idea**DECK**

INSTRUCTIONS

general instructions

Idea Deck is an ideation and rapid prototyping tool and can be played in a variety of different ways. It is designed to generate scholarly media-based project ideas, to challenge with unexpected design constraints and to creatively explore a variety of platforms through critical thinking and play. It may be utilized individually or in a classroom situation. Use the obstruction and structure cards to spark and imagine new project ideas with an already existing topic, or use all three categories to create a new multimedia project. A suggested classroom activity is included for a beginner level media scholar/practitioner, but creative combinations of the cards are highly encouraged to fit the needs of the players.

topic: A subject, theme or question on which to base the main argument and content of a project. Topics are intended to be open-ended and promote multiple perspectives and ways of looking at the subject.

obstruction: An obstacle designed to facilitate critical thinking about the relationship between the topic and structure of the project. Obstructions can be incorporated in literal ways or they can be used as guiding metaphors or thematic elements of the project.

structure: A framework that when arranged, organized or built allows the project to stand on its own. Structures might be specific technologies or conceptual parameters designed to promote questions of platform specificity. The platform might be singular or multimodal, but it should encourage creative ways of engaging with technologies and the project topic.

wildcard: Blank cards indicate wildcards and may be customized by the individual/group.

ideaDECK

TOPIC

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inequality on a global scale

TOPIC

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conspiracy theory that the American government is actively engaged in activities that are not in the best interest of its citizens

TOPIC

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materialism

TOPIC

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globalization

TOPIC

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corporate corruption and capitalism

TOPIC

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racism in the United States

TOPIC

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technology is the great equalizer?

TOPIC

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climate change

TOPIC

technology and social good

TOPIC

memory

TOPIC

immigration

TOPIC

media representations behind
and in front of the camera

TOPIC

technology and community building

TOPIC

hacking as activism

TOPIC

global health

TOPIC

education

TOPIC

art

TOPIC

capitalism and social good	accumulation of wealth as a problematic value system	alien existence
───────────	───────────	───────────
TOPIC	**TOPIC**	**TOPIC**

campaign to make the world a better place	reimagining the digital divide	torture
───────────	───────────	───────────
TOPIC	**TOPIC**	**TOPIC**

create a new urban myth	advocate an alternative value system	reimagine America as a matriarchal culture
───────────	───────────	───────────
TOPIC	**TOPIC**	**TOPIC**

resolve tensions between
the U.S. and …

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TOPIC

nostalgia

——————

TOPIC

privacy

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TOPIC

power relations

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TOPIC

gender inequality

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TOPIC

"Religious Freedom" laws

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TOPIC

internet service providers should
treat all data and internet traffic
equally (net neutrality)?

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TOPIC

controversies surrounding gaming

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TOPIC

design a new habit

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TOPIC

idea**DECK**

O B S T R U C T I O N

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sound

O B S T R U C T I O N

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text

O B S T R U C T I O N

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hyperlinks

O B S T R U C T I O N

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interviews

O B S T R U C T I O N

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data

O B S T R U C T I O N

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immersion

O B S T R U C T I O N

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screens

O B S T R U C T I O N

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the side of a building

O B S T R U C T I O N

touchscreens

OBSTRUCTION

smart phone

OBSTRUCTION

facebook

OBSTRUCTION

twitter

OBSTRUCTION

instagram

OBSTRUCTION

pinterest

OBSTRUCTION

database

OBSTRUCTION

personal stories

OBSTRUCTION

expert accounts

OBSTRUCTION

comic book

OBSTRUCTION

present multiple
perspectives

OBSTRUCTION

performance

OBSTRUCTION

physical environment

OBSTRUCTION

cards

OBSTRUCTION

wearable technology

OBSTRUCTION

monologue

OBSTRUCTION

cross-cut

OBSTRUCTION

multi-player

OBSTRUCTION

non-narrative	QR codes	dice
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OBSTRUCTION	**OBSTRUCTION**	**OBSTRUCTION**
completely dark room	VR glasses	fitband
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OBSTRUCTION	**OBSTRUCTION**	**OBSTRUCTION**
voiceover	a cat	Go Pro
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OBSTRUCTION	**OBSTRUCTION**	**OBSTRUCTION**

ideaDECK

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STRUCTURE

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graphic novel

A book made up of comics content. Novel is a broad term and can include fiction, nonfiction or anthologized works.

STRUCTURE

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video

Moving visual images, either narrative or non-narrative.

STRUCTURE

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still image

A single or series of static images.

