

# FROM HI-FI TO LO-FI

SHARING DIGITAL BORN STORIES IN THE DEVELOPING WORLD



# ABOUT

In this document you will find our concepts, designs, and research findings from the UNICEF-sponsored, story-sharing transdisciplinary studio at Art Center in spring 2008.

the graduate  
media design program  
art center  
college of design



designmatters  
● Art Center College of Design

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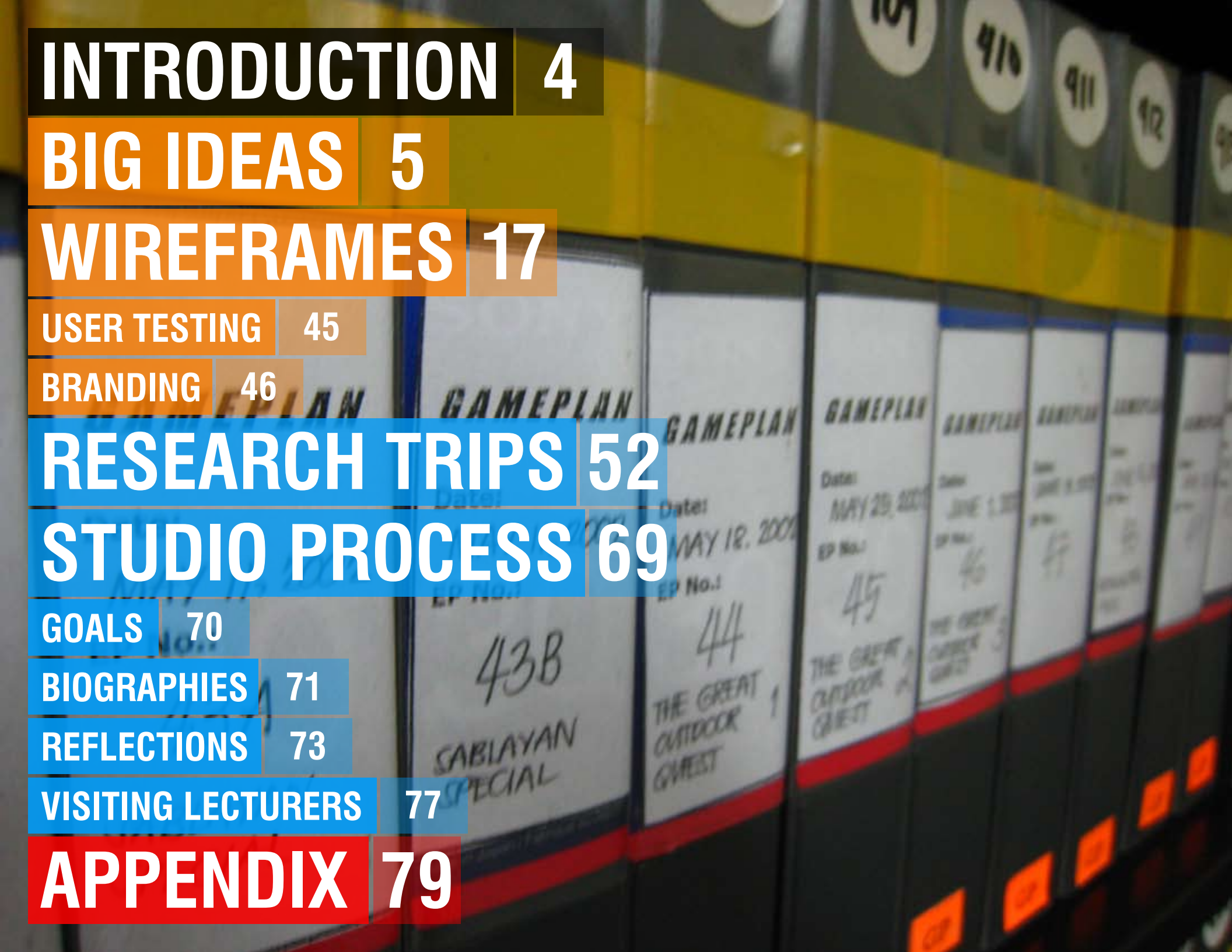
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# INTRODUCTION

## PROJECT BRIEF

What began as an investigation into low bandwidth issues evolved into an extensive research project that sent four students to the Philippines and the Caribbean to collect information for the design of a storytelling system.

In Spring 2008, a 13-week transdisciplinary studio was offered by Designmatters, partnered with Art Center's Graduate Media Design Program and sponsored by the Information Division of UNICEF and the emerging video sharing website mDialog. Six students from Graphic Design, Fine Art, Illustration, Photography, and Graduate Media Design undertook the challenge to develop platforms and networks for youth journalist groups in the developing world. The initial goal of the class was to work directly with two youth groups who currently produce their own online video journalism content, one in the Philippines and one in the Caribbean, in order to identify needs and opportunities, particularly around media sharing, community, social networking, and advocacy. The class was asked to explore tools, both hi-fi and lo-fi, that might support these communities, and address significant issues surrounding the digital divide such as accessibility. We asked, why, in a world of YouTube and Facebook, is this interesting or necessary? What new formats might result that allow greater participation? How might lo-tech affordances be used to generate a sophisticated social network for story sharing?

What began as an investigation into low bandwidth issues and limited access of the youth journalist groups evolved into an extensive research project which resulted in: sending four students to the

Philippines and the Caribbean for a week's worth of first-hand interaction with the youth journalist groups to learn about their cultures, special guest lectures from leading experts in the field, and surveying and usability testing among the youth groups themselves. As often is the case in such human-centered research projects, the richness of this qualitative research lead the class to find their own way through the material, challenge assumptions, discover unexpected opportunities, and continually redefine their approaches. From text-message prayers to mile-long internet cafe malls, social networking pets to information pools, each detail helped to define a complex, yet colorful landscape for the project.

