Project 2: Knowledge Remake

Remake a class paper or similar existing project, transforming its subject matter or method into a product, service, or social movement. Create a suite of smart media—a proposal, presentation, and web site—to propose and pitch your idea to a specific audience (eg, potential investors, end users, reluctant neighborhood association).

Knowledge remake calls on you to apply concepts and practices of intimate bureaucracy and design thinking to your own work, reframing a past paper or project for use by communities outside the university. To do this, you'll likely need to shift from an analytic stance to a synthetic mode, actively generating an application for your previous research. Don't be surprised if your users and area of application are far from the original field, etc: that's the point!

Our approach to design thinking (DT) builds on design frames learned in Project 1: CAT and UX. In some sense, design thinking is UX taken to a more sustained and general level: from creating a unique experience to creating a platform for generating networks of experiences. Here you will roleplay as an intimate bureaucracy, using infrastructures, tools, and materials to envision a concrete intervention in the world. Some questions to consider:

- Just what does your project have to offer people? Who are the stakeholders?
- How can digital media help remake specialized knowledge into common practices of wisdom?
- How can you make your idea both concrete and sustainable?

Although this is an individual project, you'll again work in small groups so you can role-play as lead designer, end user, helper, etc. The model is the Beatles' *White Album*, on which John, Paul, George, and Ringo take turns conducting the score, effectively creating solo albums backed by one of the greatest rock bands ever. As lead designer, you try out ideas and seek assistance; as end user, you give feedback, as helper, you collaborate.

There are three deliverables: a 1,000-2,000 word illustrated proposal, a two-minute presentation, and a personal website with links to this and other relevant projects in your portfolio. Begin with the personal website, then the proposal, then the presentation. Use journals to develop ideas, mood boards/iD, structure/iA all along the way. In your proposal, presentation, and site, Justify your project using CAT, UX, and DT frameworks.

Evaluation – Projects will be evaluated using CAT, UX, and DT frameworks.

Deadlines: weekly DT exercises: Proj 2 due last class: May 6.

 For this project, you are required to visit DesignLab during the weeks of April 20 or 27. Appointments can be made at <designlab.wisc.edu>.