

MTEC 1101: Emerging Media Foundation  
 Fall 2022  
 Sean Michael Landers

## Activity #2

### Prepare:

**Before watching the videos specified below, write a summary (around 100 words) of how you usually come up with an idea for a project.**

**Break this process into discrete steps.** As an example of what I mean by ‘discrete steps’: if I were describing how I make a sandwich, I’d say: 1) I get a loaf of bread, 2) I get the fillings for the sandwich, 3) I assemble the fillings on a slice of bread, 4) I put another slice of bread on top.

### Watch and Respond

Watch *The 4 Steps to Getting an Idea* by Kirby Ferguson (4 minutes): <https://youtu.be/JPJ3oy-rWUk> and then **write your answers to the following questions (between 150-200 words):**

- o According to Ferguson, what part of the mind generates ideas and why?
- o What common activity does he compare this process to?
- o How do Ferguson’s four steps compare to the ones that you wrote for yourself?

Watch *How to Build Your Creative Confidence* by David Kelly (11:46): <https://youtu.be/16p9YRF0l-g> and then **write your answers to the following questions (between 150-200 words):**

- o Summarize the design solution in the medical field that is mentioned as an example.
- o Describe a similar type of problem in any field that you’d want to design a solution for.

*You can submit these 3 responses separately or together on the “activity02” Slack channel.*

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### Read and Respond

Read [Speculative design: 3 examples of design fiction](#) by Tony Ho Tran. (FYI—This references the original reading assignment, which was Chapter 1 from *Speculative Everything* (2013) by Anthony Dunne and Fiona Raby.)

- o Write a 3-sentence description of what “speculative design” is, including an example of a question it attempts to answer, as well as its relationship to the “future.”
- o What is one of the key benefits of speculative design?
- o Describe one of the problems with speculative design?
- o Relate one of the examples the author gives with one of the examples from the historical context overview or the Digital Promise video that you watched for Assignment #1.

*Submit this response on the “activity02” Slack channel.*

**BONUS PARTICIPATION CREDIT: Read and meaningfully respond to the responses of your peers!**

**All responses due by Tuesday 9/13 @ 3:59PM.**

**Bonus participation credit awarded for meaningful responses.**