Documented in this book, the class has presented a range of thoughtful and innovative concepts that were tested with the youth groups themselves—including systems that could actually be implemented today, with support from UNICEF's technology partner mDialog. Equally significant, the students share their knowledge, insights, and imagination about future possibilities and explore how this project may scale, for example, working with youth groups in other places or circumstances as new technologies become more readily available.

Ironically, one of the most impressive outcomes of this TDS class was not in the final outcome itself, but in the collaborative experience as a whole. Working with real "clients" on real issues results in very real opportunities and challenges. It was a holistic learning process, involving a large investment of time, resources and energy on everyone's part. Our goals collectively transformed over the course of the term, shaped by research findings, emerging interests, new discoveries, and valuable feedback from the youth groups and our partners. And while the path was not always clear nor direct, the project proved to be an invaluable experience for all involved.

Throughout the term, the students remained resourceful, diligent, and open-minded, taking on each challenge as it came, as did our partners at UNICEF and mDialog and our support from Designmatters and the Media Design program. From organizing trips to Asia and the Caribbean on less than a week's notice to coordinating a video conference with UNICEF in New York and mDialog in Toronto from our studio in Pasadena, it was truly an effort of global proportions. We are deeply appreciative for everyone's help in making this studio possible and for the opportunity to begin a path towards future endeavors.



# BIG IDEAS

What's the big idea? Here we present 16 ideas we identified and developed through our research on the ground in the Caribbean and Philippines visiting with the youth journalists and meeting locals, from briefings with UNICEF and mDialog, and through brainstorming and concepting as a team.



# LO-FI CAN BE INNOVATIVE

One implicit assumption when designing for low-bandwidth connectivity and older technologies is that what you create will not be innovative—that working with lo-fi is always a compromise.

In fact, the heavy constraints of lo-fi technology can amplify creative thinking and lead to innovative solutions. We were forced to re-examine the affordances of low-tech and found it often offers surprisingly rich media experiences. Lo-fi and high-tech don't have to be mutually exclusive but can become very effective when combined into one system.

# CREATING SPECIFIC SYSTEMS FOR THREE DISTINCT AUDIENCES



When telling stories, the needs of the audience are always important to the way the story is delivered. We found three different audiences, each with its own distinct needs for a storytelling system:

## YOUTH MEDIA PRODUCERS

Youth journalists need simple tools that allow them to produce stories while working asynchronously and to create downsampled versions of their high-bandwidth stories for distribution to local audiences.



## LOCAL COMMUNITIES IN DEVELOPING REGIONS

Audiences in developing regions should be able to access stories by the (generally lo-fi) technologies available to them: namely mobile phones. The ability to respond to these stories and to share them with friends also needs to be incorporated.



## THE GLOBAL COMMUNITY

A web portal for the global audience is a gathering place for stories from youth journalism groups around the world. The global site gives special consideration to the privacy and access concerns of the local youth groups.

# MOBILE PHONES BRIDGE THE GAP

# There are an estimated 45 million cellphone users in the Philippines.

While Internet access is isolated to certain areas and socioeconomic groups, mobile phones are available to nearly everyone in our regions of study.

Through a simple infrastructure—a computer server that makes and receives phone calls—lo-fi mobile phones can become the ideal conduits for telling stories. By using mobile phones not as Internet browsers but as telephones, we can deliver a story, spoken by an actual journalist, to nearly all youth in developing countries.

Youth can be alerted with a text message on their phone when a new story is published and can choose to listen to an audio version of the story or read a summary through SMS messages.

## subscribers ines (97-07)

Poster on a receipt for  
old mobile phones in a  
mega-mall in Manila

22  
million

35  
million  
2005

45  
million  
2007





# Downsampling

The youth media organizations we researched created their stories primarily for the television broadcast medium. When these TV broadcasts are transferred to other media, however, the translation can create some problems. The stories are too bandwidth-intensive to be visible online to the local audience, and are not as effective when experienced through another medium.

We designed tools that easily down-sample TV broadcasts into online, audio, and mobile phone versions. These down-sampled versions can effectively reach the entirety of the local youth audience.



# A CLOSED SYSTEM HELPS YOUTH OPEN UP

The youth we visited expressed concern with sharing their work. While they wanted the widest possible audience for their finished broadcasts, any questions, critiques, and evaluations they made during the production process needed to be restricted to a known network.

A closed system, where access is granted only to other youth journalists (or otherwise restricted), alleviates the anxiety of displaying unfinished work and asking questions to a potentially hostile public and maintains a professional standard.

Students from a public school in Paramaribo, Suriname answer questions about social networking websites

# GROUP CENTERED TOOLS

Many of the journalists we met had large responsibilities outside of their youth media commitments, often working or going to school full-time. Their schedules rarely aligned. We designed an online system of tools that allows journalists to work asynchronously by serving as a home base that is always accessible from any computer or mobile phone.

Stories, tasks, and notes are organized and made transparent, so that one journalist can easily pick-up where another left off, without the need to be brought up to speed face-to-face.



Youth journalist from KNN fill out a survey about their daily habits and customs

# X-PRESS

## MOBILE ONLY SOLUTION

VIA YOUR  
TEXT TO THE NUMBER  
**6555**

When all that is needed to promote and explain using our storytelling system is two sentences and a phone number, why keep that information only on a web page? Simple paper posters advertise the youth media story system to all youth, regardless of their access to an Internet connection.

Concept for a poster advertising how to sign up and listen to youth media stories on a mobile phone

## PHONES GIVE AUDIENCE A VOICE

Since we are using phones to deliver audio stories to youth, we can allow them to talk back and create a two-way dialog. We can record their spoken comments using a simple voice- or key-activated menu. They can also listen to comments other audience members have left about the story they just heard. This lo-fi comments section provides an even richer experience than its online equivalent.

# ONLINE MEDIA EDITING

Some of the organizations we visited had limited access to editing equipment. In one situation, only one journalist was allowed to edit video. If she were to leave, the organization would be completely paralyzed.

