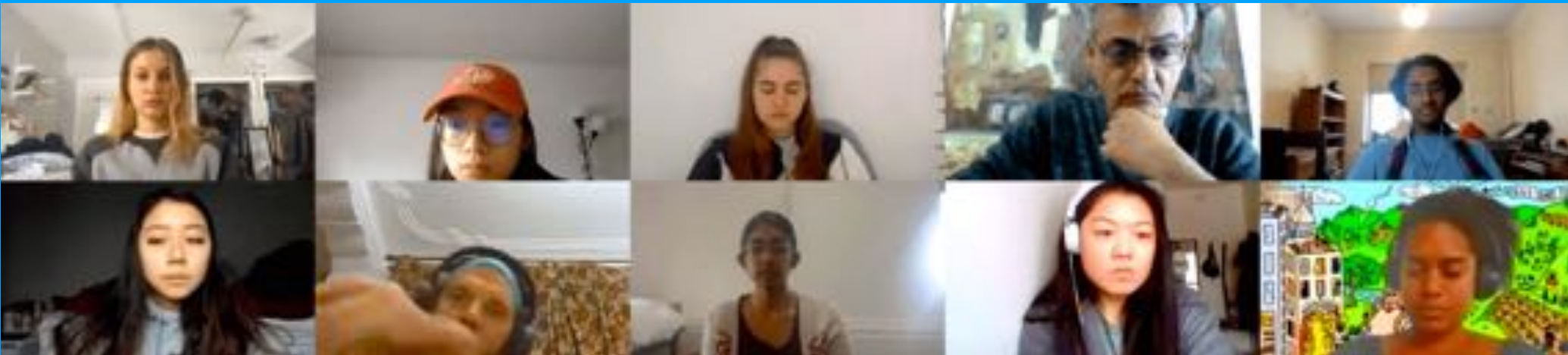
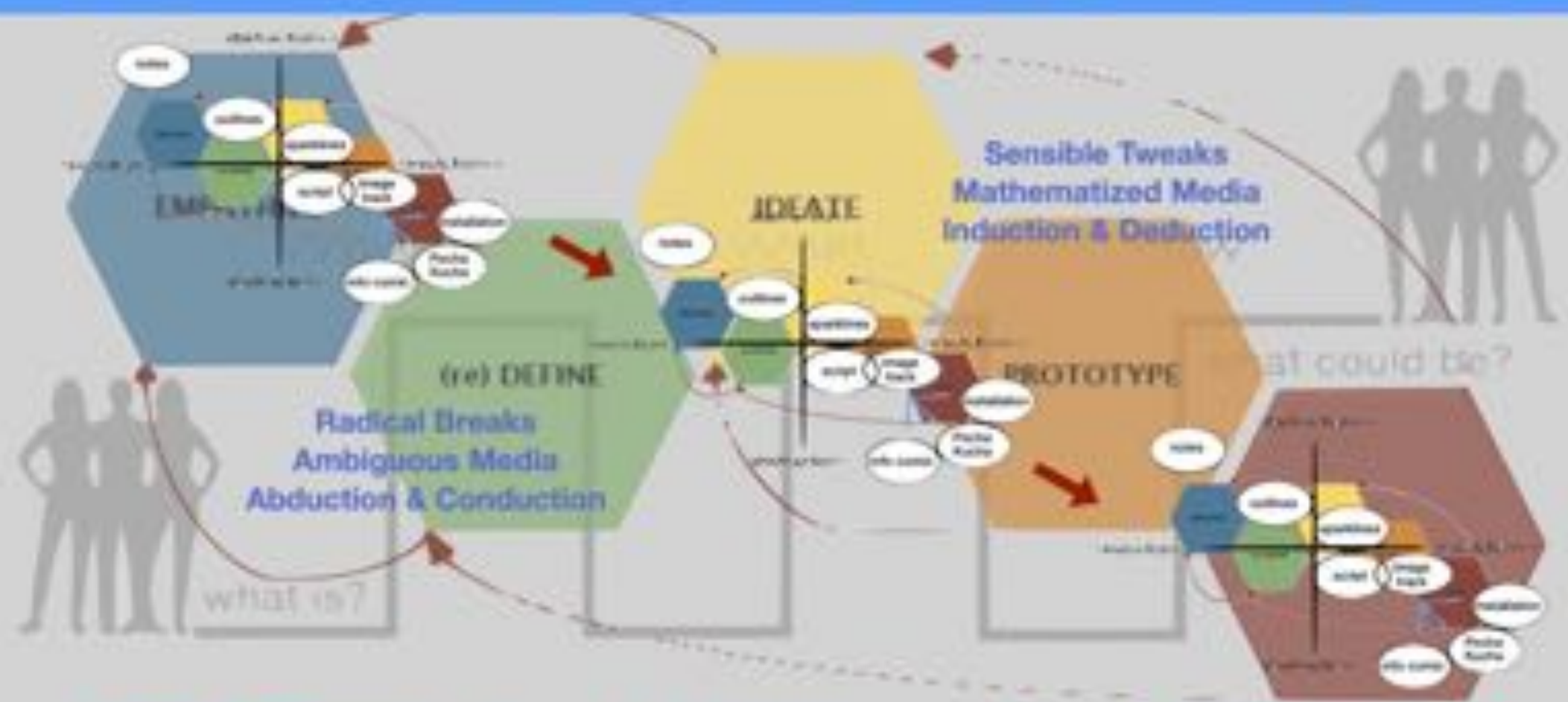


