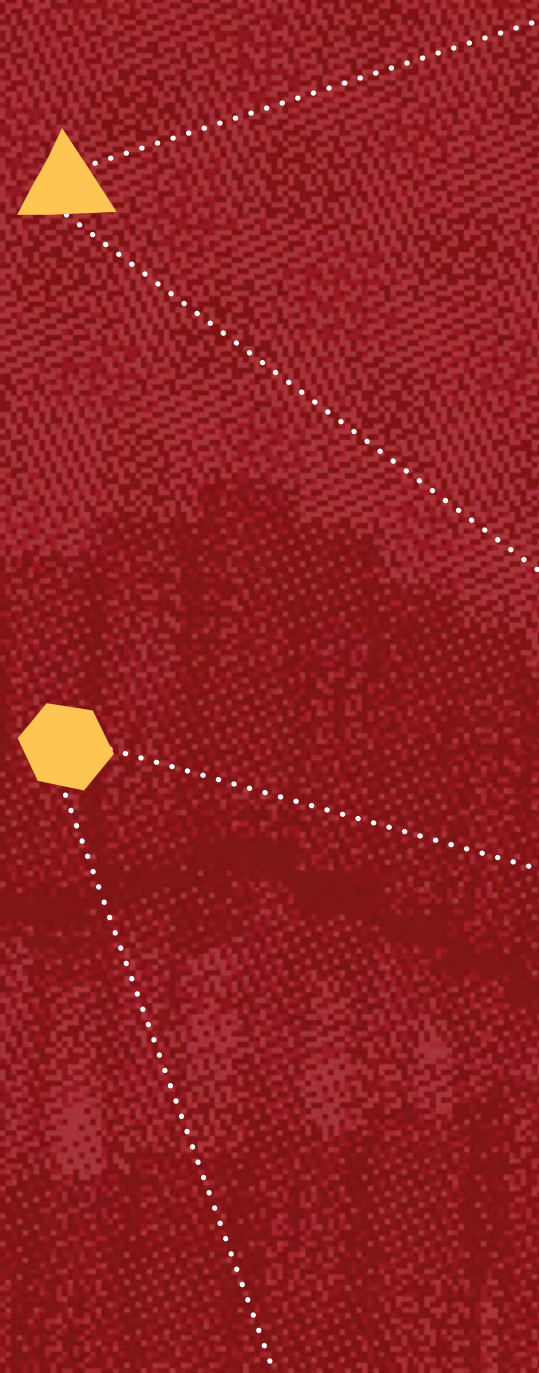


IOWA STATE UNIVERSITY
College of Design

Innovation + Entrepreneurship Impact Report



Fall 2022–Spring 2024

Dean's Message



Dear Friends of the College of Design,

It is with great pride and excitement that I present our Innovation and Entrepreneurship Impact Report for Fall 2022-Spring 2024. This report not only celebrates our achievements but also reflects our commitment to reimagining design's role in shaping a better world.

Consider this: Everything you see, every minute of your life, is likely the product of disciplines that at Iowa State University live, work and play under one roof — the College of Design. Our seven academic departments — Architecture, Art and Visual Culture, Community and Regional Planning, Graphic Design, Industrial Design, Interior Design and Landscape Architecture — collaborate to meet complex challenges with sophisticated, comprehensive solutions. This interdisciplinary approach fuels our drive for innovation and uniquely positions us as leaders addressing the intricate problems of our time.

Central to our approach is a bold redefinition of design as “the activities that support and empower our capacity to care: care for ourselves, care for each other and care for our communities and the environment around us.” This vision aligns perfectly with Iowa State’s land-grant mission and answers President **Wendy Wintersteen**’s call to “Innovate at Iowa State” while infusing our work with renewed purpose and responsibility.



Our journey of innovation and entrepreneurship unfolds in three transformative areas:

- 1. Empowering Our People:** We’re investing in visionary leadership and nurturing talent through our Innovation and Entrepreneurship Fellows and Scholars program.
- 2. Transforming Our Culture:** We’re weaving innovation and entrepreneurship into the fabric of our curriculum and enhancing events that spark creative thinking.
- 3. Nurturing the Next Generation:** We’re cultivating the entrepreneurial spirit in our students through immersive programs, projects and competitions, preparing them to “Start Something,” lead and innovate in a rapidly changing world.

None of this would be possible without the generous support and visionary partnership of **Steve and Mary Jane Futch**. Their commitment has been a catalyst for change, enabling us to dream bigger and reach farther than ever before.

