1) identify the setting and form you want to design for?

*magazine, website or PBS-type show  
- i.e. Scientific-American

*science cafe - NOVA

http://www.sciencecafes.org/what.html  
http://www.pbs.org/wgbh/nova/sciencenow/dispatches/070405.html  
-use 2D visuals and 3D animation in supportive capacity to guest scientist

*starbucks
- bringing science to the masses  
- visuals - coffee sleeves, mugs, DNA/chromatin candy

2) identify at least one good (or not so good) example that could be applied to your own data presentation (we will do more of this in assignment)

A nice, emotional piece....like the organic quality vs. the round, globular stuff when been seeing....
http://www.youtube.com/watch?v=E8NHcQesYl8&feature=related  
http://www.youtube.com/watch?v=49fmm2WoWBs&feature=related

http://www.youtube.com/watch?v=IUESmHDrN40

This simple style might works well f/our visualizations...
http://www.youtube.com/watch?v=OStl5pniHPA&NR=1

The many forms of helicase...
http://www.youtube.com/watch?v=teV62zrm2P0&feature=related

Big nucs....
http://www.youtube.com/watch?v=yQ-GvPJH8T4&NR=1

Educational---corny but bringing it to the people--
http://www.youtube.com/watch?v=XuUpnAz5y1g&feature=related

Maybe we can do 'model your chormatin' contest at Starbucks :) People would learn about this stuff in the process of trying to win. (Ok, I'm only halfway kidding)

http://www.youtube.com/watch?v=SosD_bWWI7M&NR=1
3) give examples of how this setting and format might relate to the information needs and desires of audiences in your setting

These forms and settings would appeal to lay people interested in science i.e. people who read the NY Times science section or regularly watch NOVA, etc. People have a growing curiosity about their body, environment and the world around them--kids and adults, young and old.

4) Share and get feedback on your draft production plan

**small project:** 2D visuals
something visually interesting but not necessarily scientifically accurate i.e. Starbucks

- layout/mockup

- create visual elements and text

**large project:** simulation/animation
more scientifically accurate w/elements Tamar can use for her presentations

- storyboard

- setup
  - skeleton
  - texture
  - cameras and lighting

- animate

- render