Exam assignment

X AND THE TECHNOLOGICAL HORIZON

Image: Dick Tracy strip cartoon (Chester Gould, 1952) from http://en.wikipedia.org/wiki/Dick_Tracy. The cartoon ran 1931–77. The fictional detective's wristwatch radio-phone was introduced in January 1946.

1   **Aims** In this, the only exam assignment for this course, you are asked to make a booklet called *X and the Technological Horizon* or, if you are writing in Italian, something like *X e l'orizzonte tecnologico* (where *X* is a design field). For example: *Vehicle Design and the Technological Horizon*, or *La stampa e l'orizzonte tecnologico*. The assignment allows you to:

• Show that you have understood about computing and telecommunication technologies, and how they are used in design

• Give you practice in constructing studious publications, like your final thesis report for instance

• Have in your design portfolio (for potential clients and employers) an interesting, well-designed and well-made publication.

So in the exam we will especially appreciate: intelligent research into the current use of advanced technology in a field of design and/or production; imaginative prediction about that field's technological future; independent thought, and hopefully some originality and wit; clear and concise description and explanation; images which communicate ideas directly and stylishly; the standard instruments of studious publications (contents list, citation tags, sources list, etc.); pages showing carefully considered graphic and typographic design; a booklet which a pleasure to see, hold and use.

2   **Assignment**

1   Choose one of these design/production fields:

• The design and/or production of clothes
• The design and/or production of interactive services
• The design and/or production of performance (theatre, music, film, games etc.)
• The design and/or production of print (books, newspapers, posters etc.)
• The design and/or production of products for the home
• The design and/or production of products for work
• The design and/or production of vehicles.

or another design/production field which interests you

2   Plan, write and design an illustrated booklet which:

• Describes the current advanced use of computing and telecommunication technologies in this design/production field
• Explains, in the context of their use in this field, how these technologies work
• Predicts the future use of computing and telecommunication technologies in this field.

In other words: research, explain, imagine

3   Make a sources list (often called a 'bibliography' if it lists only printed publications) of where you found your information

4   Number each page, or at least each double-page spread

5   Design a front cover, and perhaps a back cover

6   Print and bind *(rilegare)* the booklet

7   Make a PDF version on a CD (optional: you can instead email a PDF to ptabor@iuav.it if you prefer).

3	**Recommendations** For easy legibility, many people think that the average width of a text column should be about 13 words (say, between 11 and 15). If the text is much narrower, the eye must zig-zag too often; if much wider, it must swing too widely from left to right and back again.

Try to be personal and critical. If your field is music production, for instance, tell the reader why you are interested in this, whether you have some experience of it, what new music technologies you find useful, what not so useful.

Illustrated publications are usually either text-led (the reader reads the text as a continuous story; the images, although essential, are peripheral) or image-led (the reader 'reads' the images as a story; the text, though essential, is basically extended captions *[didiscalie]* to the images)*.* Both types are legitimate, but you should probably decide which will predominate in your booklet.

4	**Form and structure** A single page of the booklet, oriented vertically or horizontally, <u>must be A4</u>. In our experience a smaller size does not allow the detailed reproduction of explanatory images, or many options for text layout; also, most documents in the world are A4, so the ability to design for this slightly difficult proportion is essential.

The sequence <u>must</u> be:

1	Front cover (which <u>must</u> include the booklet title and your name)

2	Front matter, including:

Declaration of originality (see section 6 below)
Title page (which must include the booklet title and your name)
Contents list *[indice]* showing the booklet's main contents and their page numbers

3	*Introduction* (100–300 words) A kind of 'hello', this introduces the reader to the topic of the booklet, and how its contents are arranged

4	*Chapter 1: Current uses of advanced technologies in X* (350–1,050 words of text, plus illustrations, diagrams, captions etc.)

