

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

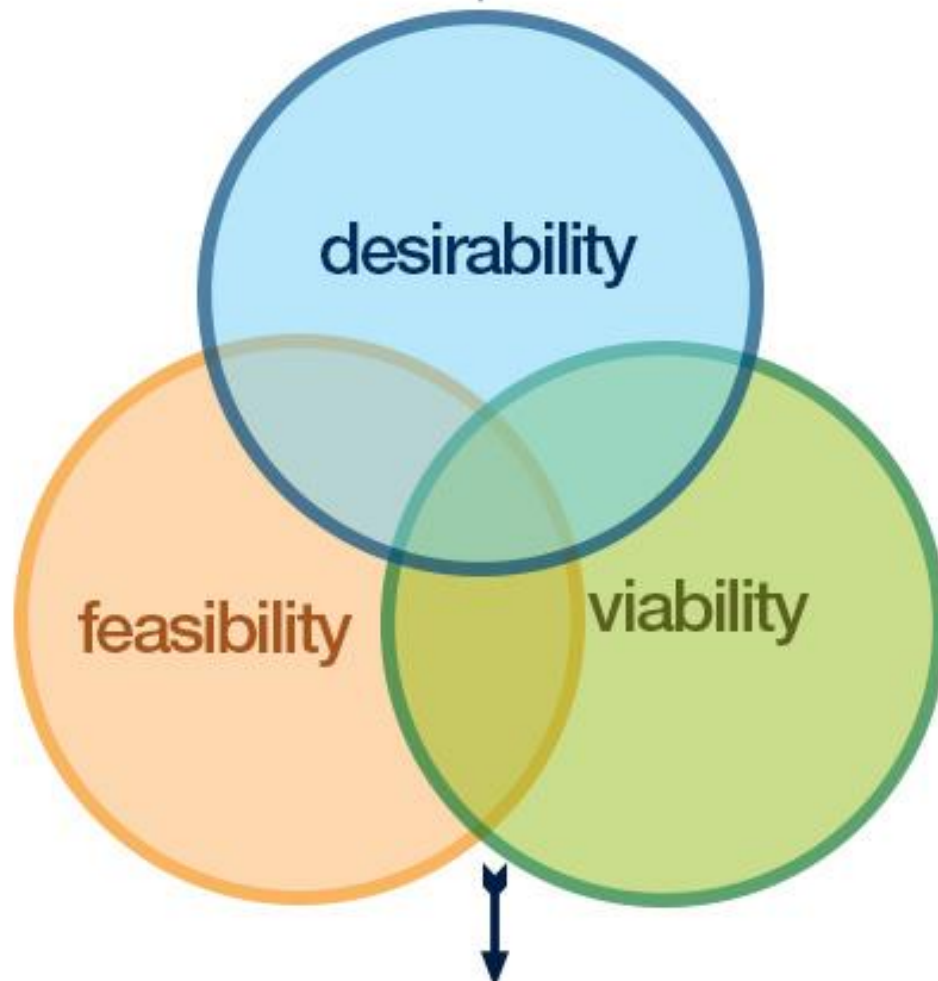
Team 7

David Huang , Jasmin Delgado , Kentrell Jamison

Team 8

Jake Schaffer , Christian Anyanwu , Noah Saldana

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the solutions that emerge at the end of human centered design overlap these three lenses