I invite you to read this report not only as a record of past accomplishments but as a roadmap for the future — a future where design, innovation and entrepreneurship come together to create positive change in our world. The stories and achievements shared here are just the beginning of an exciting journey where all of us, together, continue to innovate, create and care through design.

Sincerely,

Luis Rico-Gutierrez
Dean and Professor

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Our Innovation and Entrepreneurship Ecosystem

Vision: Innovation and Entrepreneurship through Design

The College of Design's vision for innovation and entrepreneurship is deeply rooted in our commitment to empowering students with the skills and mindset needed to address complex challenges in an ever-changing world. We believe that by fostering a culture of innovation and entrepreneurship, we can prepare our students to Start Something, becoming leaders in their fields and contributors to positive change in society.

Central to this vision is our understanding of design as a catalyst for innovation. We see design not only as a set of skills or disciplines, but as a way of thinking that can be applied across various domains to solve problems creatively and effectively.

To realize this vision, we have taken several strategic steps:

- **Interdisciplinary Approach:** We leverage the diverse expertise of our seven departments to create a truly interdisciplinary environment for innovation and entrepreneurship.
- **Curriculum Integration:** We developed a secondary major in interdisciplinary design to provide a strong foundation in creative problem solving, design thinking, strategic design, leadership and project management and new product development.



- **Experiential Learning:** We emphasize hands-on, project-based learning experiences that allow students to apply innovative thinking to real-world challenges.
- **Entrepreneurial Mindset:** We encourage students to think beyond traditional career paths and consider how they can create value through entrepreneurial ventures.
- **Community Engagement:** We seek opportunities to connect our students with local and global communities, fostering innovations that have meaningful impact.

Through these initiatives, we aim to create an environment where innovation thrives, entrepreneurship is encouraged and our students are empowered to shape the future of design and its impact on the world.

The Foutch Innovation and Entrepreneurship Fund

The generous support of **Steve** (a 1988 architecture graduate) and **Mary Jane Foutch** has been instrumental in establishing and growing the Innovation and Entrepreneurship (I+E) initiatives within the College of Design. Their vision and commitment to fostering innovation in design education have enabled us to create robust programming that inspires students and gains recognition for our faculty.



About the Foutches

Steve and Mary Jane Foutch continually demonstrate their commitment to supporting their communities both in Kansas City and in Ames.

At Iowa State University, Steve and Mary Jane serve on the ISU Foundation Board of Governors. Mary Jane is a volunteer on the Governor Membership Committee. Steve is a member of the College of Design Dean's Advancement Council, Master of Real Estate Development Executive Advisory Council and ISU Foundation Award Committee, and a life member of the ISU Alumni Association.

In Kansas City, Steve significantly contributes to enriching the local community, bringing new life to underutilized spaces and revitalizing historic homes and buildings through his company, Foutch Brothers LLC. During one of his most recent projects, Steve saved and renovated Kemper Arena, now known as Hy-Vee Arena.

The Foutches belong to the ISU Foundation Order of the Knoll Campanile Society. They were recognized with the 2024 KC Cyclone of the Year Award from the Iowa State University Alumni Association. Steve received a 2018 Design Achievement Award and Mary Jane received a 2023 Honorary Alumni Award, both from the College of Design.

Establishing the I+E Initiative

In response to President Wintersteen's charge to Innovate at Iowa State and building upon Priority 1c. of the College of Design's strategic plan — "Develop and support innovation and entrepreneurship initiatives" — we appointed a director of innovation and entrepreneurship and formally launched our "I+E" programming, including our Start Something programming for students.

The Foutch Innovation and Entrepreneurship Fund has enabled the College of Design to implement a comprehensive approach to fostering innovation and entrepreneurship. This includes leadership development; faculty, staff and student engagement programs; curriculum enhancements; and special events that showcase innovative thinking. By integrating I+E principles across various aspects of college life, we are creating an ecosystem that nurtures creativity, problem solving and entrepreneurial mindsets among our students and faculty.

Future Directions

As we look to the future, the College of Design is committed to expanding and deepening our I+E initiatives. Our vision includes:

- **Expanding collaboration across all seven departments:** We aim to create more opportunities for interdisciplinary projects and courses that bring together students from architecture, art and visual culture, community and regional planning, graphic design, industrial design, interior design and landscape architecture.
- **Partnering with other colleges at Iowa State:** We will seek out more collaborative opportunities with other colleges to tackle complex, real-world challenges that require diverse expertise.
- **Serving as an innovation engine for the state of Iowa and beyond:** We plan to increase our engagement with local communities, businesses and government agencies to apply design thinking to regional challenges and opportunities.



