

#### Project #4: Aesthetic Mapping

Congratulations! You have been hired as an intern at a design firm. You've been assigned to work on a project to develop an app that offers suggestions for better routes to help people have better experiences in their surroundings. Since you're a City Tech student, your supervisor expects you know its surroundings well enough to be the representative for the greater Downtown Brooklyn area.

Your first assignment: the route

Figure out a route that maximizes what you think is important for users to experience, whether that involves beauty, quiet, happiness, nature, history, etc. Consider the different parameters that will make that experience preferable. Write descriptive instructions for someone taking that walk, making sure to emphasize the aspects of the walk that are different from their usual experience, and how much longer this walk is than the direct route, if at all. Include images (photographs, sketches) to entice app users to take your walk. This should be approximately 300-450 words. **Due W 11/19**

Your second assignment: the pitch

Now that you've decided on the route, write a persuasive argument for beta testers of the app to convince them that they would want to take your proposed walk. This should be approximately 750-900 words. **Due M 11/24**

Your third assignment: group meeting

At the group meeting, everyone on the team will give a short presentation to hear what other ideas are circulating in the group, and to offer feedback about ways to improve the pitch or the route itself. The presentation should be approximately 1.5-2 minutes. **Delivered M 11/24**

Your fourth assignment: review

Your supervisor is going to review everyone's work, but you've also been asked to review a fellow intern's work as well. Take the walk that intern proposed, read their pitch, and write a detailed report of what works and what needs improvement. Remember, your supervisor is not only reviewing your work, but your ability to work on a team and review others' work as well. This should be approximately 300-450 words. **Due W 11/26**

Your fifth assignment: revising the pitch

You now have the chance to revise your pitch based on the feedback you got. One idea your supervisor has is for each pitch to incorporate secondary sources that boost

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the authority of the pitch, so now you need to do some research to find authoritative sources to incorporate their expertise into your persuasive argument. These can be sources that comment on the value of this kind of walk, or about the cultural or historical significance, aesthetic or architectural principles, or other aspects of the location you've chosen to focus on (that are relevant). This should be approximately 900-1200 words. **Due M 12/8**

Your sixth assignment: self-evaluation

Before you move on to the next part of the internship, your supervisor asks for a self-evaluation of the work you completed. It should include a description of your work process, the amount of time you spent on each assignment within the project, what you think you need to work on further, what you think you excelled at, and what you would like the supervisor to know about your work. This should be detailed, and should be approximately 300-450 words. **Due M 12/8 by the end of the day**

All written and visual components of the project should be posted on the ePortfolio by the start of class, unless otherwise indicated. Additionally, some components should be brought to class for peer critique and group work.

Project #4 = 15% of your course grade  
Presentation = 5% of your course grade

Skills developed through this project:

- Descriptive writing
- Process writing
- Persuasive writing
- Oral communication
- Peer critique
- Information literacy
- Research skills
- Responding to outside sources
- Incorporating quotations
- Using citations
- Revision
- Reflective writing