Providing editing tools online enables more journalists to become involved in the editing process, as well as the opportunity to tailor the tools to the specific needs of youth storytellers.

Editing station at the National Communications Network where Youth Media Guyana edits their programs

OUTSOURCING DOWNSAMPLING  
TAKING KNU BROADCASTS + TURNING  
→ SCHOOL PROGRAMS -

# PUTTING THE AUDIENCE TO WORK

Audience participation can help in the publication and distribution of youth stories. Any user with Internet access can assist in the down-sampling, story annotation, transcription and translation process. Allowing the audience to participate in the down-sampling of stories provides for an increased level of involvement, while making all members of the organization active participants.

Participants could be given access to additional assets not used in the TV broadcast and have the ability to create their own version of the story.

Brainstorming possible organizations that could incorporate downsampling



# RICH MEDIA POOLS

The web medium allows for affordances not available to television. One of the advantages of the web is the ability to build rich media pools around a story. By presenting additional resources such as bonus footage, interview transcripts, links to similar stories, etc., the story can be placed in greater context and provide additional value to the audience.

Beadwork in Paramaribo, Suriname



## EMPOWERED PROPOSALS

Reporters for the school newspaper at Arthur A. Hoogendoorn Atheneum, a private high school in Paramaribo.

Before any story is filmed, edited, and produced, it must be proposed. One of the advantages of an online tool system is that tasks completed at the end of a story can instead be speculatively performed at the beginning. Journalists are shown what related resources are available in real-time, as they are considering different stories to propose. Journalists can “feel out” a story, by changing the words in the headline, related subject tags, and story summary. These words are searched and related stories, contacts, and resources are displayed.

The youth journalists we spoke with expressed a desire to stay connected with other youth they met at conferences outside their country. One of the features we incorporated is a global feed, which keeps organizations connected around the world and shares resources and inspiration. The feed is an aggregate of published stories and global bulletins from all of the youth media organizations.



# GLOBAL YOUTH FORUMS

Gathering to discuss the topic of "Life and Death" at a local youth's parent's home in Georgetown

We designed a system to provide all youth, not just journalists, with a forum to tell stories. In the Personal Broadcast, youth members can contribute their own narratives (or Twitter-like status updates). These narratives join the comments they have made on stories in the web system. Personal broadcasts become information streams in addition to the youth media organization's stories and are displayed on a youth's profile page. Youth members can subscribe to each another's Personal Broadcasts to keep up with their friends' stories.



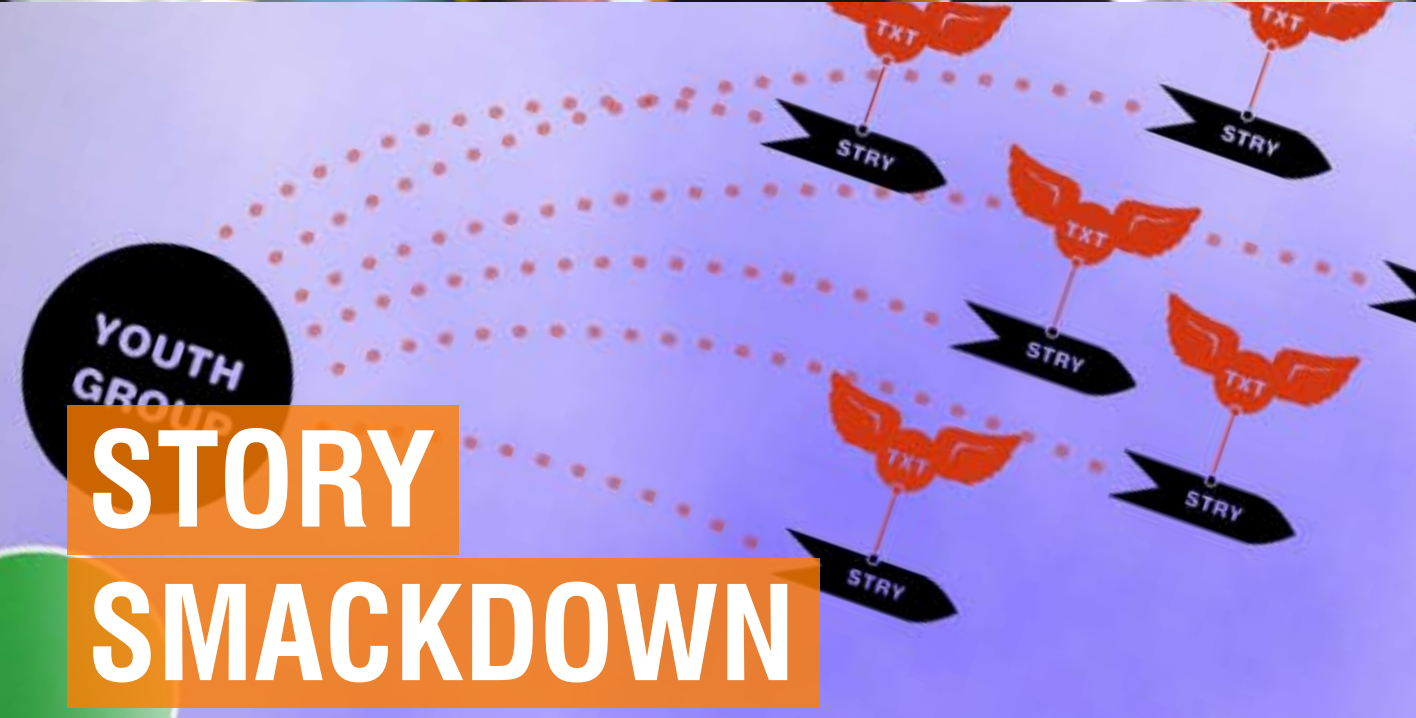
# PERSONAL BROADCASTS

# WHERE'S THE FUN?



Incorporating game-like features into the tools used by youth journalists to produce stories rewards their active involvement. Each story can have its own character: a pet cat who needs feeding or a plant that needs watering. By working on the site consistently, youth members are rewarded by a cute cat trick or a blooming flower. These game-like features provide incentives and inform youth journalists about the status or “health” of a story.

