

PHYSICAL MEDIA - PROPOSAL FORMAT

Thinking through DOING and DOING through THINKING...

I encourage you to think of praxis as a means of thinking through doing AND theory, conceptualization and criticality as a practice of manufacturing thought through the creation of work. The flow of intuitive play requires a bridge of effort in dedicated practice powered by complimentary techniques of doing and thinking. Conceptual and technical expertise gives work its strength and as you engage in a passionate practice and the pleasure of play you are more profoundly connected to the flow of the learning process, as well as an engaged art/design practice.

You will be required to observe the context of the design (people/environment), as well as the design in the context (people/environment) you have designed for, making sure you integrate your observations into the prototype. Always seek to intellectualize both success and failure (what can I do better?)

This is a guideline, feel free to add/subtract to/from this, for example you may want your proposal to be more in line with a game design document. Please include visual material where relevant: logo/branding, sketches/diagrams/images, content from research.

The proposal must be clear, articulate and address potential problems and solutions for design thought through prototyping.

Title:

Artist/Designer(s):

Contact Info.:

Date:

Exciting One Sentence Description:

Design Problem:

Solution/Basic Goal/Objectives:

Target Audience/Demographic/Context (How is this appealing to them?):

Full Description/Project Summary:

Detailed Description of Prototype (How it works, what it does, who uses it and what it accomplishes, how will you qualify success?):

Interface/Interaction:

Audio-Visual-Interactive Style:

Research/background/similar work:

URL/video examples:

Other Aspects of the Project Production:

Timeline/Production Schedule:

Means of Public Presentation/Distribution of Work:

Technical Research (sensors, actuators, tools, techniques, etc.):

Budgetary Needs:

Technical Needs:

Biographies of Key People, Examples of Previous Successes, etc.:

