

MTEC 1101: Emerging Media Foundation
 Spring 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.

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 THURSDAY 2/17 @ 3:59PM.

Bonus participation credit awarded for meaningful responses posed by THURSDAY 2/24 @ 3:59PM.