Arcade in a mall in Manila



# STORY SMACKDOWN

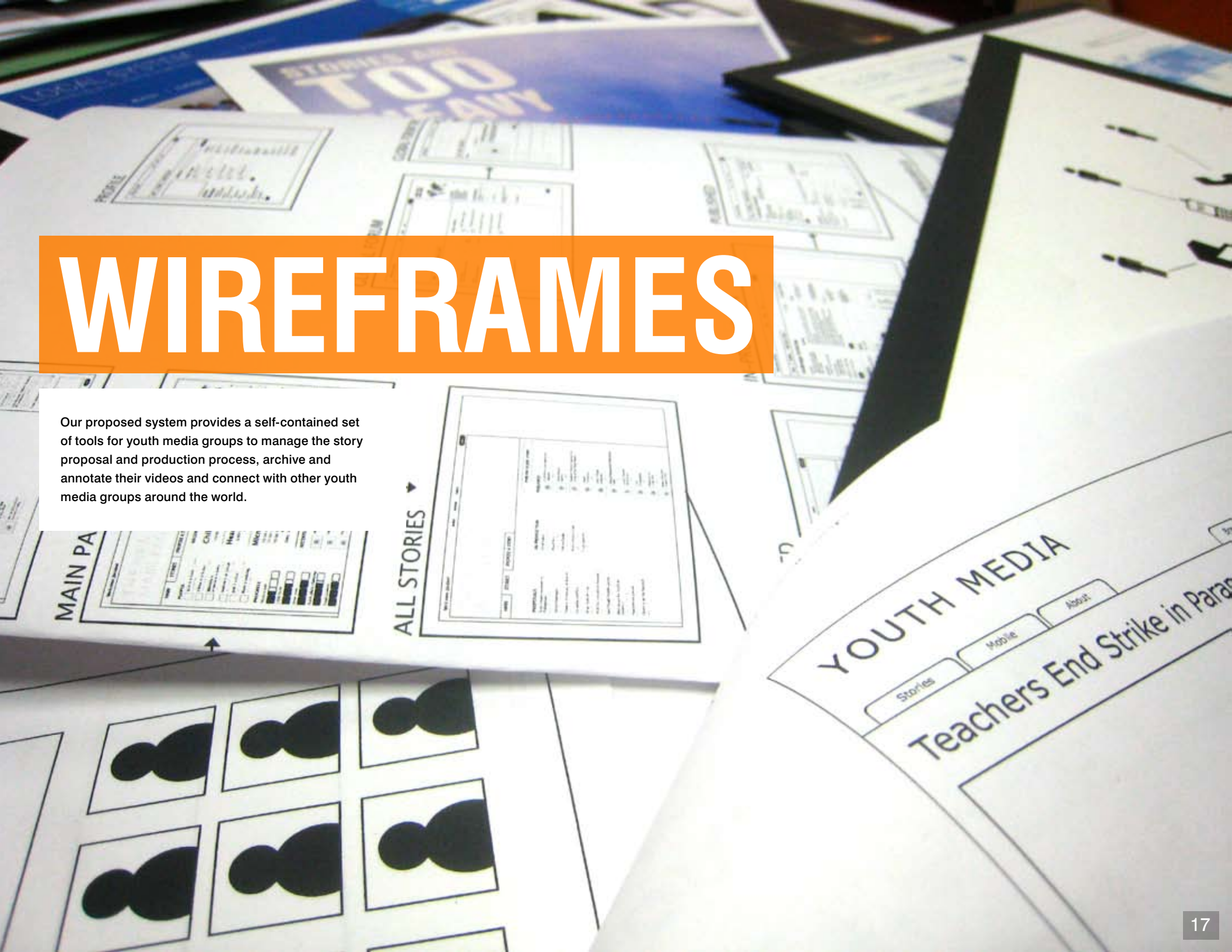
Pitting story against story on the homepage, where youth journalists compete for votes and awards could encourage participation through playful competition, among the audience as well as the storytellers. Competition fosters loyalty to specific stories, and rewards journalists for exceptional work.

