

CDM: Media Design Project  
2/24/16

This assignment asks you to design a media project relevant to life here in Pittsburgh. You'll start by picking an issue of local interest, and then imagine a way to intervene in that issue through the skills you're developing with digital media. Your intervention might take a number of forms, from educating people about existing problems to proposing creative solutions to them. Whatever you do, though, it should be grounded somehow in the city of Pittsburgh and work to engage the people who live here.

I'm asking you to draw up blueprints for a project rather than actually completing it, so feel free to think expansively. You will, however, be graded on the following 3 things:

### **1. A small media component**

This can take any form as long as digital media enter into its production or circulation. So, you might make a social media account or a website about your issue, an informational video or an audio interview. You shouldn't feel restricted to the digital forms we've worked with in class, but don't try to do something very complicated that no one in your group has experience with.

### **2. A plan for scaling up**

If you had an entire semester (or longer) to work on this project, what could it become? What would your next steps be? What tools, training, and/or budget would you need to complete them? What would your ultimate goal for your project be, and how would you evaluate its success? This plan should be at least 600 words, and can include images, diagrams, timelines, and anything else that is helpful to you.

### **3. A presentation**

On Wednesday, 4/13 you'll present your projects to the class. Talk us through what your chosen issue is, why it's important, and what your intervention is. Show us your media component, and give us a sense of what your project could look like at a larger scale. You'll have 15-20 minutes to talk as a group, with additional time for the class to ask questions.