- **Expanding our global reach through international collaborations:** Building on successes like the Lobitos for Care charrette, we will pursue more international partnerships to give our students a global perspective on design and innovation.
- **Deepening engagement with the university-level I+E ecosystem:** We will strengthen our ties with university-wide initiatives, such as the Student Innovation Center and the Pappajohn Center for Entrepreneurship, to provide our students with even more resources and opportunities.
- **Incorporating new technologies and methods into our pedagogy:** We are committed to staying at the forefront of design education by integrating emerging technologies and innovative teaching methods into our curriculum.
- **Enhancing our support for student and faculty ventures:** We plan to develop more robust mechanisms to support the development and launch of design-driven startups and social enterprises.
- **Expanding our I+E Fellows and Scholars program:** We aim to involve more faculty and staff in our I+E initiatives, fostering a culture of innovation and entrepreneurship across the entire college.
- **Developing metrics for measuring I+E impact:** We will create comprehensive assessment tools to better understand and communicate the impact of our I+E initiatives for students, faculty, staff and the broader community.
- **Increasing external funding for I+E initiatives:** We will actively seek additional partnerships and funding sources to support our I+E programs.



Our Innovation and Entrepreneurship Team

The dedication and expertise of a talented team of faculty and staff make the success of our innovation and entrepreneurship initiatives possible.

Leadership

To align the interests and aspirations of our faculty and staff around this area, we created the director of innovation and entrepreneurship position. **Ana Luz**, then a faculty member in the Department of Industrial Design, served as the inaugural director while also serving as the interim director of innovation programs for Iowa State's Student Innovation Center. In collaboration with **Seda McKilligan**, our senior associate dean for academic personnel success and strategic initiatives, she developed the conceptual and academic underpinnings of our I+E initiatives.

After Luz's departure from the university, **Andrea Quam**, an associate professor in the Department of Graphic Design, assumed the interim leadership role for AY 2022-2023 and was very successful in consolidating and strengthening the programs under our I+E umbrella. **Patience Lueth**, professor of teaching in the Department of Architecture, was appointed professor-in-charge of I+E for AY 2023-2024, developing additional programming with a special focus on early design education.

The evolution of our I+E leadership team reflects our commitment to growth and adaptation as new opportunities emerge.



Luis Rico-Gutierrez
Dean



Seda McKilligan
Senior Associate Dean for Academic Personnel Success and Strategic Initiatives



Ana Luz
Inaugural Director of Innovation and Entrepreneurship, 2021-2022



Andrea Quam
Interim Director of Innovation and Entrepreneurship, 2022-2023



Patience Lueth
Professor-in-Charge of Innovation and Entrepreneurship, 2023-present

Fellows + Scholars Program

The inaugural cohort of College of Design Innovation and Entrepreneurship Fellows and Scholars comprised eight faculty and staff fellows responsible for advancing student-focused I+E programming, mentoring and facilitation within the college, and four faculty scholars focused on propelling I+E research and scholarly work and bringing the design community together in different events around innovation and entrepreneurship. They received funds to support their activities over a two-year appointment (fall 2022-spring 2024).



FACULTY & STAFF FELLOWS



DIANE
AL SHIHABI

Associate Professor
Interior Design

“Innovation involves employing state-of-the-art technology and methods in research, collaborations and problem-solving to address social and cultural concerns through national and international partnerships.”



LEILA AMMAR

Associate Professor of
Practice
Architecture

“In the [Creative Recess] groups, designers are immediately sketching out product ideas, and the business students think about how to make it profitable. It represents the real world because you bring in people that have the expertise to add to your team.”



ROMAN
CHIKERINETS

Associate Teaching Professor
Architecture

“As an Innovation Fellow, I hope to expand on inquiry and research into architecture’s pluralism, engaging the environment and local landscape ecology while exploring innovative ways of production.”



JEN HOGAN

Director of International
Programs
College of Design

“I view innovation and entrepreneurship from multiple lenses, including academic intentionality, creative industries, international cooperation and strategic vision to face the global challenges of today and in the future.”



INGRID
LILLIGREN

University Professor
Art and Visual Culture

“I am an artist/scientist/social scientist who creates microcosms of change in my art practice and in working across disciplines (writing + visual art + science), languages, cultural geographies and studio technologies.”



