var nodemailer = require("nodemailer");
var Designstudio = function ()

  this.index = function (req, params) {
    var self = this;
    geddy.model.Project.all({}, {}, function(err, data)

    var len = data.length;
    var arr = new Array();
    var count = 1;
    (function() {
      var projects = data;

Innovation is reshaping Lincoln. This can be seen in a very real way in the historic Haymarket. Buildings that a century ago warehoused the commodities of the day are now storehouses of innovation filled with new technology startups that have an ever-increasing demand for talent. Our graduating students have the opportunity to find jobs here that once could only be found in Silicon Valley. Just a few blocks away, University of Nebraska researchers are continuing to engage with business across Nebraska and the nation to bring to market cutting edge solutions to wicked problems. Activity is everywhere, innovative minds are doing amazing work, and the students, faculty and staff of Design Studio are delighted to be at the forefront of the action.

Whether it is working with a student startup to develop tools that help local merchants better understand their customers or developing robust enterprise workflow for a Fortune 10 company, Design Studio is riding the wave of innovation, pushing the limits of what is possible when industry connects with academia. This year, 67 of the brightest minds on campus have been working with industry partners to:

- Improve the way patients navigate hospitals to help them more easily locate needed services and care providers
- Develop solutions for local merchants to better connect with and understand their customers
- Invest new ways to effectively capture athlete video to deliver important feedback at practice
- Transform the way workflow approvals are accomplished in business environments
- Bring the power of Hudl video to the Mac
- Reduce the number of hours a financial institution spends reconciling payments
- Deliver hundreds of gigabytes of photographs with highly-relevant environmental data on mobile devices

It seems hard to believe that in just a few short weeks another year will come to a close and teams in Design Studio will be handing off the innovative products and solutions they have developed over the last year. To say that the students in Design Studio rose to the challenge would be an understatement—they delivered software products that hold their own against those of any seasoned professional development team. As I come to the close of my second year in my role in Design Studio, I continue to be blown away by the remarkable solutions that students in Design Studio are able to conceive of and then execute.

So much of the success that you will read about in this annual report would not have been possible without the support of our industry partners. Partners who sponsor projects, donate employee time to coach teams and mentor students, and support the efforts of the Raikes School to build a better community in Nebraska through innovation and educational excellence. This year we are recognizing in a special way the extraordinary support of two of our partners. Mutual of Omaha is completing its 10th project in Design Studio, and Assurance Life and Casualty is completing its 5th. Organizational partners like these make what happens in Design Studio possible. All of our partners are making a difference every day in the lives of our students and all of us at the Raikes School are deeply grateful for their support.

As the semester draws to a close and students head to summer internships and new careers, we are already thinking about what comes next. The technology industry never stands still, and neither does the Raikes School. Design Studio faculty and staff are continuing to find ways to engage colleagues on campus, promote excellence in research and education, create new opportunities for more students, and leverage the power of academic excellence to help create a better community.

No matter the success we have seen in the past, in the Raikes School we are always looking forward. Rethinking our academic and educational models, devising new and innovative ways to develop the leaders of tomorrow. Ours is a model that just over a decade ago was radical and unproven. Today, it is a model that we may better understand but one that is continuing to evolve. Because of that evolution, what one can observe in Design Studio is the Raikes School model for innovation, for education, and for industry engagement … a model for the future!

Ian J. Cottingham
Associate Director for Design Studio

A Model for Success
"I think the Raikes School means to business today the idea of amplifying the power of information technology through the power of human capital… great people."

Jeff Raikes, Raikes School Corporate Advisory Board

Project Sponsor: Assurity Life Insurance Company is a mutual insurance organization licensed in 49 states and the District of Columbia. At the end of 2013, the company reported $2.45 billion in assets.

Design Studio Team: Janelle Rickstrew (Second Year), Caitlin Bales (Second Year), Lynnea Bush (First Year), Mitchell Harlan (First Year), Tyler Zubke (First Year)

The Challenge: When most people think of life insurance, they rarely think “fun.” But Assurity aims to change that perception with its “Livin’ the Dream” game application for its distributors (sales brokers).

The Design Studio team was challenged to create an iOS game application that educates distributors about Assurity products in a fun and competitive atmosphere. Distributors can sell products from a variety of vendors, so it’s key for Assurity to educate brokers on its products, heighten brand awareness and foster some good, old-fashioned competition among distributors at the same time.

