

Present Form

CHALLENGE

You are part of a community of Loftees who will be there for you the entirety of your Stanford journey and beyond. Your assignment is to create a bespoke present for a fellow MS Design cohort member in a form from your prescribed "learning zone" (physical, digital, etc.).

This quarter-long project is about building and crafting intentionally and challenging yourself to make in a form you may not be confident in, all while designing for a classmate. The catch? You'll be asked to keep the classmate you're designing for a secret until you reveal your present at The Great Gifting, which will take place on the final day of DESIGN 301.

You'll have to think and act strategically to gather information about what this person would find delightful, moving, useful-whichever direction you'd like to take in crafting your present. Additionally, this project is about stretching yourself in your methods proficiency. While you will hone in on a methods specialty during the program, this project is an opportunity to challenge yourself to design in a form outside of your comfort zone. There is a meta-challenge in this project as well: you will have to *learn how to learn* this new form. What are the steps you'll need to take to use a type of equipment? Who might coach you? What tutorials will you need to watch, and what experimentation will you need to do in the pursuit of your final product? You will need to document your learning and process along the way.



PROCESS

1. **Brainstorm and sketch** out at least three (3) ideas for what you might create.
2. Decide on the form you'd like to build in for this project, and bring your **filled-out MURAL template** to a coaching session during Week 3 of class.
3. **Build it!** Select and build out your idea. You will share out your final product at our final class on Wednesday, December 4 in the **"Great Gifting of DESIGN 301."**
4. Craft a piece of media that **captures your process** working on the PRESENT FORM project. You may choose to reference your MURAL workspace, coaching conversations, and other important moments during your project work.

You will be evaluated on your final product, the thoughtfulness and depth of your process reflection, as well as on the work you share during the idea generation deliverable. This is an individual project, but you should plan and practice helping each other. What skills can you share with a classmate? (of course, without spoiling who you're designing for!)

TIMING

Project launch: Monday, September 23

Idea generation deliverable and coaching session: Week 3 of classes
(10/7 - 10/11)

Final product: Wednesday, December 4 (last day of class)

Note, if needed, the teaching team may add to or modify these milestones. Any changes will be announced in class.

LEARNING GOALS


1. **Experiment rapidly** at low resolution in physical and digital mediums.
2. Pursue **creative hunches** through active physical or digital experimentation.
3. Build an **advanced professional fluency** in a subset of design methodologies.
4. Develop a **reflective practice** on past learning and design work in order to consolidate skills and knowledge.
5. Move fluidly between **abstract ideas and concrete details** on design projects.
6. **Overcome emotional or intellectual disorientation** or discomfort in both individual and team contexts when faced with the unknown.

EVALUATION

Idea Generation Deliverable: 50pts

Final Product: 100pts

Process Reflection: 100pts



"The excellence of a gift
lies in its appropriateness
rather than in its value."

-Charles Dudley Warner