DAN NEUBAUER

Associate Teaching Professor
Industrial Design

“I am thrilled when I can apply experimentation to the making process, through exploring ‘new’ materials, bio-based materials, regenerative materials (including plastics) and circular approaches to material use and product development.”



TINA RICE

Assistant Teaching Professor
Graphic Design

“Through my research and practice, I have realized that innovation is a byproduct of curiosity, experimentation and being wrong. It’s part of a learning process that includes searching for problems and designing many misguided solutions.”



JULIE STEVENS

Associate Professor
Landscape Architecture

“The Innovation and Entrepreneurship Faculty Fellowship has allowed me to further develop a framework for Trauma-Informed Design, which focuses on centering the most vulnerable people in the design process, co-designing, drawing from evidence-based research and examining the traditional design process.”

FACULTY SCHOLARS



PATRICK FINLEY

Assistant Professor
Graphic Design
(since fall 2023)

“My scholarship and teaching utilize design thinking to empower community outreach by fostering empathy, creativity and collaboration. By understanding the community’s needs and voices, design thinking inspires innovative, entrepreneurial solutions that are impactful and sustainable, driving meaningful change from the ground up.”



JIWNATH
GHIMIRE

Assistant Professor
Community and
Regional Planning

“Innovation is the utilization of climate science in planning and decision-making.”



RALUCA IANCU

Assistant Professor
Art and Visual Culture

“Printmakers have always been among the first to adapt and incorporate new technologies into their studios. The ability to create multiples makes this an inherently entrepreneurial practice.”



DAEJIN KIM

Assistant Professor
Interior Design

“As people age, they experience many different kinds of problems: physical, psychological and social. This is our first project, but I believe it could make a huge impact on rural Iowa.”



Transforming Design Education

At Iowa State University, we believe in the power of big ideas — ideas that can change the world. The Start Something Network is a university-wide initiative designed to support and nurture these ideas, bringing out the inner innovator and entrepreneur in every student.

The College of Design stands at the center of this network, recognizing that design, art and planning are central to innovation and entrepreneurship. Our disciplines uniquely position us to drive creative problem-solving and transformative thinking across the university and beyond. In response to this opportunity, we have developed a comprehensive range of programs and opportunities that not only embody the Start Something spirit but also leverage design thinking to empower all students.

Our initiatives aim to transform Iowa State University into an engine of innovation and entrepreneurship for Iowa and the world. By integrating design principles into interdisciplinary collaborations, we're equipping students from all majors with the tools to visualize, prototype and implement their ideas. From project-oriented courses and student incubators to product development assistance and internships with startups, our programs offer a diverse array of experiences that prepare students to be innovative thinkers and leaders in their fields. We aim to nurture a new generation of designers, artists, planners and interdisciplinary innovators and entrepreneurs who

will lead the charge in addressing complex global challenges and creating positive change through design.

To achieve these ambitious goals, the College of Design has developed a wide range of projects and programs, which can be categorized into four main areas:

- **Innovation in Existing Courses:** Integrating entrepreneurial thinking and innovative approaches into our current curriculum, including our unique advanced interdisciplinary studios.
- **New Curricula:** Developing educational pathways that foster interdisciplinary collaboration and innovation, such as our interdisciplinary design secondary major open to all students at Iowa State.
- **Experiential Learning Initiatives:** Creating hands-on opportunities for students to apply design thinking to real-world challenges, from charrettes to consultancies.
- **Fostering an Innovation Culture:** Building a supportive ecosystem for innovation through events, workshops and entrepreneurship support programs.

In the following sections, we'll explore each of these areas in detail, showcasing how the College of Design is leading the way in nurturing innovation and entrepreneurship at Iowa State University.



Innovation in Existing Courses

CORE + CARE

All first-year Core Design Program students are introduced to "Core + Care," which emphasizes a definition of design as the activity that empowers and enhances our capacity to care — for ourselves, for each other and for the environment around us. This definition shapes the College of Design's contributions to the university's innovation and entrepreneurship agenda.

In early spring 2023, Dean **Luis Rico-Gutierrez** shared his vision for an expanded culture of care in the College of Design with students enrolled in the DSN S 102: Design Studio I, who then participated in a workshop with college I+E team members and 102 instructors to explore how they could integrate care into their first group project.

They discussed ways they could practice self-care, how they as individuals could care for their group and how each group could care for the larger community (their studio section and everyone in the Core).