The “Livin’ the Dream” application consists of five games that engage users with “bucket list” activities, such as sky diving, deep-sea fishing and zip-lining. There is also a testing component that requires users to answer questions about Assurity products throughout the day to continue game play. For Assurity distributors, points earned from the questions and games will count toward their standings in ongoing company contests, which they can track as part of the application.

Assurity’s goal was to promote itself to brokers and bolster its reputation as a forward-thinking company. For Assurity, the Design Studio project was an opportunity to forge ahead into a previously uncharted territory—the iOS environment for use on iPhones and iPads.

It was a new frontier for the students on the team, as well. “None of the students had experience with the iOS platform,” said Product Manager Janelle Rickstrew. But she praised her team for embracing the challenge by learning how to develop in XCode with the Sprite Kit Framework.

Assurity Senior Business Analyst Britton Bailey agreed team members exceeded expectations for the project and commended the team’s professional approach. “They were dedicated to succeeding with us from the start,” he said. “The team not only delivered on schedule but kept ahead of our very aggressive project and timelines.”

Development Manager Caitlin Bales welcomed the challenges that arose in Design Studio. “I have gotten to work with a lot of new technologies and experiment with things I otherwise wouldn’t have the opportunity to,” she said. “I really enjoyed working with clients and getting to participate in the design-iteration process.”

Rickstrew was proud of her team’s initiative. “We developed not only one game, but five!” she said. “The ambitions of our client at the beginning of the school year did leave us with a large workload and little experience, but my team learned quickly and worked hard to exceed client expectations.”

Project: Livin’ the Dream

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I use of its platform. For example, companies will collect better data content that will create opportunities for Conteneo to broaden the expanding Conteneo’s range of compatible devices and customers. The Design Studio team also built a framework for user-generated feel and functionality of the Knowsy application they love, while a smartphone. The goal was to give smartphone users the same was assigned to redesign the desktop and tablet game for use on made only for desktop and tablet computers. That’s where the information on preferences from customers and employees. Under the guise of “play, “ Knowsy is a stealth consumer research tool, collecting consumer input on topics and products. Knowsy is a patent-pending social game that doubles as a research tool, consuming consumer input on topics and products. Despite its wild popularity, the game is available on a website "knowsy," as he learned about his teammates’ preferences and game play. As product manager, Verhoeff played his own, real-life game of "knowsy,“ as he learned about his teammates’ preferences and work styles. "Team dynamics are critical to a project’s success," he said. "Culture and vision are important to motivating the team … They've really taken the initiative in user research of the "top-notch" Design Studio team. Hudl Project Manager Andrew Brinkman couldn’t be more pleased with the research of the "top-notch" Design Studio team. Hudl, a Lincoln-based start-up company founded by three Raikes School graduates. Hudl provides fast-paced and flexible video solutions to help athletes and teams improve performance and game play. Hudl Individual Sports Practice Assistant Hudl, a Lincoln-based start-up company founded by three Raikes School graduates. Hudl provides fast-paced and flexible video solutions to help athletes and teams improve performance and game play. Project Sponsor: Conteneo Knowsy Project Sponsor: Hudl Individual Sports Practice Assistant Project: Hudl Individual Sports Practice Assistant Project: Conteneo Knowsy Design Studio Team: James Verhoeff (Second Year), Alex Schneidelker (Second Year), Blake Adams (First Year), Daniel Byberg (Second Year), Derek Christiansen (Second Year), Keegan Jorgensen (First Year) Design Studio Team: Brian Grob (First Year), Jon Hotovy (Second Year), Steve Dosskey (First Year), Andrew Filippini (First Year), Alex Scheideler (Second Year), James Verhoeff (Second Year), Keegan Jorgensen (First Year), Andrew Filippini (First Year). The Challenge: Few can resist the pull of "Knowsy," an online gaming sensation of Design Studio, “ he said. “The fact that this app will be in the hands of customers a few months after our completion is pretty cool.” As product manager, Verhoeff played his own, real-life game of "Knowsy," as he learned about his teammates’ preferences and work styles. "Team dynamics are critical to a project’s success,” he said. “Culture and vision are important to motivating the team … Without these team dynamics, even a great project with highly skilled team members will not get as far as a team with incredible team dynamics. Design Studio helped me understand how development teams work, which is incredibly valuable as I move forward as an entrepreneur.” Hudl Project Manager Andrew Brinkman couldn’t be more pleased with the research of the "top-notch" Design Studio team. Hudl, a Lincoln-based start-up company founded by three Raikes School graduates. Hudl provides fast-paced and flexible video solutions to help athletes and teams improve performance and game play. Project Sponsor: Hudl Individual Sports Practice Assistant Project: Hudl Individual Sports Practice Assistant Project: Conteneo Knowsy Project Sponsor: Conteneo Knowsy Project: Hudl Individual Sports Practice Assistant Project: Hudl Individual Sports Practice Assistant
Project: Hudl Mac OS X Video Application

Project Sponsor
Hudl, a Lincoln-based start-up company founded by three Raikes School graduates. Hudl provides fast-past and flexible video solutions to help athletes and teams improve performance and game play.