StudioLab



StudioLab Critical Design Cascade

Makers → **Builders** → **Cosmographers**
Scoping/Research/Ideation Composing/Drafting/Prototyping Revising/Finalizing/Delivering



Interview/Research → Collaborate → Implement/Hand-off
Initial Reports → Stories and Prototypes → Deliverables/Website

Efficacy → **Effectiveness** → **Efficiency**

Project 2 Create

*Working with your partner and class research, create 1) a set of **prototype designs** for your partner based on 2) a set of corresponding 3 or more written **user scenarios** and visual **journey maps** depicting the cascading series of desired interactions between players (users) and TK. Use Google docs, WordPress, Canva, and/or other platform to create a revised **1-page design brief** with design challenge, **2,000-word report** and **5-minute presentation** of your team's work for feedback.*

The second project focuses on the CREATE phase of design thinking, the prototyping of possible solutions and opportunities within the reframed design challenge, the specific wants statement of your partner. We are becoming-builders of collaborative platforms for making media, both formalizing and customizing your team's platform (workplay space) and connecting it to those of your partner and their stakeholders. You are building on Proj 1 toward Proj 3 partner deliverables and project site.

This project also introduces you to two key UX genres of shared media: *user scenarios* or short written descriptions of idealized experiences of users in concrete situations interacting with the partner and/or their media; and *user journey maps*, graphic depictions of the different sequences of interactive experiences over time and/or space. Scenarios give the overall XD, journey maps give the IA.

Based on your scenarios and maps, you'll be prototyping the types of media *and* stakeholder experiences we want to help our partners create, describing them in the report with media cascades but transmediating them in different genres to describe, evaluate, and make your prototypes. The number and variety of prototypes and their quality (concreteness/resolution) are determined by YYP (you and your partner!).

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 revise and build to your first report or create a new one. Continue demonstrating your teams' growing understanding and application of CAT, UX, DT, Strategic Storytelling and TAFs (thought-action figures—or just figures).

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

Deadlines:

Prototypes, scenarios, journey maps 3/24

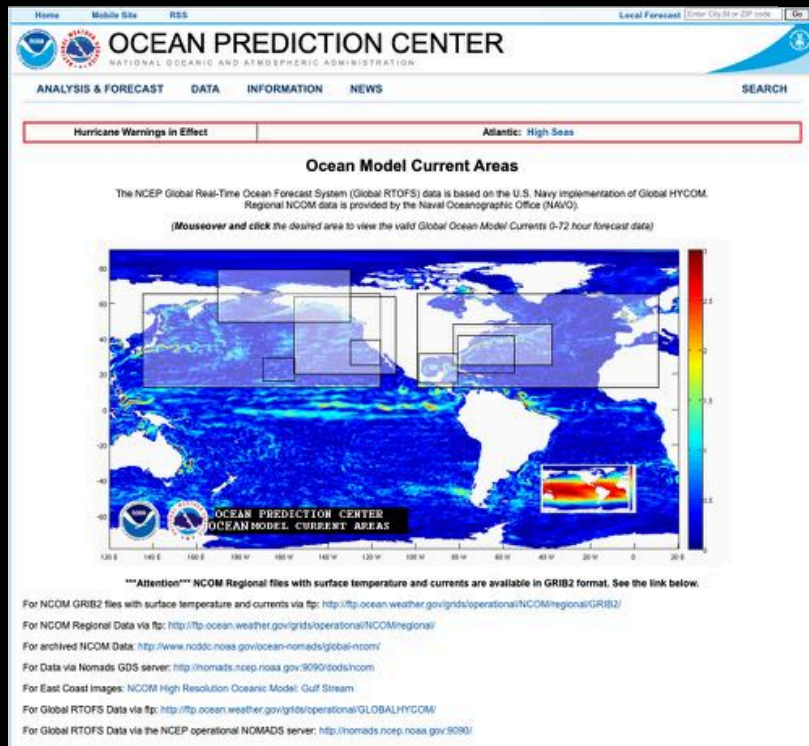
Report and presentation 3/31

Becoming Builder

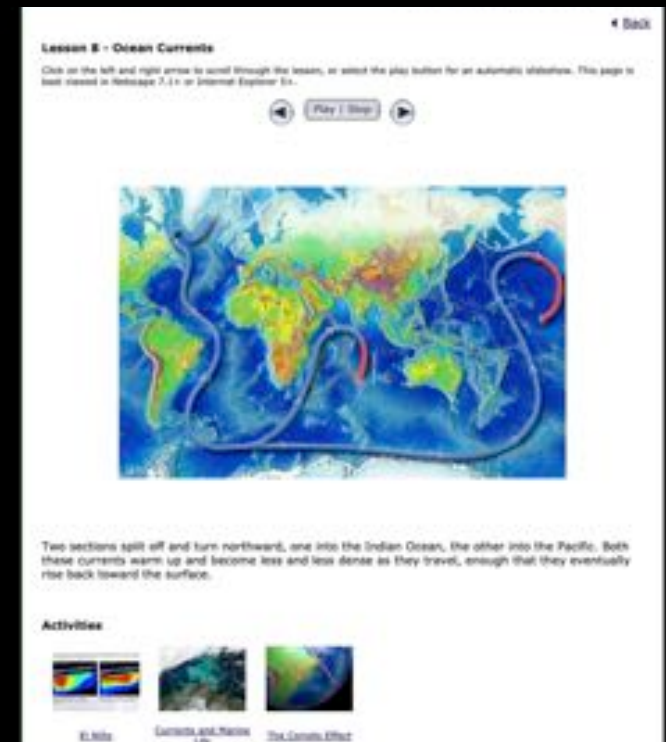
- **Creator of shared experiences and collaborative platforms**
- **Shift from genius to collaborator**
- **Co-designer of UX/stakeholder experiences**

UX (User Experience)

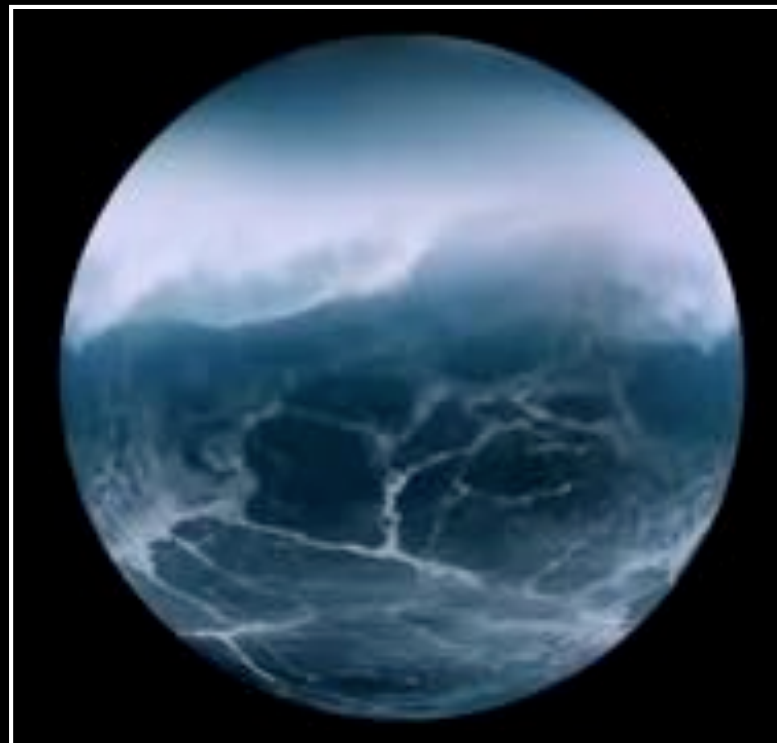
- **Experience design:** cognitive, affective, and visceral **impact** on stakeholder (*tutor art: theater*)
- **Information architecture:** **structure** of information and experience (*tutor art: architecture*)
- **Information design:** **look and feel** of individual moments (*tutor art: cinematography*)



Researchers



Youths



General public

Learn More



[Low Resolution Video](#)

Like many smokers, Tiffany had seen an older family member harmed by smoking, yet she kept buying cigarettes for herself. In this emotional TV ad, Tiffany talks about the "aha" moment that sent her on a different, healthier path for her own life.