ADVANCED INTERDISCIPLINARY STUDIOS

A longstanding College of Design tradition, interdisciplinary studios are the original sandbox for students to Start Something through innovative, multidisciplinary explorations in design.

Every spring semester, the college offers approximately 15 advanced, project-based studios (DSN S 546 courses) that examine diverse themes in the built environment, design and the arts. They provide 250 to 300 students from all College of Design majors an opportunity to engage in different challenges, different scales and different patterns of work. These studios, which are often co-taught by faculty from different departments, are generally open to juniors, seniors and graduate students. Many interdisciplinary studio topics align with the United Nations' Sustainable Development Goals.

Spring 2024 offerings included innovative reimagining of what a bicycle could be; examining Climate Haven Cities with a focus on Duluth, Minnesota; studying healing environments in clinical settings, culminating in conceptual development of a microhospital; exploring the connection between food and design; researching innovative, low-carbon 3D printing alternatives to traditional concrete; creative production methodologies for interactive audiovisual experiences; exploring trail and greenway design across a diversity of cultural and ecological contexts, and many more.



I+E Staff Fellow **Jen Hogan**, the college's international programs director, is exploring opportunities for continued partnerships with IntuyLab and universities in Lima, and Zuroweste is planning an advanced interdisciplinary studio course with field travel to Lima.



New Curricula

INTERDISCIPLINARY DESIGN SECONDARY MAJOR

The College of Design developed a secondary major in interdisciplinary design to provide a strong foundation in creative problem solving, design thinking, strategic design, leadership and project management and new product development. Since fall 2022, all Iowa State students may elect to add this secondary major in interdisciplinary design to complement their first major.

The interdisciplinary design curriculum builds an understanding of the innovation journey through design tools and techniques for ideation, insights forecasting and prototyping with users. Students learn to initiate a project, take an idea to execution and turn an insight into a reality.

Upon completion of the interdisciplinary design secondary major program, students will be able to:

- generate ideas and be creative and innovative makers who use design methods, theory and applications from multiple disciplines;
- think strategically and creatively about society's increasing economic, social and environmental challenges across scales and levels of complexity;
- integrate and apply principles, values and mindsets of innovation and entrepreneurship;
- synthesize knowledge from many sources and work collaboratively within interdisciplinary teams; and
- work with confidence in contexts where design thinking, skills in making and critical analysis are valued.

Experiential Learning Initiatives

DEAN'S CHARRETTE

Building on the success of the initial Dean's Charrette on "The Future of Design Education" in January 2020 and subsequent Dean's Charrette on "Places of Learning" — held virtually in 2021 in conjunction with the first IGNITE Innovation Showcase at Iowa State — we organized the Dean's Charrette on "Lobitos for Care: Landscapes of Collective Repair in the Deserts of Northern Peru."

Developed and facilitated by Department of Architecture faculty **Ulrike Passe** and **Peter Zuroweste** and **Patience Lueth**, professor-in-charge of I+E, with colleagues from Peru, this three-day charrette in October 2023 invited students from all majors in the College of Design to come together to create site-specific prototypes for Waves Lobitos — a Peruvian NGO that engages youth through skating and surfing to cultivate positive personal development and community-driven impact.

Through transdisciplinary design thinking, this charrette sought to apply the ethics of care and collective repair to the well-being of individuals and communities inhabiting the deserts of northern Peru, with an emphasis on challenges related to informal settlement patterns and construction methodologies compounded by climate change.

Twenty-two graduate and undergraduate students worked in interdisciplinary teams with guidance from IntuyLab designers **Cristina Dreifuss**, dean of the School of Architecture and Design at Universidad Privada del Norte, and **Jose Cepero**, professor at Universidad Peruana de Ciencias Aplicada, both in Lima, to apply the notion of care through the knowledge, skillset and perspective of each of the majors represented to generate a cohesive prototype for exhibition at the conclusion of the charrette.



CREATIVE RECESS

In spring 2023, three College of Design faculty, including I+E Faculty Fellow **Leila Ammar**, collaborated with a colleague from the College of Liberal Arts and Sciences to devise a multidisciplinary, student-led learning opportunity. Each instructor taught their own innovation or entrepreneurship course separately on Tuesdays. On Thursdays, all their students — from more than 10 majors in five colleges — came together in the Student Innovation Center for "creative recess," an innovation ideas incubator.