Design Studio Team
Nathan Alford (Second Year), Danny Eberly (Second Year), Chase Blazek (First Year), Brandon Collins (First Year), Andrea Heter (First Year).

The Challenge
Hudl wanted to capitalize on its success in video playback software for coaches and teams by going the extra mile with an application for Mac operating systems. Besides a tablet computer, there wasn’t a convenient way for coaches to view video offline. Hudl, said Faculty Advisor Jeremy Suing. "The Design Studio project presented learning opportunities in coding, Mac application development, and priorities, Blazek said. "We discovered early on in the year that we wouldn't have enough time to complete all the features we had initially set out to do. As such, we needed to prioritize certain features, tasks and bug fixes," he said. That meant team members had to communicate and compromise with one another and the client to define the applications focus. Refining the essentials with team members and the client contributed to "a product that the customer is going to be happy to use," said Blazek.

The project was won for both the Design Studio team and Hudl, said Facility Advisor Jeremy Heter. "The students actually had to build and manage the relationships with these customers, manage product feedback and learn the processes and skills required to make a 'production-ready' product," he said. "For the client, the students provided customers with a solution that fits better into their lifestyle and needs."

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Project: J.B. Hunt Mobile Price Quote

Project Sponsor
J.B. Hunt is a Fortune 500 company and one of the largest transportation logistics companies in North America. It is headquartered in Lowell, Arkansas.

Design Studio Team
Taylor Smith (Second Year), Danna Gossdin (First Year), Kalib Anderson (First Year), Alex Koehler (First Year), Mathew Renny (First Year)

The Challenge
As a North American leader in transportation logistics and trucking, J.B. Hunt wanted to move its sales quote system into the fast lane. The company has previously used a centralized Request For Pricing (RFP) model that required sales people to wait for data from the home office before issuing a bid to the customer.

J.B. Hunt estimates the mobile application will increase revenue by $2.4 million a year in sales and improve customer relationship. The app also will increase internal efficiency when pricing managers and directors discuss rates. Pricing staff will track and did an excellent job of communicating throughout the project. “They came up with several good suggestions for the application and did an excellent job of communicating throughout the project. “They came up with several good suggestions for the application and did an excellent job of communicating throughout the project.

The students were very creative and attentive to details, “she said.

Mary Burke, J.B. Hunt logistics engineer, is also pleased with the team's work. “I can be proud of. “

Design Studio Team
Andrew Gaspar (Second Year), Keaton Grove (Second Year), Clarence Carlson (First Year), Nicholas Niday (First Year), Noah Swartz (First Year), Derek Tiggelaar (Second Year)

The Challenge
At the market leader in office software, Microsoft has built its reputation on serving the needs of countless managers and supervisors. In the dynamic world of technology, the company is always looking for new and improved ways to make work— and life—easier for its users.

Enter Microsoft Dynamics GP Workflow Approvals, an application for tablets to manage Dynamics GP Workflow Requests for company resources. The convenience of accessing workflow information instantaneously means managers, or ‘authorizers’ can approve, deny or delegate requests from anywhere at any time.

Microsoft Dynamics GP gives small and mid-sized businesses control over finances, resources and decision-making information, while going employees everything needed to perform their best.

Project: Microsoft Dynamics Workflow Approvals

Project Sponsor
Microsoft, an American multinational company headquartered in Redmond, Washington. It is the world's largest software maker measured by revenues.

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The Design Studio team, led by Andrew Gaspar, created a mobile application for tablets to manage Dynamics GP Workflow Approvals so managers can respond quickly to outstanding requests for company resources. The convenience of accessing workflow information instantaneously means managers, or ‘authorizers’ can approve, deny or delegate requests from anywhere at any time.

Gaspar liked the practical implications and benefits of creating the Workflow Approvals app.

I enjoyed working with clients to solve real problems that they face in their business or their product line,” he said. “What excites me is the real-world finding of contributing value to a company while still in school and the experience that comes with it.”

Development Manager Keaton Grove said it was difficult to design a high-functioning, visually appealing and user-friendly interface, but the experience was worth it.

