Recalibrating where you are:
Return to the balloons

Wind
External forces impacting the course of our hot air balloon, positively or negatively. They may be technical or timetable factors.

Hot Air
Strengths we have in our group, our concept and anything we have control over to give us a boost.

Sandbags
Project challenges we are facing and the weaknesses that are dragging us down.

Passengers
Colleagues (industry partners and instructors) that have an influence on the direction of our hot air balloon and in this sense our project.

Observers
Target audiences and user testers that we are aiming to serve as well as external stakeholders that have an interest in our journey.

Paradise Island
Dream destination (goal) that we are working towards in 4 weeks.

Research questions
…?

What would I like to explore?

To answer that I need to know...

What medium/genre?
Who? / What subject matter?
How?

Formulating a research question

- Topic (medium and genre)
- Sub-topics (subject matter)
- Methods

- **Formula:** How/why ____ critique/argue/examine ___

Example: research question

- **Topic: <u>headset-based AR for documentary</u>**
  - Sub-topic: <u>gender studies</u>
  - Methods: <u>collaborative production</u>

How can headset-based AR facilitate a hybrid space of immersive and interactive documentary, presenting the experiences of genderqueer contributors while involving them in the production process?

Praxis,
critical context
and evaluative essay

Praxis:

'theory' and 'practice' in an iterative process of 'doing-reflecting-reading-articulating-doing' (Nelson 2013: 32)

Praxis:

'theory' and 'practice' in an iterative process of 'doing-reflecting-reading-articulating-doing' (Nelson 2013: 32)

You're already doing the doing

Reflexive journals + documentation e.g. photos/notes

You've done some of this last term and at the start of this project

Group presentation + evaluative essay

This is the project submission

Critical context

MEDIUM / GENRE

Mixed reality
(physical & virtual elements)

3D asset building
or world-building

Spatial audio

Interactive documentary

SUBJECT MATTER

Performance &
immersive media

Creativity

Artistic responses
to music

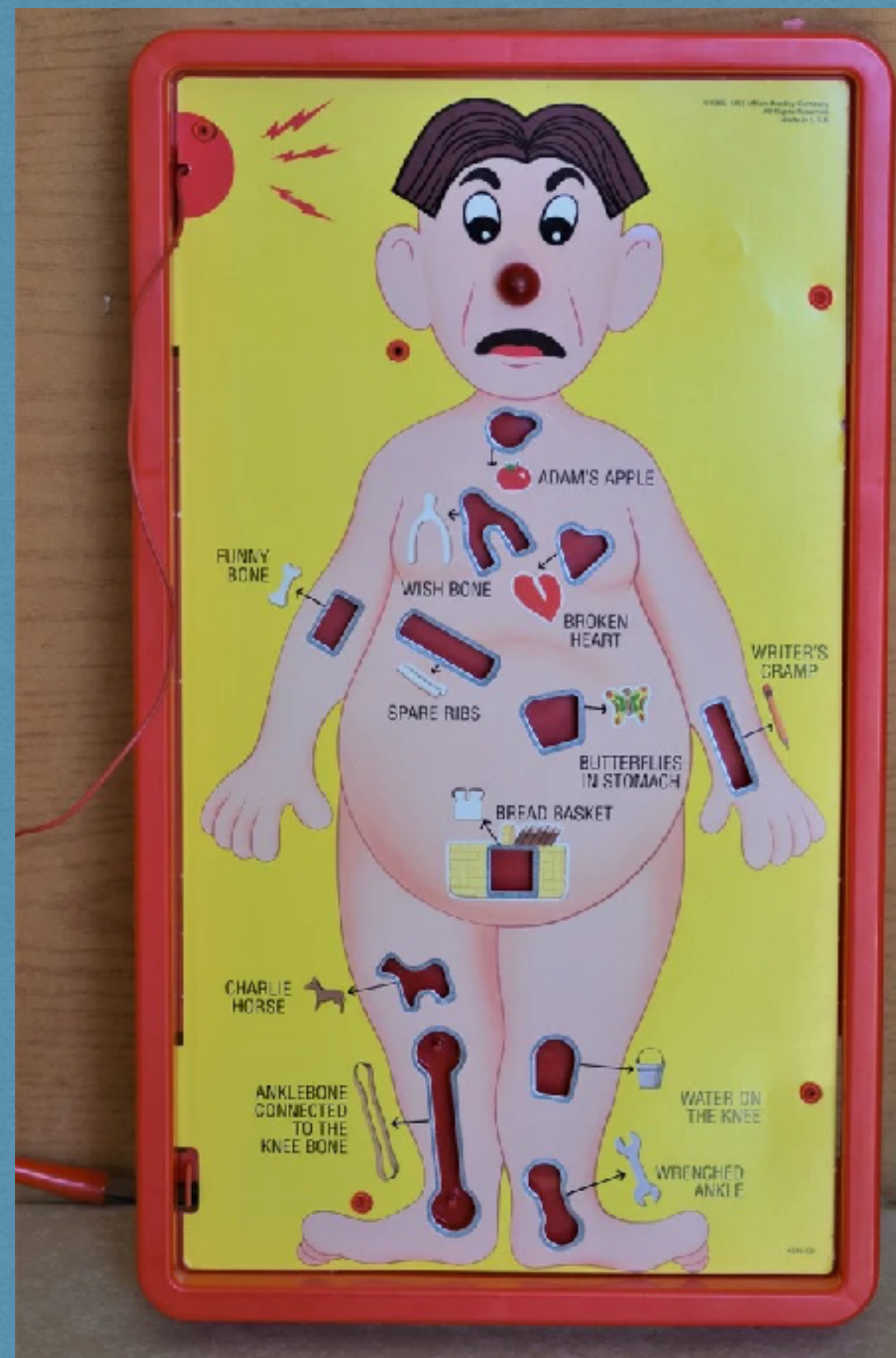**DESIGN APPROACH
& METHODOLOGY**

Donald Norman
approach to design

Methods of user testing
To inform iterations

Co-creation
& ethics

Evaluative essay

Intro (300-500 words)

Context (500-750 words)

Main body (~1500 words)

Conclusion (~500 words)

Evaluative essay

Possible structure:
- **Intro (300-500 words)** – what is the topic you're interested in (summarise your research question); industry brief
- **Context (500-750 words)** – What are the wider theories, trends or arguments that give context to your project? Give definitions and background with citations, e.g. (Nelson 2013)
- **Main body (~1500 words)** – Demonstrate how your practice addresses the context; How did you respond to the brief? Challenges or breakthroughs?
  - Optional: include images, notes, documentation
- **Conclusion (~500 words)** – What does it all mean? WHY?