Throughout the semester, instructors served as guides and mentors while students from different backgrounds worked on self-selected topics of interest. Individual and group ideas morphed into proposals presented in the Pappajohn Center for Entrepreneurship's College-by-College Pitch Off and the Student Innovation Fund Challenge.

This successful program was offered again in spring 2024, engaging students from multiple courses and disciplines in conversation, critique and exploration of ideas that mirror real-world industry collaborations.

ENTREPRENEURIAL STUDENT FELLOWS

A partnership with Iowa State's Office of Innovation Commercialization, the Student Design Consultancy program created by I+E Faculty Fellow **Dan Neubauer** enables industrial design students to work alongside university researchers on real-world, high-impact projects.

Seven students in Neubauer's fall 2022 design consultancy class received support as Entrepreneurial Student Fellows. One led a team that worked with faculty in the College of Veterinary Medicine to refine the design of an effective, cost-efficient tracheal swab to test for illness-causing bacteria in pigs.



Art,
planning
and design
empower and enhance
our human capacity to
Care
for ourselves, each other
and the environment.

– **Luis Rico-Gutierrez**
Dean, College of Design



Projection developed
by **Rishima Varma,**
Kate Nicklaus and
Whitney Reeve

Dean **Luis Rico-Gutierrez's** presentation to Core Design Program students on the "Culture of Care," which also launched the "Core + Care" workshops with the Design Studies 102 studios.

Donors **Steve and Mary Jane Foutch** visited the (now award-winning) DSN S 546: NASA's Innovative Mission Through Design advanced interdisciplinary studio to see the impact of their support for design students. The I+E Fellows and Scholars presented their work in the midday Institute for Design Research and Outreach (IDRO) Friday Research Seminar, and the "Dream the Future II" student innovation workshop kicked off that evening with keynote remarks by the organizing I+E Faculty and Staff Fellows, **Roman Chikerinets, Jen Hogan** and **Tina Rice.**

BUILDING PROJECTION

Students in the spring 2023 Graphic Design Practicum class created a projection for the side of the College of Design building featuring this quote by the dean:

"Art, planning and design empower and enhance our human capacity to care for ourselves, each other and the environment."

– **Luis Rico-Gutierrez**

Fostering an Innovation Culture

SIGNATURE EVENTS

I+E Day

The first College of Design I+E Day in February 2023 featured events aimed at bolstering the college's reputation as a hub for innovation and entrepreneurship on campus. The day began with

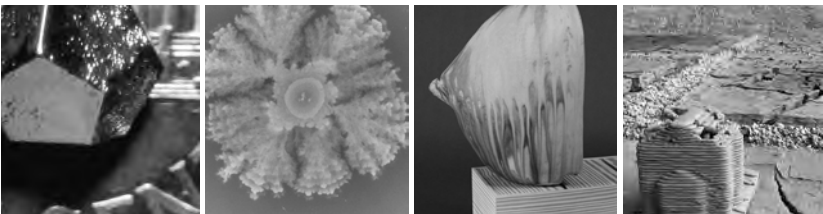


Spectrum of Innovation Symposium

The I+E Faculty Scholars organized the first "Spectrum of Innovation" half-day symposium at the Student Innovation Center to provide a platform for faculty and graduate students to share their innovative research and scholarship. Six panelists from the departments of Art and Visual Culture, Community and Regional Planning, Graphic Design and Interior Design in the College of Design and the Department of Genetics, Development and Cell Biology in the College of Agriculture and Life Sciences presented their work at this event on the last day of IGNITE in spring 2023.

The I+E Faculty Scholars also received a Symposium Grant from the Center for Excellence in the Arts and Humanities for a two-day symposium in April 2024 that brought together leading experts, educators and students to offer insights, experiences and strategies for cultivating innovation in today's ever-changing world. The symposium was the core of the college's I+E Day, with thematic exhibitions and discussions on innovation and creativity in higher education, building a creative mindset, ethical considerations in innovation and building bridges to connect people to progress.

