

# JOU4930 – Hatch Experience

Spring 2018 | Weimer 3332

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**Office Hours:** Wednesdays 2-4 p.m. You may also check and book other times here:

<https://calendly.com/sheehan-matt>

## **Our Objective This Semester**

This section is designed to allow you to gain credit hour experience for your work in the College's product and content incubator, Hatch. We will use the principles of human-centered design to conceptualize, design, test and execute prototypes of new communication techniques and products.

This course will challenge you to conceptualize and execute high-level storytelling at your self-direction, be collaborative with other students and be looking for entrepreneurial or innovative coverage. Consider it the equivalent of a "choose-your-own-adventure" experience – it is designed to give you a taste of the real world in the protection of an academic environment.

It's also going to be a safe space for us to collaborate with and question each other and our work. There are no right or wrong answers in this class, only our individual perspectives. We're going to create a "braintrust" (which you'll read more about in the required text) that will shape the outcomes of the class.

For each credit hour that you have enrolled in this section, you are expected to dedicate at least four hours of work time each week on your projects.

This course will work largely on your schedule. We shall schedule bi-weekly Hatch-wide status meetings where projects will be updated, where the students participating in this experience and other Hatch project leaders will convene. You should also be regularly updating me on your progress and project needs.

You may use the facilities in the Hatch area to complete your work, and we would like to see you regularly working from that space. However, the objective of this course is not for you to just complete a number of hours in a physical space.

## **Learning Outcomes**

This course is an intense application of the principles of human-centered design to conceptualize and develop ideas, develop product prototypes and present those prototypes to a mixed audience soliciting support for development of ideas.

## **This is probably one of the few formal documents you'll get from me...**

The majority of our communication and information exchange will occur electronically. Please make sure you're familiar with **Canvas**. You shall also be enrolled in our

incubator's **Slack** channel. Assignments and communication will be through that system and through the Google Doc ecosystem for collaborative editing. **Please send me an e-mail address that you have established a Google account** (e.g. a gmail address). Make sure you provide me an e-mail you check often because I will share information through these sites.

### **How will you be assessed?**

Your final grade will be an assessment of your final product portfolios. Your final work product evaluation will take into account the use of HCD methodologies, innovative coverage, self-direction in addition to the quality of content produced.

At the start of the semester, **you shall submit a development plan outlining your idea and your self-imposed deadlines** for each step of the Hatch process (<http://hatch.wtf/pitch>). There should be four "check-ins" during the course of the semester, each worth 10 percent of your final grade. These check-ins with the instructor should coincide with the deadlines for 1) identification of opportunity and establishment of desirability; 2) your first prototype concept; 3) at the culmination of the first research and feedback stage and 4) establishment of MVP.

At the end of the semester you shall showcase your product prototype, participate in any planned Hatch pitching sessions and develop a cumulative written reflection paper that summarizes each stage of your process, "pitches" your product and includes an analysis/reflection of your semester.

An A indicates superior performance; B, highly competent, above-average work; E, unsatisfactory. *Note:* 'A' work required significant independent work and thought. If you do everything I ask of you, you will earn a B.

### **A Note on Deadlines**

Deadlines will be very important in this course. **If they are not met, that deliverable will automatically fail.** I am not kidding. If you run into issues on reporting/producing, let me know as soon as possible. Do not let the deadline whiz by and then tell me you had problems.

*To borrow some language from the great Prof. Mike Foley:*

**CAUTION:** This is a professional course. The rules probably are different than those of other courses. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. Grades on stories can be lowered as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments. Do NOT tell sources you are working for the Alligator or any other publication. Students often find sources are more willing to talk if the students are dressed appropriately.

**Sources:** One of the best ways to ensure your stories are fair accurate and complete is to gather information from a variety of sources. In selecting potential sources for your stories, keep in mind that we live in a diverse, multicultural world. You should make every effort to have your stories reflect that. Talk to a variety of people from different backgrounds, educational levels, etc. to get a complete story.

Students enrolled in this course should not be used as sources in your stories unless they are involved directly in the story. Friends, roommates, relatives, sorority sisters, fraternity brothers, etc. usually pose a conflict-of-interest threat when used as sources.

**Do your own reporting and writing.** Plagiarism—including using material from news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences. You can find the college's official ethical standards at <http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/>. If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

</Foley>

*And now the University's required language:*

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### **Students with Disabilities**

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.

### **Student Health and Wellness**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact

[umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 911.

### **Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online [evaluations](#). You will be notified by email when the evaluations are open, typically in the last two or three weeks of the semester. Summary [results](#) are available to you and the public.

### **Academic Resources**

- E-learning technical support: 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu) or reach the [website](#).
- For career advice and planning, or even help selecting a major or minor, contact the [Career Resource Center](#) in the Reitz Union, 392-1601.
- For help in finding resources, ask a UF librarian through [Library Support](#).
- General study skills and tutoring available from the [Teaching Center](#), Broward Hall, 392-2010 or 392-6420.

Have a complaint? See the [UF Complaints Policy](#) for links and directions