Sketch illustrating models for incorporating text messages into the system

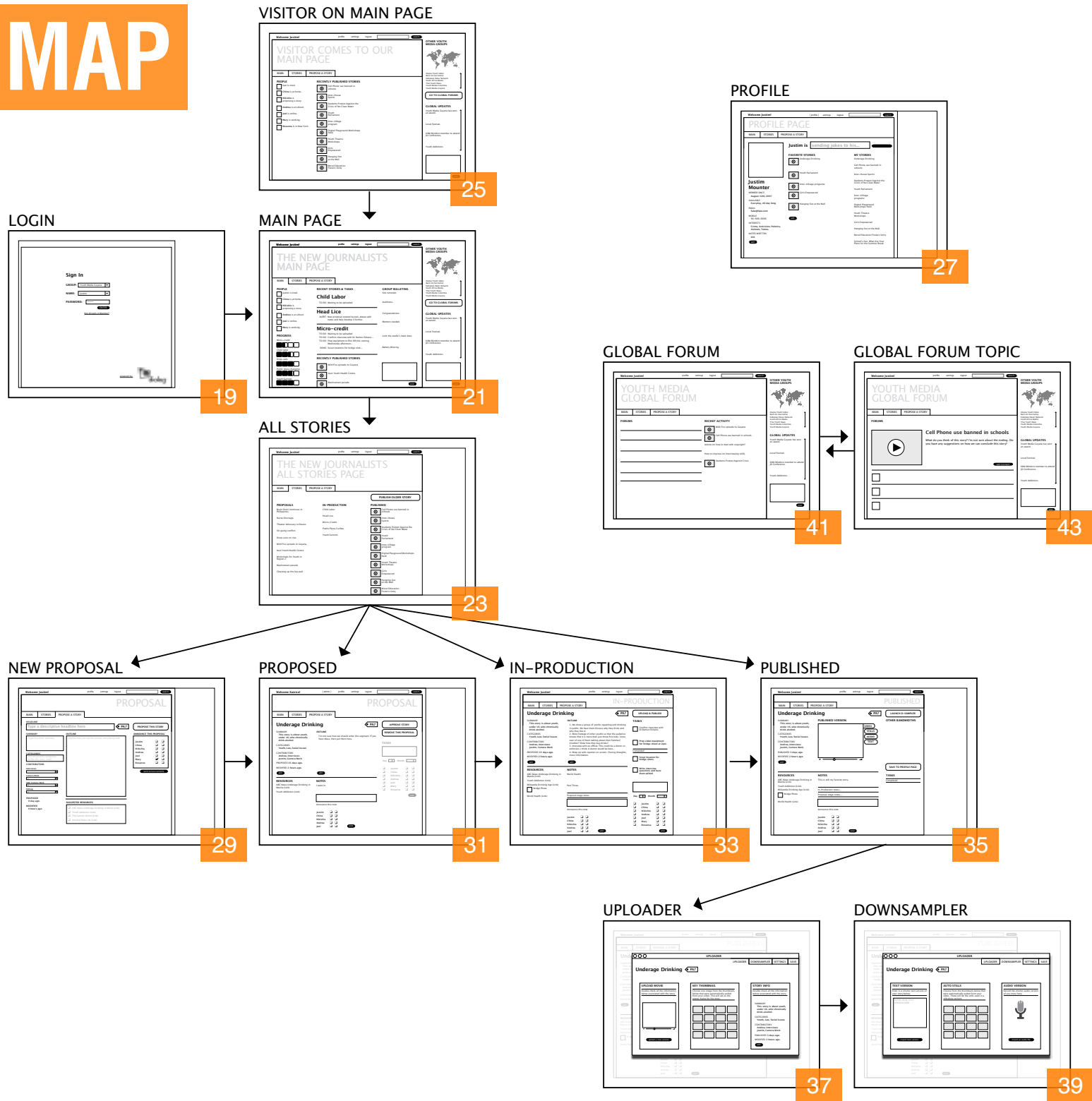


# WIREFRAMES

Our proposed system provides a self-contained set of tools for youth media groups to manage the story proposal and production process, archive and annotate their videos and connect with other youth media groups around the world.



# SITE MAP



## Sign In

GROUP:  ▼

NAME:  ▼

PASSWORD:

ENTER

[Not Already A Member?](#)



**Sign In**

GROUP: Youth Media Guyana

NAME: Justim

PASSWORD: \*\*\*\*\*

ENTER

[Not Already A Member?](#)

powered by: dial

Drop down menu for choosing a specific Youth Media Group to log in to.

Drop down menu allows the user to choose their name from a list, instead of remembering a specific username everytime.

Clicking the ENTER button logs in to "The New Journalists" site.

Clicking here will allow new people to join or create a New Journalist group.

Welcome Justim!
profile settings logoutsearch

# THE NEW JOURNALISTS

## MAIN PAGE

MAIN

STORIES

PROPOSE A STORY

### PEOPLE

- Justim is tired. (update this) Is here now!
- China is at home. Last here about 1 hour ago
- Nikishia is proposing a story. Last here about 1 hour ago
- Andrea is at school. Last here about 3 hours ago
- Joel is online. Last here about 5 hours ago
- Mary is working. Last here 3 day ago

### PROGRESS

- Micro-credit
- Child labor
- Drop-outs
- Public plaza changing
- Youth Summit

### RECENT STORIES & TASKS (more...)

## Child Labor

in production

TO DO: Waiting to be uploaded

## Head Lice

proposal

ALERT: New proposal created by Joel, please add notes and help develop it further.

## Micro-credit

in production

TO DO: Waiting to be uploaded

TO DO: Confirm interview with Dr Ramon Echano...

TO DO: Prep equipment to film DR this coming Wednesday afternoon...

DONE: Scout locations for bridge shot...

### RECENTLY PUBLISHED STORIES (more...)

- Wild Fire spreads to Guyana modified: 03/11/08
- Ituni Youth Health Centre modified: 03/11/08
- Mashramani parade modified: 03/11/08

### OTHER YOUTH MEDIA GROUPS

- Alaska Youth Video
- Back lot (Suriname)
- Kabataan News Network
- South Africa Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

GO TO GLOBAL FORUMS

### GLOBAL UPDATES

- Youth Media Guyana has won an award.** Everyone, we are so glad to announce that we have won a Caribbean wide award for video production... [LINK](#) —Youth Media Guyana (3 days ago)
- Local Festival.** Backlot Suriname holds annual film festival in parking lot... [LINK](#) —Backlot (4 days ago)
- KNN Mindoro member to attend J8 Conference.** We are pleased to announce that Nical will be going to this years J8 summit... [LINK](#) —KNN Mindoro (5 days ago)
- Youth Addiction.** Please check out our new story for this month about youth

This is a new Global Update...

### GROUP BULLETINS (more...)

**Site reminder**  
Please remember to hit submit key for proposals once they are complete.—Mary.

**Auditions.**  
Another round of auditions will take place on May 1, 2008, Please let your friends know about it if they are interested.—China

**Congratulations.**  
Andrea is heading to Unicef's J8 Conference this summer.— Vidya.

**Mentors needed.**  
Anyone interested in being Mentors and training the next group of Youth Journalists, please contact Yaz at Probe. —Mary.

**Lock the studio's back door.**  
All, once again I found the studio's back door unlocked. It is so important that you keep it locked at all times. —Vidya.

**Battery Missing.**  
On our last shoot we packed up to leave and when we got back to the studio one of the batteries from camera 4 is missing. Please check your bags everyone. —Joel.

This is a new bulletin...

# MAIN PAGE



Clicking on this UPDATE STATUS button allows the user to update their status on their profile page.

Clicking on any of these headlines allows the user to view the In-Production page for that story.

