

Syllabus: Show and Tell

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Tuesdays 12:30-3

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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 it 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 into 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 they'd would be able to do in the 14-week thesis semester.

In addition to concept development, you will learn to develop your voice in communicating your ideas to others. 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: in writing and in presentations.

We will focus on writing in as part of the design process, as well as an essential part of communicating your idea to the outside world (which includes potential funders—investors, granters. Writing is critical to thinking and design. You can use it to hone and clarify your ideas and lay the basis for a smoother, more effective design and development process. Writing to communicate to the outside world covers everything from a business letter to introduce yourself and your idea to a personal/artists statement, a grant application or business plan.

We will work constantly on presentation—the structure of presentations, public speaking techniques, how to write and design engaging and memorable presentations.

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.

→Your grade in this class reflects this importance: 50% on class participation, 45% on your work, 5% on your self-evaluation and plan. Also more than 3 unexcused latenesses or absences, *before the class*, is cause for failure.

Here's the general plan for the classes—it will change depending on your interests and needs. Assignments for most of the course will be adapted to fit the needs of the class and each student.. 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. reading you need to do as a class will be given to you. During the last month of the term the focus will be on writing and delivering a final presentation.

Class 1: 9/2

Overview

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

Assignment: Finding Your Own Voice, part I

Every name has a story....Present yours, however you want

Write the dream review of your project from the dream magazine/journal/blog

Battle Decks (<http://www.youtube.com/watch?v=n7hlyC7NPUc>)

Class 2: (9/15)

Name Presentations

BattleDeck Presentations

Assignment: Finding Your Own Voice, part II

Read an essay (hand-out),write your own (2-3 pp)

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

Class 3 (9/22)

Thinking Exercise

Research Swap Meet

Hear what you said

Assignment:

Write a Business Letter

Prepare a 3-5 minute presentation of your project so far. It should consists 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 (9/29)

Presentations

Business Letter Discussion

Character Development/ Scenario Discussion

Assignment:

Make a character collage/sketch

Write a Scenario

Write a Business Letter, Get a meeting

Individual Assignments

Class 5 (10/6)

Work in small groups to review scenarios

Character Show

Assignment:

Individual Project Work

Class 6-12

Presentations/ Discussions

Assignments:

Individual

Class 13 & 14

Final presentations

Assignment

Revise writing packet based on feedback (to include: project summary, personal statement, and scenario).