

Visual Storytelling PhD course

Instructions for part 3: The project

Here is a tentative timeline indicating how the remainder of the course will play out.

- Aug 27 Form project groups based on desire to work together, and/or on shared interest. The ideal would be for each project group to have members representing more than one discipline (“tech”, “content”, “design” – loosely speaking), and to have a total of no more than four project groups.
- Aug 27 Formulate an overall direction for the group’s work. Can be quite vague and open at this stage, but should capture the initial intention and shared goal.
- Aug 30 Ingrid and Jonas assign a faculty supervisor to each group.
- Early Sep Supervisor initiates first meeting with group at the earliest convenience to make a project plan with activities and dates, built around the following milestones.
- Late Sep **Brief:** Who (audience), What (message) and Why (intended effects).
- Late Oct **Concept:** An answer to the question “How might we communicate the message to the audience with the intended effects?”
- Early Dec **Selective detailing:** Key parts of the story and/or key use scenarios worked out in sufficient detail to form the basis for production.
- Early Jan **Presentation:** Create an effective visual or audiovisual presentation of the overall concept, the selected detailed parts and the reasoning behind your design decisions.

Part 3 of the course ends with an event in mid-January 2022 (exact date and format TBD) where the groups present their work and we celebrate the conclusion of the course.