This is a visualization of the progress of each story in the four stages of production.

Clicking on any of these video icons sends the user to that selected video's published page.

Typing in this space will post a new Group Bulletin, viewable on every page that has this column.

Clicking on any of the icons on the map allows the user to visit that group's page.

Clicking on any of these Youth Media Organizations allows the user to visit that group's page.

Here is where Youth Media groups can post news and announcements to the global community of Youth Media Journalists

Typing in this space will post a new Global Update, viewable on every page that has this column.

Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

## THE NEW JOURNALISTS ALL STORIES PAGE

[MAIN](#) [STORIES](#) [PROPOSE A STORY](#)

[PUBLISH OLDER STORY](#)











### PROPOSALS

- Brain Drain continues in Philippines.  
modified: 03/11/08
- Nurse Shortage.  
modified: 03/11/08
- Theater Advocacy in Davao.  
modified: 03/11/08
- On going conflict.  
modified: 03/11/08
- Drop-outs on rise.  
modified: 03/11/08
- Wild Fire spreads to Guyana  
modified: 03/11/08
- Ituni Youth Health Centre  
modified: 03/11/08
- Workshops for Youth in Region 2  
modified: 03/11/08
- Mashramani parade  
modified: 03/11/08
- Cleaning up the Sea wall  
modified: 03/11/08

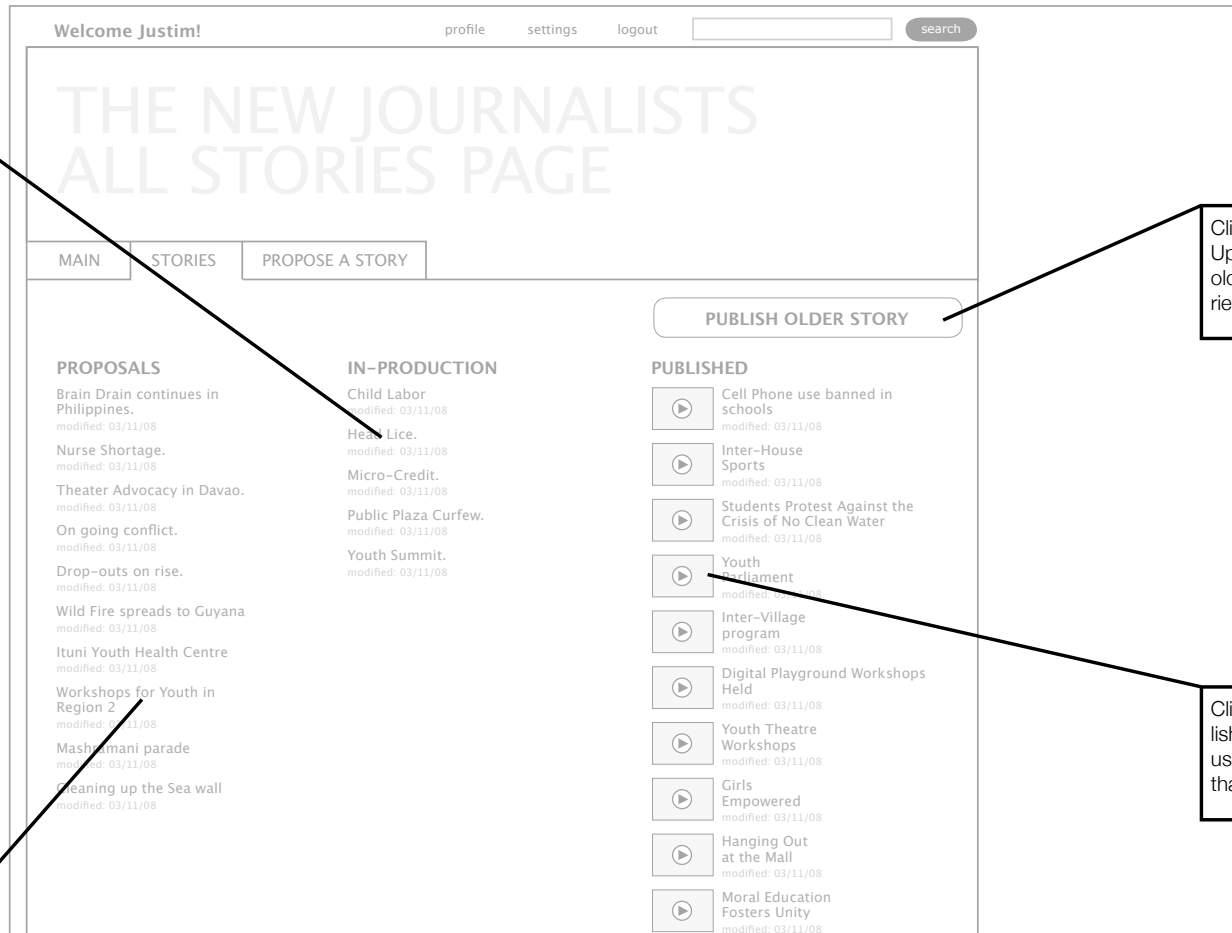
### IN-PRODUCTION

- Child Labor  
modified: 03/11/08
- Head Lice.  
modified: 03/11/08
- Micro-Credit.  
modified: 03/11/08
- Public Plaza Curfew.  
modified: 03/11/08
- Youth Summit.  
modified: 03/11/08

### PUBLISHED

-  Cell Phone use banned in schools  
modified: 03/11/08
-  Inter-House Sports  
modified: 03/11/08
-  Students Protest Against the Crisis of No Clean Water  
modified: 03/11/08
-  Youth Parliament  
modified: 03/11/08
-  Inter-Village program  
modified: 03/11/08
-  Digital Playground Workshops Held  
modified: 03/11/08
-  Youth Theatre Workshops  
modified: 03/11/08
-  Girls Empowered  
modified: 03/11/08
-  Hanging Out at the Mall  
modified: 03/11/08
-  Moral Education Fosters Unity  
modified: 03/11/08

# ALL STORIES



Clicking on any of these headlines allows the user to view the In-Production page for that story.

