MTEC 1101: Emerging Media Foundation
Spring 2023
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 in #activity02 by Tuesday 02/07 @ 3:59PM.

Bonus participation credit awarded for meaningful responses to your peers in #activity02.