It was challenging to design an interface that worked well and made sense to customers,” he said. “But with the popularity of smartphones and tablets, designing a Windows 8 app is a very modern skill that will be useful in my career.”

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Project: CondoCerts Mobile App

Project Sponsor: CondoCerts, a Mutual of Omaha Bank Company, is a leading Web-based data and document delivery system in the community association industry. CondoCerts provides software solutions to management companies and community associations for property sales across the country.

Design Studio Team: Travis Schreier (Second Year), Caleb Zatorski (Intern), Sarah Fanning (First Year), Tom McClenahan (First Year), Trang Do (Second Year), David Dropinski (First Year), Stosh Getzfrid (Second Year), Kevin Mahlin (First Year), Andrew Tarr (First Year), Adam Prusa (Second Year), Mitch Snyder (Second Year), Robbie Elder (Intern), Sandee Huber (Intern), Adam Prusa (Second Year), Mitch Snyder (Second Year), Andrew Tarr (First Year).

The Challenge: It takes a village … to manage a village. As anyone who has to management companies and community associations for property sales across the country.

CondoCerts, a Mutual of Omaha Bank Company, is a leading Web-based data and document delivery system in the community association industry. CondoCerts provides software solutions to management companies and community associations for property sales across the country.

The CondoCerts mobile app marked Mutual of Omaha Bank’s first official venture into the iOS mobile platform, said Do. With it, the Mutual of Omaha Bank will have the “first to market” solution in the industry.

“(The mobile app) simplifies the process of checking the status of your document order and enables users to access their purchased documents on the go,” said Do, who has enjoyed her second year in Design Studio.

“I had the opportunity to see what it’s like to have a developer role on the team, as well as a manager role, both of which have granted me invaluable skills and experience,” she said. The most significant challenge for her team, she said, was communication with the client. “We really had to step up to set the standard of communication we needed to make this project a success.”

Faculty Adviser Ashu Guru called the CondoCerts mobile app a “unique opportunity” to enhance students’ understanding of design and functionality in a multi-layer application a “unique opportunity” to enhance students’ understanding of design and functionality in a multi-layer application that consolidates a complicated mix of individual client needs and problem-solving, Snyder said.

The experience offered valuable lessons in understanding client needs and problem-solving, Snyder said.

“Sometimes it’s best to take a step back and evaluate the reasons for taking the approach you’ve chosen. Sometimes, the simplest, most direct route provides a much better outcome,” he said, “even if it means less coding.”

Prusa agreed. “It’s important to be open to change.”

CondoCerts, a Mutual of Omaha Bank Company, has been a leader in supplying this data for years, but the company needed a solution in the industry.

“Understand the needs of the company and the competition to keep ahead of the competition. Enter the Design Studio team led by Product Manager Trang Do, who oversees the operation of CondoCerts’ Web application for an iOS environment for use on iPads and iPhones.

So the Radke School Design Studio team was challenged to create a solution that consolidated a complicated mix of individual client needs and problem-solving, Snyder said.

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The talent of fellow Design Studio students to help build Pickit’s infrastructure with a merchant portal and loyalty program for shoppers. The multi-function portal is critical to Pickit’s success, said Product Manager Jeffrey Moran. With the portal, merchants can register to participate, edit and create deals, sort and filter redemptions; analyze customer data, and pay bills to area nonprofits online.

"Due to Pickit’s status as a new company, the work that we do directly impact Pickit’s bottom line and forward momentum," Moran said.

The second component of the project required the team to improve the customer satisfaction by extending the Pickit experience to provide more rewards and encourage more purchases. The dual opportunity presented management and organizational challenges that Moran and his team embraced. The multi-function portal is critical to Pickit’s success, said Telega (Intern). The multi-function portal is critical to Pickit’s success, said Telega (Intern).

"Being able to see a variety of projects develop over time with changing requirements, client relationships and team strengths has been of great value to me. I learned from all the teams, not just my own."

"In the end, we triumphed," Benning said. "And we are now the smartest people in the room."
Project: UNL Anti-Human Trafficking Knowledge Database

Project Sponsor: University of Nebraska–Lincoln

Design Studio Team
Ashley Thompson (Second Year), Jordan Degner (Second Year), Sarah Adams (First Year), Cameron Coolin (First Year), Paul Fendon (First Year), Bryan See (First Year), Marcus Pasell (Intern)

The Challenge
Human trafficking is tied with the illegal arms industry as the second-largest and fastest-growing criminal industry in the world (behind drug trafficking). Some 600,000 to 900,000 people are trafficked across international borders each year for exploitation. Staying ahead of those who traffic other humans requires understanding and addressing activities all the more difficult.