Clicking here launches the Uploader where users can add older previously published stories into the system.

Clicking on any of these published story headlines sends the user to the Published page for that story.

Clicking on any of these proposed story headlines sends the user to the Proposal page for that story.



Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

# VISITOR COMES TO OUR MAIN PAGE

[MAIN](#) [STORIES](#) [PROPOSE A STORY](#)

### PEOPLE

- Kati is tired.**  
Is here now!
- China is at home.**  
Last here about 1 hour ago
- Nikishia is proposing a story.**  
Last here about 1 hour ago
- Andrea is at school.**  
Last here about 3 hours ago
- Joel is online.**  
Last here about 5 hours ago
- Mary is working.**  
Last here 3 day ago
- Rosanna is in New York.**  
Last here 5 day ago

### RECENTLY PUBLISHED STORIES (more...)

- Cell Phone use banned in schools**  
modified: 03/11/08
- Inter-House Sports**  
modified: 03/11/08
- Students Protest Against the Crisis of No Clean Water**  
modified: 03/11/08
- Youth Parliament**  
modified: 03/11/08
- Inter-Village program**  
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modified: 03/11/08
- Girls Empowered**  
modified: 03/11/08
- Hanging Out at the Mall**  
modified: 03/11/08
- Moral Education Fosters Unity**  
modified: 03/11/08

### OTHER YOUTH MEDIA GROUPS

- Alaska Youth Video
- Back lot (Suriname)
- Kabataan News Network
- South Africa Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

[GO TO GLOBAL FORUMS](#)

### GLOBAL UPDATES

**Youth Media Guyana has won an award.** Everyone, we are so glad to announce that we have won a Caribbean wide award for video production... [LINK](#)  
—Youth Media Guyana (3 days ago)

**Local Festival.** Backlot Suriname holds annual film festival in parking lot... [LINK](#)  
—Backlot (4 days ago)

**KNN Mindoro member to attend J8 Conference.** We are pleased to announce that Nical will be going to this years J8 summit... [LINK](#) —KNN Mindoro (5 days ago)

**Youth Addiction.** Please check out our new story for this month about youth

This is a new Global Update...

[post](#)

# MAIN PAGE

FOR VISITORS

Welcome Justim! profile settings logout search

## VISITOR COMES TO OUR MAIN PAGE

MAIN STORIES PROPOSE A STORY

### PEOPLE

- Kati is tired. Is here now!
- China is at home. Last here about 1 hour ago
- Nikishia is proposing a story. Last here about 1 hour ago
- Andrea is at school. Last here about 3 hours ago
- Joel is online. Last here about 5 hours ago
- Mary is working. Last here 3 day ago
- Rosanna is in New York. Last here 5 day ago

### RECENTLY PUBLISHED STORIES (more...)

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- Inter-Village program modified: 03/11/08
- Digital Playground Workshops Held modified: 03/11/08
- Youth Theatre Workshops modified: 03/11/08
- Girls Empowered modified: 03/11/08
- Hanging Out at the Mall modified: 03/11/08
- Moral Education Fosters Unity modified: 03/11/08

### OTHER YOUTH MEDIA GROUPS

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- Back lot (Suriname)
- Shabataan News Network
- South America Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

GO TO GLOBAL FORUMS

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Youth Addiction. Please check out our new story for this month about youth

This is a new Global Update...

post

Clicking on any of the profile icons or name it sends the user to the selected person's Profile page.

Clicking on any of these recently published story headlines sends the user to the Published page for that story.

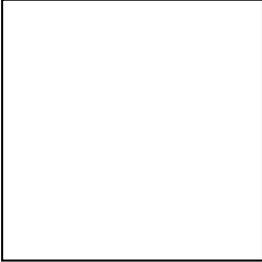
A visitor to the main group page is only allowed to see a restricted "public" view.

A visitor cannot view Profile, In-Production, or Proposed story pages.

Welcome Justim! [ profile ] settings logout  search

## PROFILE PAGE

MAIN | STORIES | PROPOSE A STORY



### Justim Mounter

MEMBER SINCE  
August 12th, 2007

AVAILABLE  
Everyday, All day long

EMAIL  
fake@fake.com

MOBILE  
55-555-5555






INTERESTS  
Crime, Activision, Polotics, Animals, Tattos.