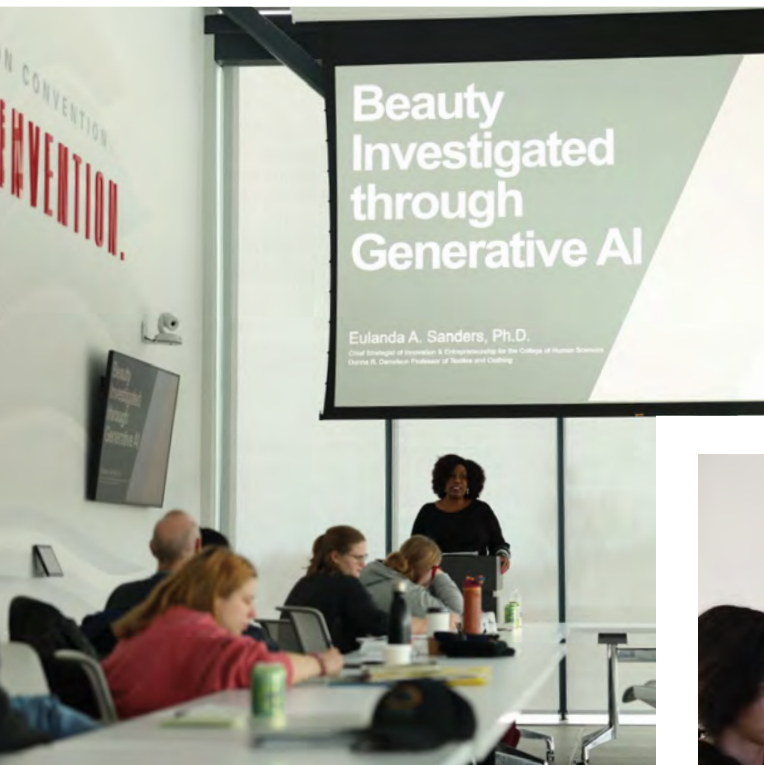




Beauty Investigated Symposium

I+E Faculty Fellow **Ingrid Lilligren** and art and visual culture assistant professor **Johnny DiBlasi** received a CEAH Symposium Grant for “Beauty Investigated: Dilemmas, Projects and Promises.” This two-day symposium in February 2024 explored cultural standards, constructs and meanings of beauty, including perspectives found in AI, art and socially engaged pedagogies.

The event brought together 13 Iowa State faculty panelists from multiple colleges and departments and four guest presenters from other institutions to describe, debate and discuss their innovative research and the interdisciplinary aspects of aesthetics with symposium participants. The presenters’ artwork addressing beauty in various media and from multiple perspectives was exhibited from mid-January through mid-February in the College of Design’s Gallery 181.



Start Something Student Innovation Workshops

Our I+E Fellows organized two “Dream the Future” Student Innovation Workshops (fall 2022, spring 2023) where students proposed curricular and organizational improvements for the college, focused on creating a culture of care.

DREAM THE FUTURE
October 28-30, 2022

Organized by I+E Fellows **Leila Ammar** and **Ingrid Lilligren** and I+E Interim Director **Andrea Quam**, this workshop kicked off with a Friday evening keynote by **Ana Pinto da Silva**. The CEO of 2G3R Inc. and director of the University of Washington’s Master’s in Human Computer Interaction + Design Program, Pinto da Silva spoke on “Future Forward: Home, Community and Care in the 21st Century.”



Ana Pinto da Silva

Student participants were invited to explore how planners, artists and designers might collaborate to create a better future by sparking social innovation and change through themes of care: Self-Care, Care of the Immediate Community, Care of the Larger Community and Care of the World. In small-group sessions and large-group sharing, students made discoveries about themselves, gained new perspectives and connected with each other.



DREAM THE FUTURE II
February 25-26, 2023

Organized by I+E Fellows **Roman Chikerinets**, **Jen Hogan** and **Tina Rice**, who delivered the evening keynote that kicked off the event, this workshop asked student participants to consider what they would like to invest in to lead change in the college and further develop its evolving “culture of care.” This led to discussions around design as a tool for policymaking/ changing, mindset shifts, spaces of care, breaking down barriers, integrating care into art and design practice, dispelling stereotypes among the disciplines and engaging with educators.

Students presented proposals for building a stronger community through monthly “interdisciplinary open mic critique nights,” community gardens, experiential spaces and community-university engagement activities.



IGNITE Innovation Showcase

Work from six College of Design advanced interdisciplinary studios, featuring over 150 students’ contributions, was exhibited as part of the spring 2023 IGNITE Innovation Showcase at the Student Innovation Center.

Themes included preservation and cultural heritage of the U.S. Ambassador’s residence in Valletta, Malta; experimental structures; documentation of historical and contemporary collective empowerment efforts in Puerto Rico; creative production methodologies; designing spaces of care for the homeless and insecurely housed in central Iowa, and designing proposals for a spaceport-themed hotel, space camp experience, learning/training exhibit and/or a mobile learning unit for the Kennedy Space Center Visitor Complex in Florida.