USER SCENARIO

“Vanessa is a 30-year old nature lover who wants to quit smoking. She’s tried patches and pills and lollipops but is frustrated that these different methods have failed, and lately she has wondered which “quit smoking” product she’ll try next. Scrolling on her phone, Vanessa just happens to see an online ad about The Great American Smokeout, first misreading it as “The Great American Outdoors.” Her love of nature and her desire to quit smoking cause Vanessa to click on the ad, which takes her to the CDC’s website “Quitting Can Make You a Winner.” There she reads a story about Tiffany, a woman about her age who successfully quit smoking. Inspired by Tiffany’s story, Vanessa decides to take part in the upcoming event. She bookmarks the site, puts the date in her calendar, and starts a countdown. She then smiles, thinking to herself, ‘maybe I’ll go on a nice hike that day.’”

A basic User Journey Map for The Great American Smokeout campaign might look like this:

	Step 1	Step 2	Step 3	Step 4
Touchpoints	Smoker sees online ad.	Smoker visits CDC website.	Smoker views testimonial page and watches video.	Smoker opens her own calendar.
Thoughts and feelings	Smoker thinks “what’s the Great American Smokeout got to do with the great outdoors? Maybe I can quit by taking a hike.” She feels a combination of interest, uncertainty, and hope.	Smoker thinks “wow, I didn’t know about all this information and these resources.” She feels more hopeful and wants to learn even more.	Smoker empathizes with the ex-smoker, recognizing that her own situation is not unique but shared with others. She thinks “if this person can quit, then so can I!”	Smoker feels satisfied with her commitment and happy that she discovered the Great American Smokeout. She thinks, “This time, I’m really going to quit.”
Actions	Smoker clicks on the ad.	Smoker clicks on an image of someone who recently quit smoking.	Smoker copies the date of Smokeout and the CDC website address.	Smoker sets a reminder on the upcoming date and pastes in the CDC web address.





Michael's Journey Map

Find contact information for an agency or elected official



Workshop on Design Briefs/Sparklines

1. 1-pager with design challenge:

- Partner A wants X in order to do Q
- Core TAF (brand), CAT, and UX



2. MSL consult

- Tactical and exploratory briefs
- Overlay partner cosmogram on context tool

3. Design team Sparkline/Next Steps for Proj 2:

- what is/what could be

DT(TK->YPP*)

***Your Partner's Project**

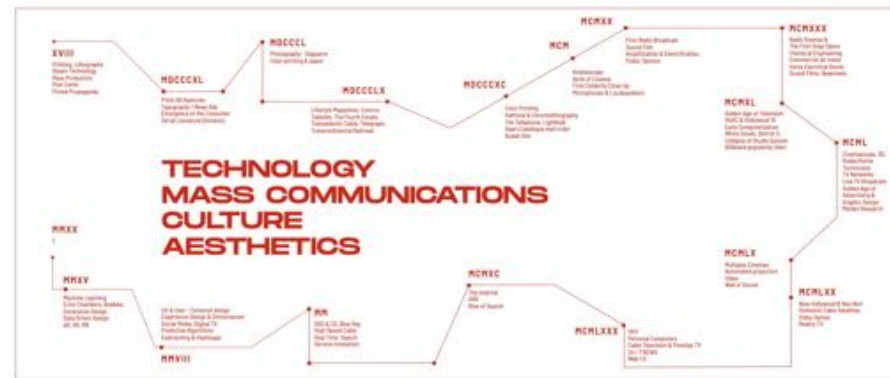
Cultural Historian and Creative Strategist

MARIAN ST. LAURENT

TECHNOLOGY | CULTURE | AESTHETICS

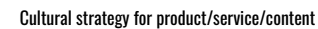
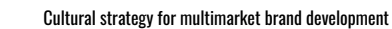
I specialize in cultural insight, semiotic brand analysis, and design research for innovation. I work closely alongside artists, editorial teams, design teams, brand managers and content producers to guide the creation and optimization of experiences for audiences and consumers across mediums and cultural contexts. My approach has evolved over twenty years of international consultancy and is grounded in comprehensive knowledge of the history of mass communications and visual culture.

Marian St. Laurent • StudioLab • Cultural research and strategy guides for partner and team TAFs



Cultural and historical research can produce keener insights, innovations, and implementation of storytelling and innovation strategies. In these exercises, teams research and develop two style guides: one with concrete strategies for partner brands, the other with speculative strategies for Cornell designers. We will bundle these respective strategies as TAFs or thought-action figurations that capture form and process of our critical design process.