There is a huge volume of information about trafficking on the Internet, but to date, there is no organized database for researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. This lack of readily accessible, organized, timely and reliable data hinders researchers to find the information efficiently. Building a knowledge-management system from the ground up was a monumental task due to the sheer volume of unorganized information available, said Degner.

“It can be arduous hard to tell a computer to do something you do with your own eye in seconds,” he said. “We overcome that problem by presenting it every release. We’re never alone, we’re never collecting perfect information. But we aim—and should—try as hard as we can to consistently improve the quality of the information we find.”

That commitment to quality pleased team member Sam Adams.

“I was surprised by the sophistication of the product we made over the course of the year, especially with how well our Web crawler worked on its own,” she said. “Earning into ‘team time,’ I looked forward to the excitement of what I could accomplish each day and how our team might use this to move forward on this project.”

The Design Studio experience has likely shaped Development Manager Degner’s future. He’s now interested in development management.

Project: Phocalstream

Project Sponsor: Robert & Daugherty Water for Food Institute

Design Studio Team
Tobin Brown (Inters), Wyatt Goodson (Inters), Ashlyn Lee (Inters)

The Challenge
The Platte River and the ecosystem that it feeds is one of the most significant tributary systems in the watershed of the Missouri, having a major impact on the ecology of Nebraska, Wyoming and Colorado. Just the face of global climate change, the Platte has seen both record flooding and record drought in the past several years. Understanding the impact of climate on both the river and the surrounding environment is highly significant in conservation efforts, research and education.

No one understands this better than photographer Michael Forsberg and television producer Michael Farrell, who have been studying the Platte River by developing time-lapse photography of various sites along the Platte for the past two years.

Having produced nearly 120,000 photos of the Platte that span several camera sites along the river since 2011, Forsberg and Farrell were looking for a better way to manage data. At the same time, the Robert B. Daugherty Water for Food Institute was looking for new and creative ways to study the Platte and implement an educational tool for elementary school students who will become the next generation of scientists.

Phocalstream is about leveraging the power of research at the university and harnessing the best and brightest minds to unlock the imaginations of aspiring young scientists. As faculty, we have the opportunity to work alongside our Design Studio students, practicing what we teach, sharing in the experience of product delivery, and providing mentorship for future Design Studio classes,” Cottingham said. “I can’t imagine a better way to keep learning than to roll up my sleeves and dig some code with some of the most talented young developers out there.”

In a follow-on Design Studio project, dedicated to an on-campus faculty research support, the Water for Food Institute, the Time-Lapse Photography Project and Design Studio faculty partnered to develop the next phase of an integrated photo system called Phocalstream.
“The Raikes School really has it figured out, you learn the most when you do. Rather than plan, talk and just focus on the theory of what we should do, we actually do it. And that culminates in Design Studio. Your junior and senior year you get to work all year long on a project for a client that they’re actually going to use, that they actually have sales. And we get to do it.”

James Verhoeff, Raikes School Class of 2014
In Design Studio, we integrate Agile engineering processes, Lean business development, and interdisciplinary design thinking into an iterative process for problem solving and product development. Our iterative development methodologies lead to the development of robust software products that address real problems and provide elegant solutions.

Throughout the process, Design Studio teams are mentored by industry professionals from the community, helping teams more effectively communicate, overcome technical challenges, and drive innovation for their partners.

**How Design Studio Works**

<table>
<thead>
<tr>
<th>Empathize</th>
<th>Ideate</th>
<th>Define</th>
<th>Prototype</th>
<th>Test</th>
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</thead>
<tbody>
<tr>
<td>Understand the needs of the user and WHY those needs exist.</td>
<td>Think about ways to address user needs in the context of their problem.</td>
<td>Define a software component that realizes the idea and conceptualizes the solution.</td>
<td>Code the problem definition in order to see the functional solution and share it with the user.</td>
<td>Meet as a team to show results, get feedback and iterate.</td>
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“Here’s the bottom line. Software is the magic that’s going to change the world. It’s going to change every single industry. It’s the giant lever. Software is the biggest extension of human thought ever. If you think in terms of improving the productivity and enhancing the equality of life of humans on the planet… software is the biggest extension of human capability ever over anything else.”

Doug Burgum, Raikes School Corporate Advisory Board
The Design Studio Team

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this.course = function(req, resp, params) {
    var self = this;
    geddy.model.Course.
    first(params.id, function(err, data) {
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