

Syllabus: Show and Tell

Nancy Hechinger

Tuesdays 3:30-6 p.m.

nh19@nyu.edu

There is no shortage of great ideas and projects at ITP. But there is often a shortage of class time to thoroughly develop a concept for a project and to communicate effectively about in writing or orally in presentations. At some point you are going to have to pitch your projects to people outside ITP and this studio will help you gain the skills you will need. This studio is a complement to a production class—each student brings a project from another class—we take the time, often lacking in class, to learn how to focus an idea in a workable concept, and to practice and experiment with ways to present it. It can also be used as a pre-thesis class. Many 2nd Years already know what they want to do for their thesis and can take the time in this class to develop their concept and do more extensive research than you would be able to do in the 14 week thesis semester.

In addition to concept development, you will learn to develop your own voice in all your communications. Until you have an actual product, you are the product, so it is important to be able to convey your personality, intelligence and commitment in all that you do. Writing is critical to thinking and design. So the writing you do helps you hone and clarify your concept and lay the basis for a smoother, more effective design and development process. We will work on the structure of presentations, public speaking techniques, how to write and design engaging and memorable presentations. We also work on written communication, which may include: grant writing, artist's statements, and proposals.

The specific assignments after the first few will be tailored to each student. One may want to do research, another write a grant, another a business plan. The single most important part of this course is the interaction and collegiality of the students in the class. Each student's participation as a critical friend and good listener—honest, fair, constructive—is key and counts for half your grade. A good part of the class is conversation and discussion.

Here's the plan for the first four classes. Assignments for the rest of the course will be adapted to fit the needs of the class. Most classes will be a combination of discussion and presentation. Often the assignments will be individual, because you will all be doing different kind of work. Some of you may want to write a grant, others a business plan, others instructions, etc. I'll give you any reading you need to do as a class. The first half of the semester the focus is on concept development and writing; the second half the primary focus is presentation. That said, it's a flexible, studio class. It can change to meet your needs. For example, if enough of you are interested, I'll bring in a speaker who's an investor in start-ups who you can grill.

When you have a written assignment, I want you to post it to the class blog by 9p.m. the Monday before class. Then I will have time to look at it and give you comments before we meet. I will do extensive comments on the writing—in hard copy, private. You will also be expected to do some peer editing. We will talk about that in class.

Class 1: 9/2

Overview

Introductions: Name and Project (5 minutes, 5 minutes discussion)

Assignment:

Every name has a story....Present yours, however you want (5 min max.)

Write the dream review of your project from the dream magazine/paper.

Class 2: (9/9)

Name Presentations & Discussion

Reviews Review

Thinking Exercise

Assignment:

Finding your own voice:

Read an essay (handout), write your own (2-3 pages)(bring 2 hard copies to class)

Develop a research brief : what else is out there like your idea? what do you need to know to so your project? how you are going to find out what you need to know?

Class 3 (9/16)

Essay Reading and Review

Research Swap Meet: What do you need to know for your project?

Hear what people heard

Assignment:

Write a Business Letter:

Prepare a 3-5 minute presentation of your project so far. It should consist of the following:

- Elevator statement (what it is)
- Statement of Purpose (why you are doing it, so what?,
- Methodology (how are you going to do it)
- Elevator drawing (what it feels like, what are the challenges).

Class 4 (9/23)

Presentations
Business Letter Discussion
Character Development/Scenario Discussion

Assignment:

Write a Character Sketch & Scenario for your project

Class 5 (9/30)

Work in small groups to review scenarios.
Character reviews

Assignment:

Individual...

Will update as the semester proceeds...

Class 6 (10/7)

Class 7 (10/21)

Class 8 (10/28)

Extem

Class 9 (11/4) VOTE!!!

Class 10 (11/11)

Class 11 (11/18)

Class 12 (11/25)

Class 13 (12/2)

Class 14 (12/9)