

MEDIA LAB

THE DECK / PROJECT PROPOSAL (15%)
VISION STATEMENT (5%)

GUIDELINES

A Vision Statement, also referred to as an Artist Statement, is the unique vision that shapes the way you express yourself creatively. A worldview, a life philosophy, an aesthetic sensibility, influences all form of creative expression. A statement helps articulate what the artist's intentions as they envision the completed work or the kind of outcomes they may expect or anticipate through a creative process. This statement may refer to one project, or a body of work, reflecting a personal and authentic perspective. It's not so much about describing the project, as it is about describing its essence, its *meaning and theme*, as well as your *intentions* in creating it. What kind of ideas, inspirations, beliefs, or observations might motivate your work? Why do you think it's important to experience the work you propose to make?

This document will change, mature and evolve over the course of the term and may be revised at the end of the production. It should be posted in your About page of you Blog.

300 words.

VISION / ARTIST STATEMENT

ARTIST STAMENTS EXAMPLES & GUIDELINES

[ARTIST STATEMENT GUIDELINES](#)

EXAMPLE

Millie Wilson - Artist Statement

I think of my installations as unfinished inventories of fragments: objects, drawings, paintings, photographs, and other inventions. They are improvisational sites in which the constructed and the ready-made are used to question our making of the world through language and knowledge. My arrangements are schematic, inviting the viewer to move into a space of speculation. I rely on our desires for beauty, poetics and seduction.

The work thus far has used the frame of the museum to propose a secret history of modernity, and in the process, point to stereotypes of difference, which are hidden in plain sight. I have found the histories of surrealism and minimalism to be useful in the rearranging of received ideas. The objects I make are placed in the canon of modernist art, in hopes of making visible what is overlooked in the historicizing of the artist. This project has always been grounded in pleasure and aesthetics.

Why a Project Proposal?

In preparation for any media project, writers, creators, directors develop a document that is meant to best illustrate their intentions, vision, and methods of executing the project. By elaborating their ideas on paper, creators begin to more clearly articulate and envision their finished concept. The proposal is meant to provide the person reading it a clear, in depth and engaging presentation of the project. The reader may be a future collaborator, a university, a funding agency, and so on. While concepts, ideas, and aspects of the project are expected to evolved from what is proposed here, the proposal should provide coherent intentions and a unified vision.

A proposal is as good as the way in which it is organized. Here is a list of each heading you need to develop in your proposal:

- Project Summary
 - Themes
 - The universe
 - Visualization
 - Script / Flowchart OR Online
 - Moodboard
 - Sound Design
 - List of hardware and software
-

MEDIA LAB PROPOSAL

TITLE

LOG LINE - In one sentence clearly identify the theme, genre, media format, and general storyline.

SYNOPSIS - Summarize the storyline. Whether you are working with a traditional script, or experimental new media, summarize in a few sentences, the story you want to tell and how you intend to tell it.

PROJECT SUMMARY

THEME(S)

Define the Project's main theme(s) and elaborate on how you intend to explore these in the work:

- ▶ What is your project's theme? In a few sentences, describe the core or central idea that drives the project. How is this project exploring the theme of artificial intelligence and consciousness?

250-300 words

THEME(S)

TONE & ATMOSPHERE

The universe, or world, has an internal logic, rules of its own, that establish and set the tone for what can and cannot happen within this world.

Define the tone / atmosphere of the media work? What are the various aspects (sound, print, script, text, etc) that help establish and create the tone of the work? Define the internal logic of this world in a few sentences.

200 words

THE UNIVERSE

Using **Canva** (canva.com) create a visual landscape of your storyline. Rather than a conventional, linear script, create a visualization of your ideas that are going to shape your story.

How might that look using visual graphs and images rather than textual descriptions and traditional scripts? The visual document may take the form of a poster or infographics and represent the ideas that will shape the story you intend to tell and research questions you intend to focus on in telling this story. How might you create a visual snapshot of the core concepts and themes that are central, those that are secondary, and so on. How can this process of visualization reflect your core ideas, before moving forward with a more traditional script?

[See examples below]

VISUALIZING THE STORY



KICK-ASS STORYTELLING STEPS TO BRING OUT YOUR AND YOUR AUDIENCE'S SUPERHERO

"STORY" MEANS CONNECTING WITH YOUR AUDIENCE EMOTIONALLY. THEY CREATE MEANING + CUT THROUGH YOUR AUDIENCE'S RATIONAL FILTER IN WAYS FACTS CANNOT. HERE'S HOW TO ROCK STORYTELLING LIKE A SUPERHERO!