Prompt: Use Canvas, WP or another tool to create two cultural strategy guides using relevant tools and approaches.



Time based analysis of cultural developments (RDE)

YESTERDAY 2015	TODAY 2016	TOMORROW 2017
META NARRATIVE & SCENE BEHIND	ARTISANAL SPONSOR	COOPTED GAMES
JUST AS US	CHRONICLING VULNERABILITY	8 DIMENSIONAL MULTIPLE
LEARNING	THEMES & NONLINEAR STORY WORLDS	EXPANDED CINEMA
CARICATURE	THE ART OF PRESENCE	HYPERTEXT & VISUAL CLOCKWORK INFANTRY
FACT THROUGH FANTASY	WISDOM OF MASS CONSTRUCTION	A NARRATIVE BASE POET PARADOX
RABBIT HOLE/IMMERSION	CRISIS STORIES	RESTITUTION & RESISTANCE

Cultural strategy - tactical vs. exploratory applications



Combine Prof. St. Laurent's tools and methods with StudioLab's CAT, UX and DT design frames, while building bridges across the three ecologies of self, society, and world for both your partner and yourself.

Schedule

Draft guides due: 3/22

Deliverables due: 3/29

StudioLab

M. St.Laurent

FLASH ZONE

StudioLab R&D: DT(TK->YPP)

DT: HearCreateDeliver end/or 5 Phases

3 innovation/performance spaces: cultural, tech, org

Cosmogram - internal and external stakeholders

Three ecologies - self, society, world (Bronfenbrenner)

TK forms and platforms

CAT frame: conceptual, aesthetic, technical

Strategic sparkline: WhyWhatHow

Cultural Intelligence Research

Brand/category/stretch category/wider culture

Fast syntagmatic and slow paradigmatic change

Tactical and exploratory challenges

Tactical and exploratory design briefs

Tactical and exploratory design projects

(Research and development projects : R&D:
StudioLab does R&D)

Cultural Intelligence Research

Brand/category/stretch category/wider culture

Fast syntagmatic and slow paradigmatic change

Tactical and exploratory design challenges

Tactical and exploratory design briefs

Tactical and exploratory design projects

*(Research and development projects : R&D:
StudioLab does R&D)*

StudioLab R&D: DT(TK->YPP)

DT: HearCreateDeliver and/or 5 Phases

3 innovation/performance spaces: cultural, tech, org'l

Cosmogram - internal and external stakeholders

Three ecologies - self, society, world (Bronfenbrenner)

TK forms and platforms

CAT frame: conceptual, aesthetic, technical

Strategic sparkline: WhyWhatHow



Health Access Connect, Uganda



Newfield Central School District

Co-design Partners

Cultural Historian and Creative Strategist

MARIAN ST. LAURENT

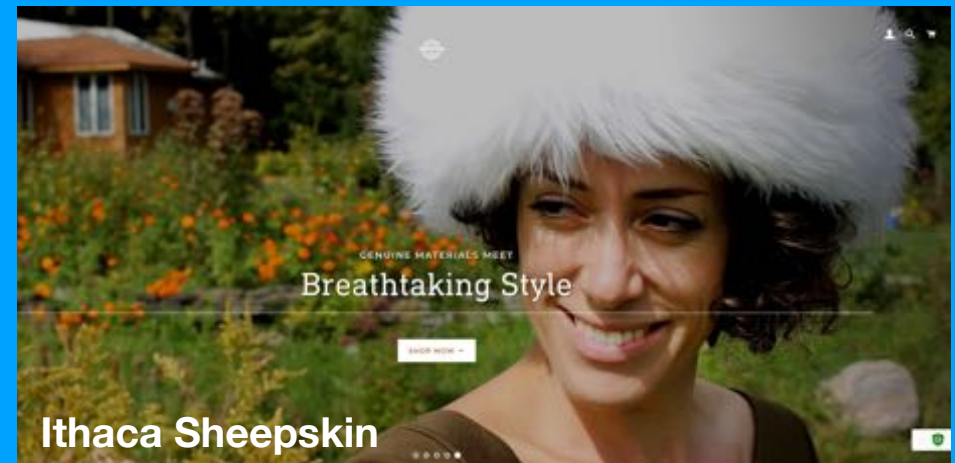
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Marian St. Laurent, NYC



Suffolk County, NY 4-H



Ithaca Sheepskin