

Project 1 HEAR

Working within your critical design team: 1) create an illustrated report on the initial design challenge, your community partner and their stakeholders, and your next steps in the collaborative process to integrate transmedia knowledge; and 2) present a 10-min. presentation for your peers.

This first project focuses on the “Hear” phase of design thinking, which includes understanding and articulating the design challenge, transmedia forms and design frames, and most importantly, the world of your community partner: their perspectives, hopes, constraints, and values, discovered through fieldwork conversations, observations, and reflection.

“Fail fast to succeed sooner.” Right now, the design challenge is abstract and low resolution: *use design thinking to integrate transmedia knowledge into your partner’s project: DT(TK->YPP)*. After your initial fieldwork, your team should be able to articulate a basic wants statement:

_____ wants _____ in order to _____.

Through iterations of trial and error, the design challenge and your team’s solutions and support will become concrete and clear. By the term’s end, you and your team, our partners and Cornell, will all have a much better understanding of what DT(TK->YPP) actually entails.

You will be studying critical concepts, practicing design thinking, and making transmedia, seeking to demonstrate your understanding and learning conceptually, aesthetically, and technically. In collaboration with your partner, your team will be making media, building collaborative platforms, and designing possible worlds. You will develop a sensitivity for how the values of human desirability (efficacy), technical feasibility (effectiveness), and financial viability (efficiency) inform both the design challenge and the solutions and support your team provides.

Deliverables:

This first report serves a baseline of your team’s understanding of the design challenge. Your community partner’s desires and capabilities may likely change through the design process, and the challenge along with it. Demonstrate your team’s *practical understanding* of CAT, UX, and DT frames: show where and how they connect to YPP and their TK.

Team report: Create a 750 to 1000-word written report (with appropriate visuals) on your team’s understanding of the design challenge based on course materials, class discussion, and your initial fieldwork with your partner.

Team presentation: Create a 10-minute live presentation that presents your preliminary understanding of the design challenge, the anticipated media cascade for the projected project (eg, video, info comic, exhibition), and where and how your team can best contribute to the project’s success.

Deadlines: Draft report: W 9/18 Report and Presentation: F 9/20