DECO3551 - URBAN MEDIA LAB (UML) – Suzhou/Shanghai

Assessment 2
Title: *STORYVILLE* **- Studio Project**

Due: End of studio (Friday 17 January 2020)
Assessment type: Project
Requires group work: Yes

Introduction
The commoditisation and ubiquity of personal computing have completely transformed the way citizens communicate, congregate, socialise, and structure their daily activities. Smartphone ownership, content streaming and social media engagement have become standard aspects of contemporary living, and digital storytelling has emerged as de facto mechanism for exchange of social experiences between people worldwide. From podcasts to Instagram stories or WeChat moments, from online video streaming to interactive public art, digital media has supported both distant education and hyperlocal knowledge sharing, boosted by the emergence of the citizen as content producer. Otherwise ordinary human stories are elevated to the category of ever-changing cultural artefacts co-created by large communities, connected around a topic, yet often spread out in time and space.

In parallel to that, the relentless rise of urban media since the turn of the century has dramatically transformed urban landscapes, the mechanisms for mass dissemination of information, and the social nature of public spaces. While still utilised in their majority for advertising purposes, screens and lighting technology hold a strong potential as platforms for the sharing of stories and memories about urban locations and communities, with important implications for cultural exchange, social harmony, playfulness and placemaking.

In light of that reality, the Urban Media Lab poses as a question: how can lighting and digital media work across different scales – from mobile phones to skyscraper's media facades – to tell local, personal stories within a very large metropolis?

Design Specifications and Industry Partner requirements
UML industry partner StrongLED have suggested that the projects produced will be considered in the context of an interactive media architecture project as per the visualisations below (Picture 1).

Picture 1 – StrongLED artist's impression of interactive media facade

Design Process Phases
Picture 1 represents a project StrongLED is preparing interaction infrastructure for with the clients requesting the set-up of a touch panel connected with the building and allowing for movement responsiveness. StrongLED are seeking UML involvement as below:

Phase 1 (Week 1 + weekend): Research and create the concepts, ideas, and distillation of interactive design narratives as storyboards derived from the project's preliminary and field research*.
**Phase 2 (Week 1 and 2):** Design and prototyping of interactive design narratives (StrongLED will provide all led or light knowledge and technical support)*.
Phase 3 (Week 2): Test using StrongLED facilities (StrongLED Lobby and/or lighting museum will be the testing platform – see Picture 2)*.
Phase 4 (Week 2): Project testing and exhibition^.

* Critiques will be held at the end of each design phase
^ StrongLED and tutors will nominate the most effective project/s from students designs for further development and implementation
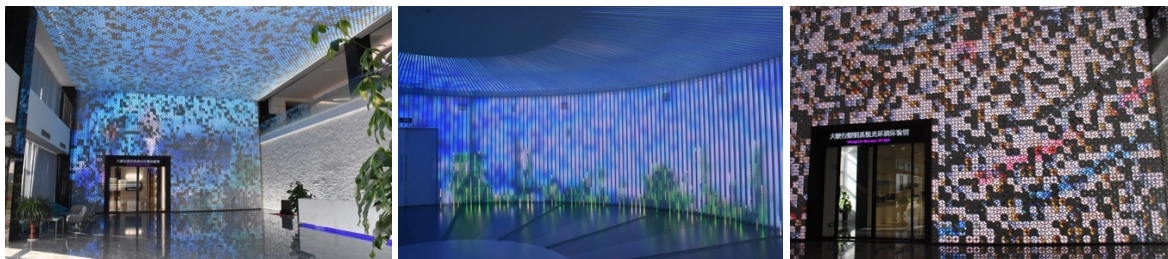
Picture 2 – StrongLED LED in house display facilities

Assessment Criteria

Research
Engage in and provide evidence of your research about design storytelling, media architecture, and interaction design in China's social, urban and cultural context. You are encouraged to access and engage with readings on design narratives and design as

storytelling, China, media architecture, interaction design, making and innovation, placemaking, design tactics, cities/urbanisation, and design theory.

Conceptual Development
The brief seeks innovative collaboratively developed design concepts and prototyped responses in areas (not limited to): interactive and responsive design interventions, experience and interactive design, place-making/digital place-making, speculative proposals, public art, media art, responsive media, sound art, data visualisation, apps/software design. You are encouraged to think about your response in terms of (1) the theme of design narratives and storytelling, (2) interactivity/responsiveness, (3) the processes of participatory design, urban narratives, rapid prototyping and placemaking, situating your practice in response to the site/s designated by the industry partner and cultural context.

Project Deliverables
Documentation of the project deliverables is open to include a range of experimental design prototypes, exploring filmic, interactive, animated, and graphic visualisations in response to the brief. Your deliverables should also seek to represent socially and culturally appropriate, and environmentally responsible outcomes that benefit, highlight or otherwise reference the emergent creative industries and/or traditional artisan practices in the contemporary Chinese world. Projects are due at the end of Week 2 for exhibition with evidence your design process and outcomes uploaded to Canvas for access and assessment by end of Week 2.

Presentation, Documentation and Participation
Testing and presentation of the works achieved by students using the StrongLED's facilities is the final goal of the project. In this process of realisation participants engage in the resolution of their, ideas, design solutions and/or interventions as curated work/s available for viewing by their peers, the public, and online. Groups will give a 5-minute presentation of their project outcomes. Provision will be made to exhibit the outcomes in the final days of the studio and subsequently in other contexts.

This is a Pass/Fail assessment. Below are the criteria for failure (not falling into that category means satisfying the requirements for passing).

	Fail criteria
Research	No evidence of research about the problem of using culturally appropriate, collaborative and interdisciplinary design processes as research methodologies to create interactive urban narratives; experimentation, observation, storytelling using journeys, film, audio-visual recordings and a range of design techniques and explorations is not evident. Individual and/or collaborative research contributing to the response to the brief is not evident.
Conceptual development	Design processes drawing on a range of morphological, interpretive, critical, emotional, experiential, and interactive strategies appropriate to conceptualising a design narrative suited to the urban media context have not been generated or explored; analysis and discussion of how the cultural and urban context and behaviours, interests and desires of people can influence the media that shape the urban fabric is not evident; relevant design processes, technologies and skills have not been applied in a collaborative context.
Project Deliverables	The project deliverables are incomplete; The brief has not been understood or has not been addressed; The approach is conventional and unoriginal. There are no discernible elements of innovation or experimentation.
Presentation, documentation, and participation	Project documentation is absent, incomplete or there are no supporting visual elements and the formatting is poor. Ideas are weak and not well communicated. Presentation is not completed or is messy and unprofessional. The relevant, print, digital files, prototypes, and/or models are incomplete or not present. Student has not participated in the studio discussion, studio research and fieldwork, peer evaluation and presentations.