STRUCTURE

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transmedia (with 3 platforms)

A narrative or story evolving across multiple media platforms (analog or digital). Transmedia narratives often require a degree of audience participation and use platforms that are best suited for the content and interaction with the audience.

STRUCTURE

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infographic

A still-image based graphic representation of information, data or knowledge designed to clearly represent complex ideas in simple graphic form.

STRUCTURE

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augmented reality

A view of a real world environment whose elements are augmented by a screen experience (such as tablet, smart phone) in which information about an object, text or environment can be overlaid on the real world (e.g. text, graphics, sound, video or GPS data).

STRUCTURE

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virtual reality (VR)/immersive environment

A computer simulated environment that can simulate presence in the real world or imagined spaces. VR can create sensory experiences, which include virtual taste, smell, sound and touch. VR systems can be worn on the body (as glasses, helmet or suit) or can be respresented through screens.

STRUCTURE

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sound only

The entire experience must use sound as the only sensory experience for the player/user/audience to engage with the project.

STRUCTURE

interactive architecture

Using architectural structures and media to build directional relationships and story. Interactive architecture can include responsive environments, robotics and kinetic structures, multi-sensory interfaces, wearable computing, performance and choreography.

STRUCTURE

imagine using 4 large touch screens

Touch screens allow a user to give input or control information through simple or multi-touch gestures by touching the screen with a special stylus and/or one or more fingers.

STRUCTURE

social media campaign

Use web 2.0 tools to engender community around a specific topic or issue. Common social media tools can include social networking tools, search engines, image, video and music sharing sites, wikis and blogs.

STRUCTURE

speculative fiction

Design used to speculate how things could be. Speculative fiction is designed to create discussion and imagine solutions about alternative ways of being.

STRUCTURE

3d printing

Process of making and printing a physical object from a three dimensional digital model.

STRUCTURE

tangible computing/ TUI (tangible user interface)

A person interacts with digital information through the physical environment, physical objects and/or architectural surfaces.

STRUCTURE

interactive narrative

A form of interactive experience in which users create or influence a storyline through their actions.

STRUCTURE

physical installation

Art/object/media that is created, constructed or installed on a site where it is exhibited, often exploring boundaries between space, media and the individual.

STRUCTURE

interactive theater

A performative mode that incorporates play, interactivity and spectacle into live theater. Interactive theater productions are often immersive and can potentially break the fourth wall and incorporate the spectator as part of the performance. Non-traditional and public spaces are often used to expand upon the potentials of interactivity and performance in these theater productions.

STRUCTURE

mobile app

A computer program designed to run on mobile devices such as smart phones and computer tablets.

STRUCTURE

game

A form of play or sport played according to rules and decided by skill, strategy, strength or luck.

STRUCTURE

analog

The experience must be produced through non-digital (non-computer) means. Pen and paper as well as mechanical robotics can be forms of analog production as long as they do not use digital computation to generate utility.

STRUCTURE

dynamic data visualization

The visualization of data in a dynamic or interactive form. Dynamic visualizations can be interactive and/or animated. Interaction can range from web interaction to scrollover events.

STRUCTURE

ARG (Alternate Reality Game)

A game environment that incorporates a group of people and fictional elements in conjunction with the real world to create an interactive cross-media experience to solve a mystery or problem. The narrative is influenced by the players' ideas or actions.

STRUCTURE

interactive documentary

A form of interactive nonfiction that allows users to make choices affecting the focus and duration of content to be viewed.

STRUCTURE

database narrative

A computationally enabled form of storytelling that emphasizes the processes of selection and combination enacted by users within a field of narrative possibilities. One example is the video-based software Korsakov.

STRUCTURE

website

A set of interconnected webpages regarded as a single entity that is connected to the internet.

STRUCTURE

computer program

A sequence of instructions, written to perform a specified task with a computer.

STRUCTURE

algorithm

Self-contained step-by-step set of
operations or procedure to perform
quantitative tasks that demonstrate what would not
otherwise be able to be seen or known by human
cognition or perception about an object, text
or aspect of culture.

STRUCTURE

autobiography

An account of a person's life written
by that person which reveals
identity and subjectivity through personal
experience, memory and
affect.

STRUCTURE

e-book

Electronic version of a printed book that can be read
on a computer or handheld device and designed
specifically for this purpose. E-books usually
incorporate some level of interactivity.

STRUCTURE

PSA (public service announcement/ad)

Messages in the public interest disseminated by the
media with the objective of raising awareness, changing
public attitudes and behavior towards a social issue.

STRUCTURE

crowdfunding platform

Use a platform like Kickstarter to market
and generate interest in the project.

STRUCTURE

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