ENGL 3741 Project 1   HEAR

*Working within your team, create: 1) a 1-page **brief** that defines the initial design challenge in terms of the three spaces of innovation/performance: human desirability/efficacy, technical feasibilty/effectiveness, and financial viability/efficiency; 2) a 10-12 page illustrated **report** that describes partner/mission and core stakeholder, <u>analyzes and explains the design challenge using StudioLab and MSL design frames</u>, and indicates and your next steps in the collaborative process to integrate transmedia knowledge; and 2) a 5-7 min. **presentation** for your peers of the emerging design challenge.*

This first project focuses on the "Hear" phase, 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. The brief, report, and presentation transmediate that challenge for different stakeholders: the internal team, wider stakeholders, other teams and designers. *Note complementarity of MSL's 'outside in' and StudioLab "inside out" approaches.*

"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 article a basic wants statement: _____ wants _____ in order to _____.

Through iterations of trial and error co-produced by shared TK cascades, the design challenge and your team's solutions and support will become concrete and clear. *Internally*, TK is all shared media you and your partner produce co-creating the project. *Externally*, TK is all the stakeholder-facing prototypes and media forms/service we deliver to our partner. Project 1 is all internal. *Do not create solutions at this time.*

Deliverables: This first project establishes 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 design brief along with it. Demonstrate your team's *practical understanding* of TK, CAT, DT, and MSL frames: show where and how they connect to YPP and their stakeholders.

Design brief: 1-page statement of partner mission and key stakeholders, initial design challenge (X want A to do Q); its space of cultural, technical, and organizational innovation; and its MSL mix of short-term tactical and long-term exploratory/strategic challenges/opportunities. *Brief may be one or both and contain text and graphics.*

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.

   SL frames: cosmogram, 3 ecologies (self/brand, society, world), CAT of firm and its TK (eg, marketing)
   MSL frames: grid of challenge types; fast vs slow cultures; research spaces (brand/cat/stretch cat/culture)

Team presentation: Create a 5-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: Brief and draft report to share w partner: W 2/15   Report and Presentation to teams: F 2/17