

## ENG 550 Sp 14 Project 2

*Role playing as a media company, create an interactive theory based on your theory comix using the ARIS platform. Your target audience is your peers, whether in college or not.*

In Project 1, you worked with an experimental theory text in a common, recognizable genre: the museum installation. In Project 2, you will help invent a new genre of experimental theory called ARIT (augmented reality interactive theory), based on the popular form of a theory comix and produced in the platform ARIS (augmented reality interactive storytelling). While you can still tell stories and histories, ARIS affords interactivity, and one goal of this project is for you to learn to design and build theory for interactive mobile media.

Conceptually and aesthetically, your group has **two options**:

1. An engaging, straight-forward *translation of your comix* into ARIS (eg, mapping the history of feminism onto specific geographic locations)
2. An engaging *application of the theory* presented in the comix that uses ARIS but isn't tied to book's user experience (xD, iA, iD) (eg, turn your theory into service, such as the Fanon app, using flickr images) - NOTE: some constraints apply!\*

Whichever way you go, you'll again produce a **suite of deliverables**.\*

- live, functional ARIT prototype
- 3-min. video documentation
- illustrated, written proposal of 2,000 words
- web compilation/firm site
- 10-min. live presentation

You'll receive special **ARIS training**, as well as assessment, with software developer David Gagnon, as well as other training by STS staff. You'll be doing a series of exercises to learn skills and approaches for designing and building your ARIT.

Approach this project by applying **theory lessons from Project 1 books**:

- your group is an intimate bureaucracy
- you're building GPS-based writing machines
- your interactive theory has an embedded quest, as in Logicomix and ARAMIS
- you'll soon be addicted to ARIS and going crazy inventing ARIT

Theory comix can themselves be read as early forms of interactive theory, as they sought to democratize critical thinking, contextualize its practice by remediating it into popular forms.

**Key deadlines:** 5/8 rehearsals • 5/11 presentations and deliverables • 5/16 peer evaluations

\*Other specs and requirements forthcoming.