

STORYVIZ : ReDESIGN

Intent

StoryViz gives you an opportunity to develop your communication skills by manipulating multiple media to get your message across in a compelling and authentic way. This year's projects focus on honing your skills by redesigning the world around you—it's an excellent way to learn.

People

The core teaching team, Scott Witthoft & Scott Doorley, are experienced designers and co-authors of *make space*. Fantastic topic guests will help you bring new insight to your work.

Topics

We'll take on all the topics you'll need to be an communicator: video, visual design, copywriting, performance, & sketching.

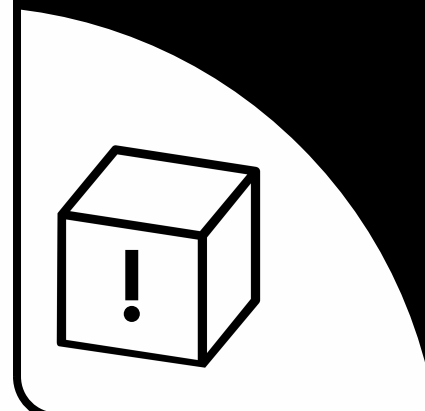


The Nitty Gritty: 3+1 Projects

You'll do plenty of creating in this class: you'll tackle 3 projects (+ 1 special surprise—"project X"). You'll develop real solutions leveraging one or more of the course topics: video, visual design, copywriting, and performance.

You've got some leeway—each project assignment allows you to choose from a few possible paths. You'll get to work solo & on a team (at least once).

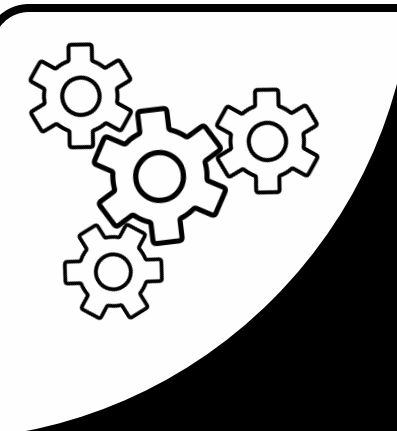
Each launch is the starting point for beginning to understand opportunities & design ideas by getting involved & immersed. This means getting out into the world by talking to people and developing your solutions from first-hand insights... not just far-off guesses.



Each StoryViz class day will balance activities and new content. The content will come from the Teaching Team, guest contributors, and in some cases your classmates.

This class is project-based. Critique ("crit") days will be important milestones for sharing resolved versions of your work. There will be opportunities to prototype & get feedback on your concepts-in-progress. Each of the three main projects will feature a "crit day."

1	2	3
Launch: 09/25	Launch: 10/16	Launch: 11/13
Crit Day: 10/02	Crit Day: 10/23	Crit: Day 11/20
Due: 10/09	Due: 10/30	Due: 12/04



Course Number: ME 375A
Thursdays 9AM - 12 PM
d.school Studio 1, Building 550
1-3 Units: S/NC

Credit is based on successfully completing the projects on time during the quarter. "Success" is subjective, and will be based on demonstrating & incorporating the principles from the course & guest content in an authentic & compelling way.

Classes are experiences—for you and for us—so attendance and punctuality are important to you & to us. No auditing or partial attendance is offered.

Note this well:
Twice late and you don't pass.
Second absence and you don't pass.
For any reason.
Really.