Essay + Your Final Pitches

Dr Cui Su / 7 December 2012
c.su@soton.ac.uk

Essay - 50% of ADM Design 1

> 2000 words
> individual assignment

Essay - 50% of ADM Design 1

Knowledge + Understanding

> **Briefly introduce client**
  - why does your client need an epub?

Knowledge + Understanding

> **Target reader + supporting research**
  - Who is your reader?
  - What other media does he/she 'read'?
  - Where/when does the ePub fit into your reader's life and media environment?

Cognitive Thinking Skills

> **Comms Strategy I: What is your content strategy?**
  - Original or remixed content?
  - Live and social elements?

Knowledge + Understanding

  - What client aims does your epub serve?
  - What is the tone, story and why design it like that?

Essay - 50% of ADM Design 1

Cognitive
Thinking Skills

> Comms Strategy II: How are you promoting the ePub?

- Where are you going to tell your readers about the ePub?

- How are you going to motivate your reader to download and engage with your ePub?

Key Transferable
Skills

- How are you going to maintain and manage the live/social elements over time?

Key Transferable
Skills

> Team management

- Were there any differences in team opinions, designers versus managers? how did you manage this?

- Reflect briefly on the role you played in the team work

- *This is not the space to 'complain' abt your team mates, but to objectively examine the team work process, what you learnt from it and how you can improve future team work.*

Essay - 50% of ADM Design 1

Knowledge + Understanding

Key Transferable Skills

Cognitive Thinking Skills

OVERALL
* You should cite and reference theory or concepts or ideas mentioned throughout our lectures and seminars. e.g. Prosumers, remix, bricolage, cognitive surplus, etc.

* Use the debates in the Cui-Paul Road Show Double Act. Challenge your own assumptions in your writing.

Portfolio - 33% of MACD Design 1

> the ePublication
> supporting sketchbook
> written commentary

Portfolio - 33% of MACD Design 1

> the ePublication

• the iBooks file (not the iBooks Author file) submitted on USB/CD/DVD as part of portfolio in Studio

Portfolio - 33% of MACD Design 1

> supporting sketchbook

- doodles
- plans
- mockups
- annotated research - ePublications, artists, designers
- annotated readings - theory, analysis

Portfolio - 33% of MACD Design 1

> written commentary

- The strategy and the design
    - Theory and practice
- The problems and the 'solutions'
    - Affordances, problems and potential
- The process and the decisions
    - Practice-research

Portfolio - 33% of MACD Design 1

Knowledge and Understanding

Awareness and engagement with theories and persepctives on 'remix culture'

Cognitive skills

Self reflexive awareness of designing for and within ePublication and remix culture

Key transferrable skills

Innovative exploration of ePublication affordances

Your Pitch

Key Transferable
Skills

> Assessed part of ADM work so this should be led by ADM students. We assess:
- Your ability to communicate your ideas and work in a way that is clear, persuasive and engaging.
- Treat your audience as the 'client'. Think about what your client cares about and use that to frame and design your pitch 'story'.

> In the spirit of teamwork, MACD should participate in this presentation as well.

Your Pitch

Key Transferable
Skills

> 10-15 minutes presentation
> 10-15 minutes Q&A from 'client'
* time your pitch
* practice what you are going to say
* spell check!

> Feedback will be recorded and returned to groups on the same day.

Pitch Schedules

8 Jan 2013 MACD Studio
Group A - 10:30
Group B - 11:00
Group C - 11:30
Group D - 12:00
Lunch
Group E - 13:00
Group F - 13:30
Group G - 14:00

9 Jan 2013 MACD Studio
Group H - 10:30
Group I - 11:00
Group J - 11:30
Group K - 12:00
Lunch
Group L - 13:00
Group M - 13:30
Group N - 14:00