5	*Chapter 2: How these technologies work* (250–750 words of text, plus illustrations, diagrams, captions etc.). <u>Important</u>: Relate these explanations to the technologies described in the course

6	*Chapter 3: Possible futures* (250–750 words of text, plus illustrations, captions etc.)

7	*Conclusion* (100–300 words) A kind of 'goodbye' to the reader, this offers your personal reflections on the general implications of what you have described and predicted

8	Sources list

9	Back cover.

5	**Text: content and language** Explain clearly, as if to someone who knows little about the technologies in your field – your Zia Zoe, for instance.

Give specific examples, in the text and in the images, of what you discuss. Abstractions, alone, tend to die. Examples give life to ideas.

Don't just 'repeat' what we have said. Use your own critical interpretation of the course, and your own research and experience.

Don't copy texts from books, websites, or even our exercise sheets; or, if you do, don't copy long or many texts. Most of the words must be your own. Don't copy from Wikipedia!

Write in Italian, English, or both. If you may later seek employment outside Italy, consider English, but only if your written English is quite good. Don't reproduce automatic translations; they often include absurdities.

6   **Declaration of originality** You <u>must</u> identify every word-sequence or image which you have copied from somewhere else, and indicate (close to it) its source. If anything (like an exercise you have done) is a co-production, identify your collaborators.

In www.interaction-venice.com, click *Courses*, then, in the sidebar, *Identifying sources*. Read this webpage carefully: it explains why we may fail, or refuse to examine, exam work which includes a word-sequence or image which has been copied by the author, but is not identified as copied, and whose source is not exactly indicated.

It also explains why your booklet must include a declaration of originality. Note that in this assignment you must identify any copied word sequence ('quotation') not only by quotation marks *[virgolette di citazione]* at its start and end, but <u>also</u> by printing it in italics *[corsivo]*.

You must include in your booklet, and sign, this declaration of originality:

Ho consegnato questo documento per l'appello d'esame del [data] del corso Interaction Design Theory 2 (Telecomunicazioni) tenuto da Gillian Crampton Smith con Philip Tabor alla Facoltà di Design e Arti, Università Iuav di Venezia.

Per tutte le sequenze di parole che ho copiato da altri fonti, ho: a) riprodotte in corsivo, <u>inoltre</u> b) messo virgolette di citazione al loro inizio e fine, <u>inoltre</u> c) indicato, per ogni sequenza, il numero della pagina o lo URL del sito web della fonte originale. Per tutte le immagini che ho copiato da altri fonti, ho indicato: a) l'autore e/o proprietario, <u>inoltre</u> b) il numero della pagina o lo URL del sito web della fonte originale.

Dichiaro che tutte le altre sequenze e immagini di questo documento sono state scritte o create esclusivamente da me.

[Add your signature and date]

or, if writing in English:

I submitted this document for the exam on [date] of the Interaction Design Theory 2 course *(Telecomunicazioni)* given by Gillian Crampton Smith with Philip Tabor at the Faculty of Design and Arts, IUAV University of Venice.

For all word-sequences which I have copied from other sources, I have: a) reproduced them in italics, <u>and</u> b) placed quotation marks at their start and their end, <u>and</u> c) indicated, for each sequence, the exact page number or webpage URL of the original source. For all images which I have copied from other sources, I have indicated: a) the creator and/or owner of the image, <u>and</u> b) the exact page number or webpage URL of the original source.

I declare that all other word-sequences and images in this document were written or created by me alone.

[Add your signature and date]

7   **Exam** This is described in www.interaction-venice.com: click *Courses*, then, in the sidebar, *Exam method*.

By the hand-in deadline shown in Bulletin 1, hand in to the Terese portineria your bound booklet (and a digital PDF of it, on a CD included in the booklet – or, alternatively, emailed to ptabor@iuav.it by the same deadline).

The booklet <u>must</u> be in an envelope, clearly marked 'A Gillian Crampton Smith. Da [your name]. Esame Telecomunicazioni'. Otherwise it may get lost or confused with other post.