1. YOUR PROTAGONIST

BE CLEAR ON WHO THE HERO IS. IS IT YOUR COMPANY OR YOUR CUSTOMER? YOUR IDEAL AUDIENCE SHOULD SEE THEMSELVES IN THIS ROLE!

2. THE CHALLENGE

WHAT IS THE OBSTACLE THAT YOUR PROTAGONIST FACES? THAT IS YOUR VILLAIN! FOCUS ON A BIG PROBLEM YOU SOLVE FOR IDEAL CUSTOMERS, NOT YOUR PRODUCTS.

3. THE PLOT/ACTION

WHERE IS THE CONFLICT? YOUR PROTAGONIST WAGES BATTLE AGAINST THE VILLAIN + THE PLOT THICKENS...

4. THE SOLUTION

BIFF THE FIX - YOUR COMPANY CAN BE THE HERO OR SIDEKICK TO YOUR CUSTOMER. FOR THE LATTER, FOCUS ON HOW YOUR SOLUTION MADE YOUR CUSTOMER A HERO!

5. CHANGE

THE MOST IMPORTANT PART: YOUR CUSTOMER DEFEATS THE VILLAIN. WHAT DID YOUR PRODUCT ENABLE HIM/HER TO DO BETTER BEYOND THE OBVIOUS (TIME, MONEY, PRODUCTIVITY)? INCLUDE PERSONAL BENEFITS LIKE REPUTATION, VISIBILITY, LOWER RISK.

YOUR 'STORY' ISN'T ABOUT YOUR PRODUCTS + SERVICES. A GREAT STORY IS ABOUT HOW YOUR OFFERINGS MAKE PEOPLES' LIVES BETTER, SIMPLER, + MORE SUCCESSFUL. MAKE CUSTOMERS LOOK GREAT + YOU BECOME A HERO, TOO!

TO SUM IT ALL UP...

"I turn marketing about companies, customers, and products into compelling superhero stories."

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with Kathy Klotz-Guest

FADE IN

INT. CLASSROOM - DAY

ROWDY TEENAGERS toss insults at one another along with wads of paper. If they weren't sitting on desks, this could be a mall cafeteria. But then--

SCREECH! Fingernails are dragged across a chalkboard, demanding everyone's sudden attention.

A scrawny TEACHER (30s) stands in the front of the room. He blows CHALK DUST from his nails like it was smoke from a gun.

TEACHER
Well, hello there, y'all. My name is Mister Pubblenapple. But you can call me Boss.

Silence. One of the students, JIM (16), starts to LAUGH. His energy is contagious and soon the whole room is in an uproar.

TEACHER (CONT'D)
I'm gonna count down from three. If I hit zero and I still hear noise, you will all be very, very sorry.

JIM
What are you gonna do...horr...us to death?

He fist-bumps HENDERSON (16) beside him, as--

TEACHER
Three. Two. Two-and-a-half.

HENDERSON
(mimicking)
You will be sorry!

TEACHER
One. Zero.

The kids are just as loud as ever. Teacher HESITATES, then pulls out something that's been hidden behind his belt: A GLOCK 9.

Before the students can react, he FIRES into the CEILING: BLAM!!

INT. PRINCIPAL'S OFFICE DAY

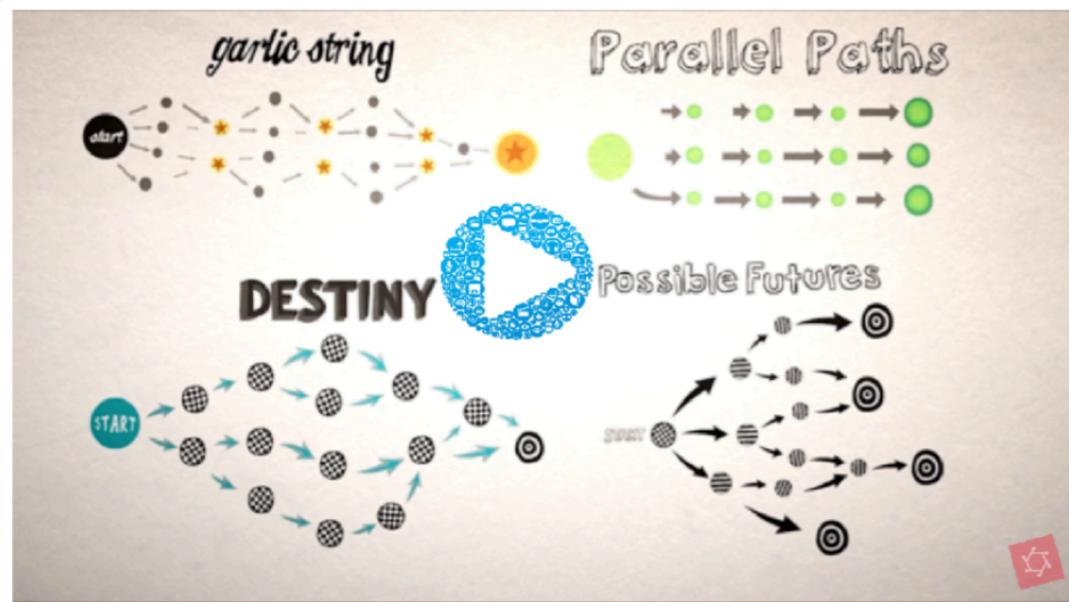
PRINCIPAL SCHMIDT (50s) shoots awake at his desk, reacting to the GUN SHOT.

