ENGL 4705 Project 2   Create

*Working with your partner and class research, create 1) a follow-up **group report** focusing on the specific transmedia prototypes you're creating with partners AND on the larger world or paracosm in which their media cascades unfold (eg, their campaign or site AND place of TK in their organizational flow); 2) an **info comic** that presents stakeholder interactions with TK within that world in graphic narrative form, 3) a **preliminary sketch of team website section** consisting of Project 1 and Project 2 deliverables.*

The second project focuses on the CREATE phase of design thinking, the creation of possible solutions and opportunities within the reframed design challenge, the specific wants statement of your partner. This project also focuses on articulating your team's media cascade and that of your partner's larger campaign and prototyping the types of media *and* stakeholder experiences we want to help our partners create, describing them in the report with media cascades but staging them in graphic narratives in the info comics.

We're rehearsing strategic stories with our partners using different shared media and then archiving them on our site while delivering them in the final DELIVER phase of class. For your report, you can simply add to your first report or create a new one.

For your comics: you'll learn how to create info comics using the strategic sparkline. I recommend ComicLife, which I will demo.

For your website: I will mock up the project site and teams can design their sections' UX: experience design, info architecture, and info design (subject to class review).

Your team should assign tasks to individual members and provide collective support and feedback.

Deliverables:

Team report: Create and present a 2-4 page "CREATE" report on your work, featuring emerging media cascades within team and projected for partner's campaign.

Info comics: One comic should depict a particular case or story, the other the larger world of the partner and the different stakeholders: this can rehearse the campaign and desired effects.

Website section: Working in the WordPress site, design and build a draft page or pages showcasing and archiving Proj 1 and Proj 2 deliverables and other relevant materials.

Deadlines: Draft report, draft comic 10/15   Draft website, Final report, Final comics 10/27