

## Collaborative Creation Exercise

# The Message is Elusive. The Medium is a tool.

The audience dictates the message.

The medium is a communication tool.

1. Write 3 words: One noun, one verb, one adjective. (Save as iteration 1: student last name)
2. Place the three words in a sequence that forms a relationship to each and creates a phrase with a new meaning beyond the individual words. (Save as iteration 2: student last name)
3. Save in a document to share with a fellow student.
4. Send iteration 2 (electronically) to a classmate. All students must possess a different phrase from their own.
5. Illustrate the phrase to the best of your understanding without discussing with creator of the words. Use the application of your choice. (Save as iteration 3: student last name/student last name)
6. Remove all words from your illustration. (Keep (save) original image and save the new iteration without the words as a separate image. (Save as iteration 4: student last name/student last name)
7. Send (electronically) the image sans all words to a classmate. All students must possess a different phrase from their original.
8. Write one sentence which describes the newly received image. (iteration 4) Do **not** consult with any other student or contributors to the image.
9. Save image with one sentence narrative as iteration 5: student last name/student last name/student last name)
10. Send (electronically) iteration 5 to a classmate. Do not forward to anyone who is listed as a contributor. (name listed in the file name)
11. Arrange the images on monitors in a sequence which creates the most interesting narrative. Collectively (as a class) create a message which reflects the sequence of images.
12. Send your image to [scott@inxlab.com](mailto:scott@inxlab.com) before end of class, 10-2-2013.  
**Note:** Which place the image fits within the class sequence. (exm: image 2 of 15)

# N E X T

## The Medium is the Message. Marshall McLuhan

A mass medium is one in which the “message” is not directed at an audience but through an audience. The audience is both show and message. Language is such a medium, one that includes all who use it as part of the medium itself.

- All media (all technologies) amplify human faculties or attributes
- All media obsolesce or displace some function or functions by extending the environment of services quantitatively.
- All media retrieve older formats of service and communication.
- All media pushed to their limits of capacity flip into some opposite forms.

# E x e r c i s e

## Maximize the Medium

Create a collective narrative to be exhibited in the room. (Upper region of white board)

Challenge: Maximize space

- Each student responsible for a section of expression with a message/narrative/metaphor.
- Each student will submit a uniquely created image used in the overall class exhibition.

Grading criteria:

- Consider audience
- Relevant message
- Inspire an action
- Maximize space – consider all aspects

## Animate the Room

- Issue
- Solution
- Plan
- Leader

### Considerations:

- Audience
- Stakeholders
- Limitations – Parameters
- Message
- Action
- Design elements
- User experience – response/reaction by audience
- Expand outside the room
- Output, scale, position, proportions, etc.