Another six interdisciplinary studios were featured during the spring 2024 IGNITE Innovation Showcase.





Ecologies of Care Exhibition

The initial three I+E Scholars curated “Ecologies of Care,” an exhibition at the Student Innovation Center showcasing nearly 70 innovative pieces of student work, in conjunction with IGNITE in spring 2023. Ten students were recognized with awards. Students from the Graphic Design Practicum designed marketing collateral for the exhibition, including posters, programs and social media graphics.

Joined in the second year by **Patrick Finley**, the scholars organized “Ecologies of Care II,” an exhibition of student work related to sustainability, conservation, the protection of our natural and human resources and the interrelatedness of art, design, innovation and entrepreneurship in connecting organisms with their environments. The show again ran in conjunction with IGNITE in spring 2024.

STUDENT ENTREPRENEURSHIP SUPPORT

CYstarters

The College of Design regularly supports students who are selected to participate in CYstarters, the Pappajohn Center for Entrepreneurship’s 11-week summer accelerator program. Three students and their businesses were selected for Cohort 8 of CYstarters in summer 2023. They included **Sydney Friest**, senior in graphic design and environmental studies, with Friest Designs; **Josiah Graves**, senior in graphic design, and **Joshua Graves**, junior in business analytics, with Ensemble, a new social media app for collaboration among musicians; and **Grant Stotts**, senior in industrial design, Chain Wrestling.

The Graves brothers capped off their experience with a \$1,000 Mystery Judge Award from Ivy College of Business Raisbeck Endowed Dean **David Spalding** (below) after presenting their pitch at the CYstarters Demo Day in July 2023.

Integrated studio arts senior **Shayla Timm**, with her digital photography service Belle Brand Artistry, and graphic design junior **Tate Zalasky**, with ZSIX, were selected to participate in CYstarters Cohort 9 in summer 2024.



College-by-College Pitch Off

Industrial design student entrepreneurs pitched their ideas during the College of Design’s portion of the 2023 College-by-College Pitch Off sponsored by the ISU Pappajohn Center for Entrepreneurship. Seniors **Lydia Dayton** and **Cale Murray** were the winner and runner-up respectively in the New Business Idea category. Junior **Gavin Harms** won first place and senior **Grant Stotts** was the runner-up in the Existing Business Idea category.

They all advanced to the College-by-College Pitch Off Finale, where Dayton and Harms both received \$1,000 honorable mention awards.

Four College of Design students placed in the 2024 College-by-College Pitch Off. In the New Business Idea category,



Grant DeWaay, a senior majoring in software engineering with a secondary major in interdisciplinary design, won first place, and **Ian Hutchison**, a senior in industrial design who is concurrently working on his MBA, was the runner-up. They were both enrolled in I+E Faculty Fellow **Leila Ammar’s** DSN S 340: Design Entrepreneurship class, part of the spring 2024 Creative Recess, and developed their successful pitches as part of the class.

In the Existing Business category, industrial design seniors **Laura Branch** (below left) won first place and **Steve Nguyen** was the runner-up.

Hutchison (below) then won second place (\$2,500) in the New Idea category of the College-by-College Pitch Off Finale.



Summary:

Designing a Future of Innovation

The Innovation and Entrepreneurship (I+E) initiative in the College of Design has set in motion a transformation that extends far beyond our classrooms and studios. By redefining design as a tool for care and empowerment, we've not only enriched our educational offerings but also positioned our college at the forefront of addressing complex global challenges.

Our journey thus far has demonstrated the power of interdisciplinary collaboration, experiential learning and entrepreneurial thinking. From the Creative Recess program to the Student Design Consultancy to international collaborations like Lobitos for Care, we've seen our students and faculty push the boundaries of what design can achieve.

Looking ahead, we envision the College of Design as a nexus of innovation, where emerging technologies meet creative problem-solving, where local challenges inspire global solutions and where every student is empowered and emboldened to become an agent of positive change.

The success of this initiative is a testament to the collective effort of our entire community and the visionary support of **Steve and Mary Jane Foutch**. Our story of innovation and entrepreneurship is just beginning, and the impact of our work is poised to resonate far beyond the walls of our college. The future of design is here, and it's more exciting than ever.

As we move forward, we invite all stakeholders to join us in this ongoing journey of innovation and entrepreneurship. Together, we can harness the transformative power of design to shape a more sustainable, equitable and vibrant future for all.