If you are shooting traditional video format, submit a **completed script** for fictional projects.

SCRIPT

STORY DESIGN

ARCHITECTURE & NAVIGATION



Copyrighted Material

Branching and Nodes

A very basic type of interactive structure often found in early game design involves a basic type of choice between user and interface. Each point of choice is called a node and the path between each is called a branch. While simple to start, direct branching tends to waste unused paths and can grow out of control for long form interactive structures.



For those working on an interactive website, design a flowchart or diagram of the site's architecture and navigational flow.

FLOWCHART / DIAGRAM

Multimedia Production Project Proposal

For those working with other formats describe your project in a detailed outline, how you intend to tell your story, and how the finished work will be shown / displayed.

OUTLINE

Topic

I will design instructional material that will support an introduction to Latin nouns, and that can be adapted to teaching any ancient or modern language that has a case system (such as German, Greek, Icelandic, Russian, Irish, etc.). For the sake of manageability, I will limit my scope to one category of Latin nouns: the first declension. Since the first declension is often the first topic that Latin classes cover, and so introduces a range of important concepts and skills, it is essential that learners receive effective, well-supported instruction on the subject to ensure their future success.

Target Audience

The target audience for this instructional material will be homeschooled learners in Grades 3-5. Latin is a popular subject among this population, who perceive its benefits for understanding the roots of English words, and for learning more about grammatical structure. Several programs exist that target this group (e.g. Latin's Not So Tough, Latina Christiana), yet none of them make extensive use of multimedia or interactivity, which means that there is a gap in the market for a more engaging, effective program. This gap becomes even more evident, when we considered that most parents of home-schooled learners do not have a background in Latin, and so are dependent on the materials they receive. As a result, it is crucial to make rich, robust, accurate materials available to them.

Objectives

- The learners will be able to name the six cases of Latin nouns, and identify their primary grammatical functions.
- The learners will be able to identify the case-endings for nouns in the first declension.
- The learners will be able to decline a noun in the first declension by identifying its root and selecting the appropriate ending.

Note: For the purposes of this class, I will only be developing the materials for the nominative and accusative cases.

Product One: Illustration

I have designed an illustration that introduces learners to the vocabulary that they will use in the subsequent lesson. The illustration draws from a list of nouns in the first declension, and brings them to life through vivid, colorful depictions of people, creatures, and objects. This illustration supports all three objectives, as it provides pretraining for the subsequent lesson. It enables learners to become comfortable with the unfamiliar vocabulary before they are

The Mood board is meant to reflect your project's a look and feel, provide a sense of visual direction, tone, and style. Since images are not yet produced for the project, makers often collect stock images, or book references to paintings, often the Renaissance for the quality and detail in how they used lighting. collect images on board (see canva.com). This will help you visualize the look and feel of the piece. A mood board will help establish the visual direction of the project. While a moodboard may change with a the project's designer input along the way it has become part of the writer's job to "visualize" the world he intends to develop and write. Filmmakers, cinematographers and designers often refer to classical art forms in painting, sculpture and design as inspirations for their own vision.

