

SIMS IS290-08 DIGITAL MEDIA DESIGN STUDIO MILESTONE 3 – ALTERNATE PROJECT DESIGN SOLUTIONS

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1. ALTERNATE PROJECT DESIGN SOLUTIONS

In this assignment you will be having the opportunity to redesign one of your classmates' projects. You will be organized into new teams that will work for two weeks to brainstorm, realize, and present alternate design solutions to address the challenges and goals of your new project. You must meet the stated project goals (or successfully renegotiate them with the original project team). It is especially important that you do not merely reproduce or modify the original design, but rather find a *new way* to meet the project goals. You will have the opportunity and are required to generate many alternate solutions before deciding on one to realize and present. Make sure to honor the time and resource constraints of the course and of the original project team in deciding on your final design solution.

2. BRAINSTORMING ALTERNATE PROJECT DESIGN SOLUTIONS

You will have time in class on Monday, February 7, 2005, to brainstorm a range of possible design solutions to meet your project goals. Think outside the box, surprise us, surprise yourselves, and find creative, new solutions that will not only stand on their own, but also help the original project team to better understand their design problem and solution. The following process should help you in your brainstorming:

- Freely and quickly generate ideas without criticism or judgment
- Group and/or sort your ideas
- Eliminate candidates by analyzing how they relate to the project redesign guidelines (or not)
- Feel free to iterate this process a few times
- Select winning candidate

Remember to document all ideas generated and your criteria for decision-making.

3. REALIZING ALTERNATE PROJECT DESIGN SOLUTION

You will have time in class on Wednesday, February 9, 2005, to realize your design solution. Using whatever media you find most helpful and suited to the task, describe and visualize your design solution. There are a variety of documents you could create:

- A system architecture diagram
- A user interaction flowchart
- A user interaction storyboard
- Sample screenshots
- Written personas and use scenarios

Please refer to the Final Project Design Specification Assignment¹ from IS246 for some examples. It is up to you to decide which documents and tools for describing and visualizing your proposed alternate design solution are most appropriate. You should focus on realizing *one* of your brainstormed ideas.

4. PRESENTING ALTERNATE PROJECT DESIGN SOLUTIONS

In class on Monday, February 14, 2005, please make a 20 minute presentation covering the following issues and questions:

- The project goals
 - What are your project's goals?
 - Is this different in any way from the original team's proposed project goals?
 - If so, explain the differences and how you resolved them with the original team
- Your brainstormed ideas
 - Please briefly describe your brainstormed ideas
 - How did you assess, group, and filter them to arrive at your final alternate design solution?
- Your alternate design solution
 - What does it do?
 - How will it work?
 - Make sure to show some design visualizations (e.g., diagrams, storyboards, etc.)
 - What are its strengths and weaknesses?
 - How does your design differ from the original solution?
- Implications for the original project design
 - Given your new solution, what do you recommend the original team do about their original project design solution and why?

¹ http://www.sims.berkeley.edu/academics/courses/is246/f04/assignments/finalproject_milestone3_FINAL.pdf

5. HANDING IN THE ASSIGNMENT

Please email your presentation files to marc@sims.berkeley.edu by 2:00 pm on Monday, February 14, 2005.