DRAMA 135: IDEATION
Project #3: Generative Lab Project (150pts)

GENERATIVE LAB

Introduction:

- Here’s where we put it all together, folks! It’s pretty simple: no real guidelines or mandates for this one because your options are open to doing ANYTHING you (as a group) want to tackle – a complex design problem.
- Think like Bruce Mau and the Massive Change Exhibit. There are plenty of problems in the world that need a design solution. Identify one and move forward.
- Pull out all the stops on this one. Your goal is to empathize, define, research, ideate, prototype, and test an idea that (like a court case) can withstand cross-examination.

Objectives & Goals:

- Project Three is about developing and innovating. It is about tackling a big problem in the world and coming up with a solution that:
  - Is well thought out and identifies challenges and addresses a wicked problem.
  - Is a solution based on good research and analysis. You don’t know what you don’t know! Do the leg work necessary in analyzing the problem.
  - Is based on the DEEP DIVE! Get feedback from users and/or experts in the field as necessary.
  - Addresses the feasibility aspect of the venn diagram. Be sure to identify all potential challenges in getting your innovation from concept to reality including a business plan, strategies at overcoming logistical, geographical, and political hurdles, etc.
  - Incorporates a video clip of no more than 4 minutes (can be less) that documents your process and findings and incorporates relevant interviewees.
  - Is based on a topic that you ALL can agree on and are find interesting. Don’t get stuck with a topic that does not personally motivate and interest you. This is a 5-week process and should be a problem you look forward to solving in some way.
  - Gets you outside of your bubble! Smartphone apps for University housing, roommate snoring, and food services will be rejected as topics. Assume your users don’t own a phone.

Project Timeline:

- Final Presentations (8 groups of 3 to 4) are on:
  - Tues, Apr 18th, Thurs, Apr 20th, Tues, Apr 25th, and Thurs, Apr 27th.
- Two groups on each day – groups that present on each day selected by lottery.
- Each group will get 30 total minutes (including 4 min max video) – It is strongly recommended that you rehearse your presentation. Presentations that go over will be cut-off at 30 minutes.
- Each group will submit a proposal with deadlines on a per week basis (pace yourselves).
Some tips/reminders (you know these by now):

- Keep your group honest when it comes to deadlines and ends each meeting by clarifying what is expected from EACH group member by the next deadline date.
- Set interim meeting times/locations between class dates. There is NO way you can accomplish all that is necessary for the project in class time alone.
- Use online tools to help you! A facebook group for posting stream-of-consciousness ideas, google documents/presentations for organizing them, shared Prezi, etc.
- Don’t be intimidated by the enormity of the goal. Take little bites and move slow-and-steady forward with the project.
- REMEMBER to recognize that FOUR of you WORKING TOGETHER can achieve A LOT!
- Grading will be partially determined by the evaluation of your fellow group members (the notecard method). So stay sharp and pull your weight individually.
- Be HONEST with each other while encouraging each new idea. Practice “yes and...” instead of “but..”.

And HAVE FUN together! Creative ideas don’t flow when there is anxiety present.

Groups are as follows:

Team 1
Ethan Paik, Max Helfand, Omar Jeelani, Giles Carr-Locke

Team 2
Anya Carter, Sam Gittleman, Nate Engel

Team 3
Jake Williams, Noah Nazmiyal, Alissa Geller, Isabel Leeds

Team 4
Hank Hunter, Sam Fisher, Preston Tasoff, Blake Miranda

Team 5
Daniella Bursak, Mickey Bell, Nick Blenko, Olivia Quinton

Team 6
Jonathan Schneider, Jake Nathanson, Jason Tang, Claire Petrus

Team 7
David Huang, Jasmin Delgado, Kentrell Jamison

Team 8
Jake Schaffer, Christian Anyanwu, Noah Saldana
The solutions that emerge at the end of human centered design overlap these three lenses.