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**Semester Project**

Curtis Wong, director of Microsoft's Next Media Group, has developed a model of experience in 3 levels: *engagement*, *context*, and *reference*. The first (or highest) level of interaction between a viewer and an object such as a work of art or a source of information is *engagement*. After the viewer is engaged, he is predisposed to receiving contextual information about the work of art or source of information. And only after the viewer has reached the *context* level of interaction, is he receptive to deeper and more thorough *reference* content.

The most successful information experiences out there today seem to fall in the reference category. The viewer is launched into a sophisticated information application with a vast resource of data, but does not know how to connect to the data or how to make it relevant to his life. Our goal for the semester will be to achieve such a high level of engagement in our information experiences that our target audiences will understand how the information connects to their lives and will be inspired to take some kind of related and constructive action.

This semester, each student will select a source of information to work with that he or she cares about. The information source should be related to a specific time-based event. During the course of the semester, students will create a compelling expression of that information that effectively tells a story about the selected source. Special consideration will be given to the form and siting (or location) of this representation. Possibilities for the form are open. They can be anything from a screen-based interactive, to a series of print pieces, to a haptic device or lighting installation.

**Assignment 2**

*Due by Week 4*

Create an initial semester project proposal in form of a visual presentation to communicate your idea to the class. This should include a description of a desired direction for an information experience as well as some initial research about what sources exist online or elsewhere.

Presentations will be conducted as pin-ups. The form of your pin-up should be a poster, 24" x 36" (portrait-format). Limit your choice of font to Univers only. The poster should communicate at all three levels of *engagement*, *context*, and *reference*.