Also see:

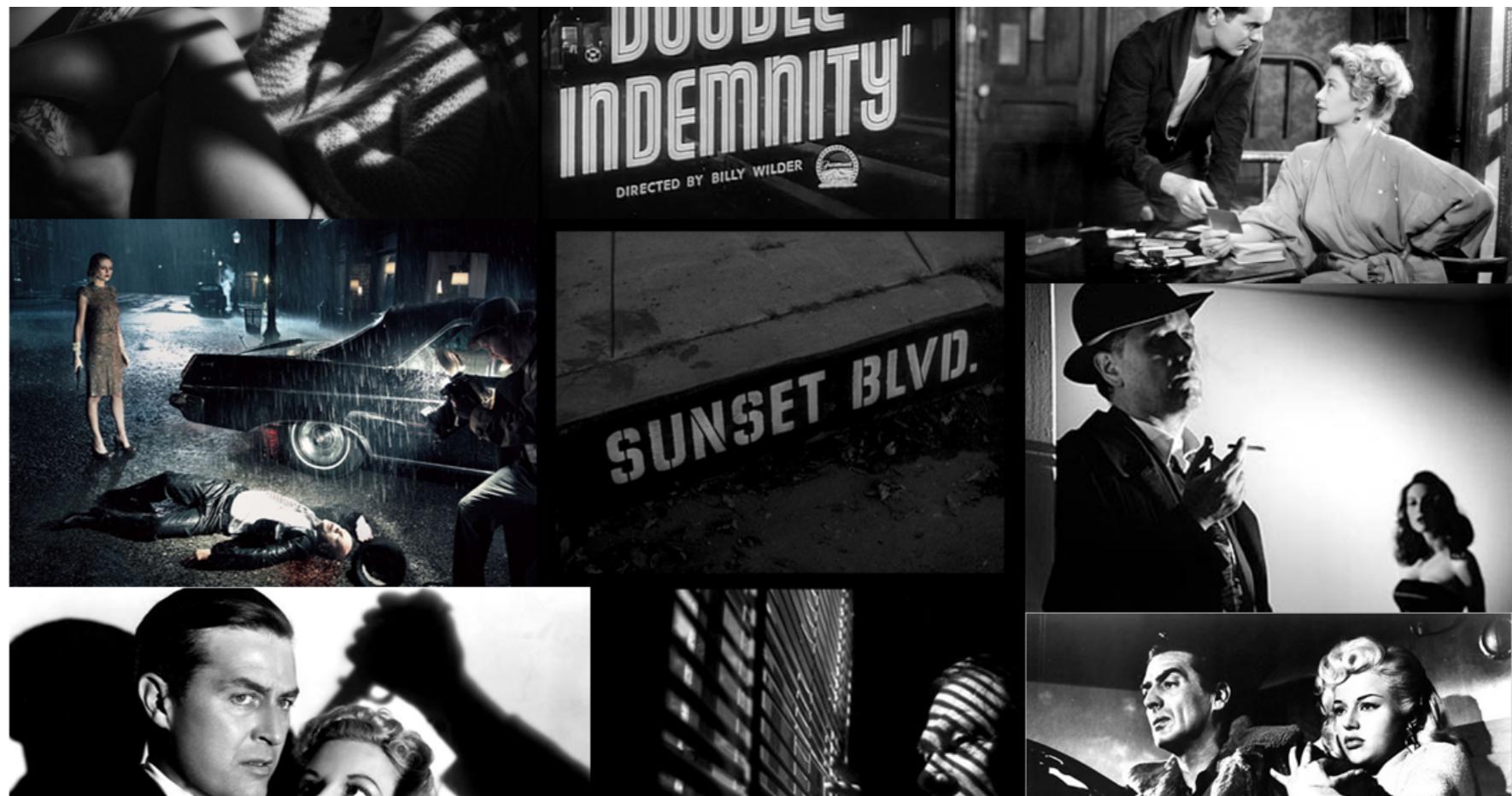
[Colour Palettes](#)

[StoryBoard FX _ The Bridge](#)

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Also see:

[Colour Palettes](#)



MOOD BOARD



MOOD BOARD / LOOK & FEEL



SOUNDSCAPE

Discuss the qualities of the soundtrack you intend to produce.

Describe the overall tone, mood, characteristics and unique qualities of the soundtrack. How does it support your story's ideas and narrative design? Is the soundscape conventional, experimental, ambient, abstract, realistic? Can you identify a genre, style, or source of influence as a way of elaborating on your descriptions?

150-200 words

NO COMMERCIAL MUSIC.

For further insight go to: [Attention, Filmmakers: Here's How to Talk Sound Design](#) by Dallas Taylor

SOUND DESIGN

LIST THE MEDIA

Provide a detailed list of the hardware and software you intend to use to produce your project.

THE MEDIA: AUDIO & VISUAL