

Day by Day planning P1 Commercial Practices Group O - updated 140219

(Please check P&R for exact times and locations)

Monday 18 feb	Tuesday 19 feb	Wednesday 20 feb	Thursday 21 feb	Friday 22 feb
<p>Kirsten: Kick-off - You will work collaboratively in groups of 4/5 students - Theory about Design Fiction and working with a <i>what-if/how else</i> questions - Start research theme based on the chosen what-if/how else scenario. - Analyze at least 1 case-study about Design Fictions in context of a Commercial Practice.</p> <p>Preparation: Read core readings from Dunne & Raby.</p> <p>Image & Sound Station: 13:00 introduction and tour of Image & Sound station</p>	<p>Loes: Research & Scenario - Start theme based research on the given what-if/how else question - Collect and structure your (analogue and digital) research - Applied research by using the speculative attitude to develop scenarios.</p>	<p>Loes: Sketching & Storyboard - Start visualising ideas by sketching, creating storyboards and/or building prototypes</p>	<p>Gabrielle: Media Strategy & planning of the design process Part 1: Introduction to Hotglue - Archiving the (visual)research process by using hotglue - Posting hotglue links on mywdka Part 2: choosing a medium and making a plan - dividing tasks, making a planning - In what way are you going to implement Image & Sound Station skills in your project?</p>	<p>Image & Sound Station deadline Pre-production plan Image and Sound station - Each team presents their production plan in Image and Sounds station to plan in the needed time and guidance. 15:00 – 17:00 possibility to work in Image & Sound Station according to plan</p>
February vacation 25 feb - 3 mar				
Monday 4 mar	Tuesday 5 mar	Wednesday 6 mar	Thursday 7 mar	Friday 8 mar
<p>Loes: Visualize and materialize - Presentation of your design to test it with the group and implement the given feedback - Idea development: How will you test your project with the target audience and get in touch with Gen Z (online/offline)?</p> <p>Image & Sound Station 12:00 – 18:00 possibility to work in Image & Sound station according to plan</p>	<p>Loes: User testing - Present a clear plan how to test your project with the target audience (Gen Z) - Preparations for user testing - document by the response of your audience</p> <p>Image & Sound Station 12:00 – 18:00 possibility to work in Image & Sound station according to plan</p>	<p>No classes Work independently with your group. - document the response of your audience and start to prepare the final presentation. Image & Sound Station 12:00 – 18:00 possibility to work in Image & Sound station according to plan</p>	<p>Gabrielle: Preparing final presentation - Working on finetuning the final presentations</p>	<p>Gabrielle and Kirsten: Final presentations and reflection Assessment: Pass/Fail practice project</p>