NOTES WRITTEN  
104

edit

**Justim is**  [update your status](#)

#### FAVORITE STORIES

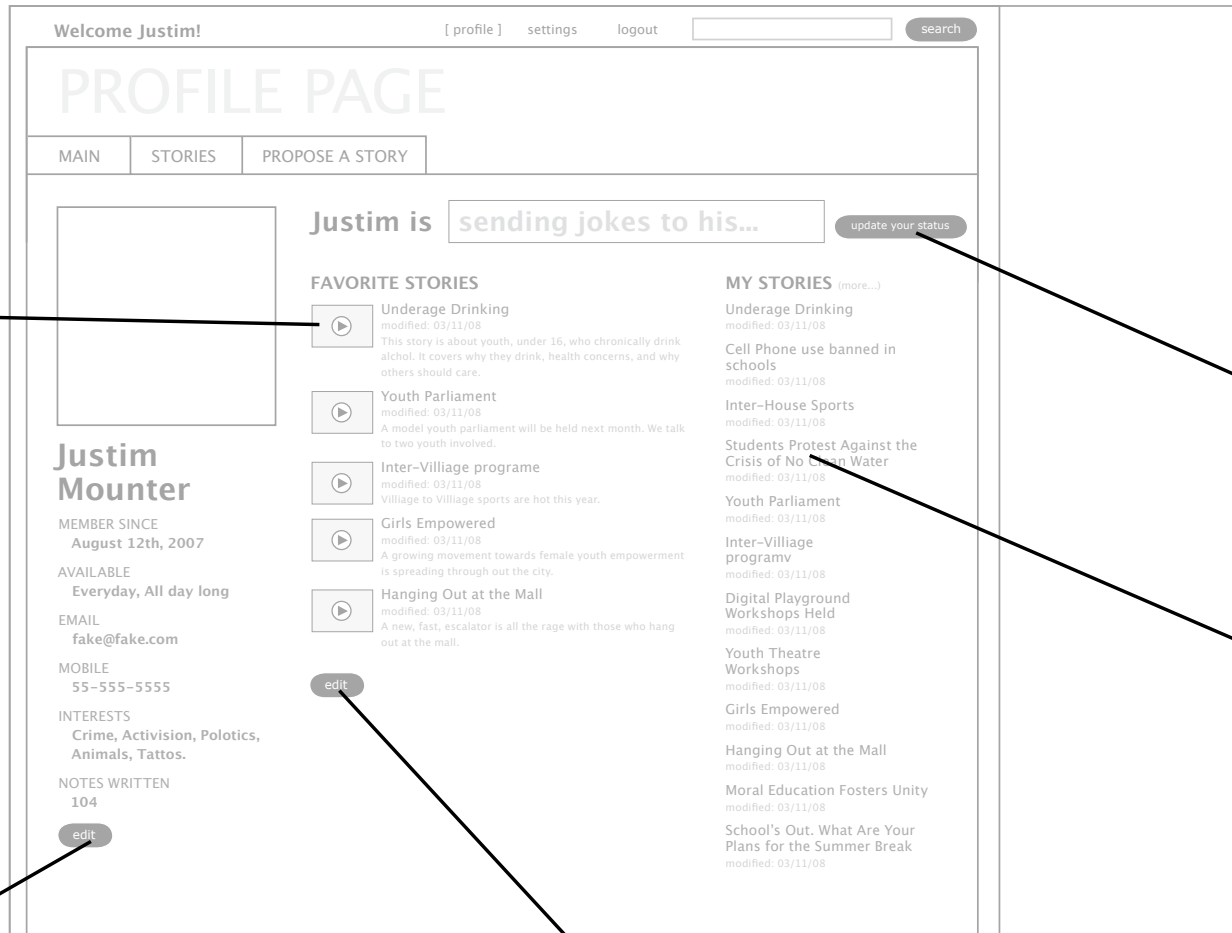
-  **Underage Drinking**  
modified: 03/11/08  
This story is about youth, under 16, who chronically drink alcohol. It covers why they drink, health concerns, and why others should care.
-  **Youth Parliament**  
modified: 03/11/08  
A model youth parliament will be held next month. We talk to two youth involved.
-  **Inter-Village programe**  
modified: 03/11/08  
Village to Villiage sports are hot this year.
-  **Girls Empowered**  
modified: 03/11/08  
A growing movement towards female youth empowerment is spreading through out the city.
-  **Hanging Out at the Mall**  
modified: 03/11/08  
A new, fast, escalator is all the rage with those who hang out at the mall.

edit

#### MY STORIES (more...)

- Underage Drinking**  
modified: 03/11/08
- Cell Phone use banned in schools**  
modified: 03/11/08
- Inter-House Sports**  
modified: 03/11/08
- Students Protest Against the Crisis of No Clean Water**  
modified: 03/11/08
- Youth Parliament**  
modified: 03/11/08
- Inter-Village programv**  
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modified: 03/11/08
- Youth Theatre Workshops**  
modified: 03/11/08
- Girls Empowered**  
modified: 03/11/08
- Hanging Out at the Mall**  
modified: 03/11/08
- Moral Education Fosters Unity**  
modified: 03/11/08
- School's Out. What Are Your Plans for the Summer Break**  
modified: 03/11/08

# PROFILE PAGE



Clicking on any of these video icons or titles sends the user to that story's Published page.

Clicking here allows the user to type into the box to change their status which appears on the main page.

Clicking on any of these story headlines sends the user to the In-Production or Published page for that story.

Clicking here allows the user to edit the contents in this column (the EDIT button will change to a SAVE button). After the user is finished, they click the SAVE button and information is updated.

Clicking this EDIT button allows the user to modify which stories are listed in their Favorites column on their Profile page.

# PROPOSING A STORY

Welcome Justim! profile settings logout  search

## PROPOSAL

**MAIN** | **STORIES** | **PROPOSE A STORY**

**HEADLINE**  
 ◀ PA7 PROPOSE THIS STORY

**SUMMARY**

**CATEGORIES**

**CONTRIBUTORS**

**Interviews**

**Camera Work**

**Add. Camera Work**

**Editing**

**PROPOSED**  
0 day ago.

**MODIFIED**  
0 hours ago.

**OUTLINE**

**ANNOUNCE THIS PROPOSAL**

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>
Mary	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Rosanna	<input type="checkbox"/>	<input type="checkbox"/>

send announcements

**SUGGESTED RESOURCES**

- ABC News Underage Drinking in Minila (Link)
- Youth Addiction (Link)
- The Lancet: Alchol (Link)
- Alcohol Policy UK (Link)

# PROPOSING A STORY

This text field allows the user to type in a headline for the story they are proposing.

This text field allows the user to type in a short summary for the story they are proposing.

This text field allows the user to type in words that are used to categorize the story being proposed.

Clicking on any of these pull down menus allows the user to credit a peer with that duty for the story.

Welcome Justim! profile settings logout search

## PROPOSAL

MAIN STORIES PROPOSE A STORY

HEADLINE  
Type a descriptive headline here PA7 PROPOSE THIS STORY

SUMMARY  
Type in a short summary.

OUTLINE  
Outline how you see the actual story being told.

ANNOUNCE THIS PROPOSAL

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>
Mary	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Rosanna	<input type="checkbox"/>	<input type="checkbox"/>

send announcements

CATEGORIES  
List all possible categories to file this story under.

CONTRIBUTORS

Interviews

Justim

Camera Work

...

Add. Camera Work

...

Editing

...

PROPOSED  
0 day ago.

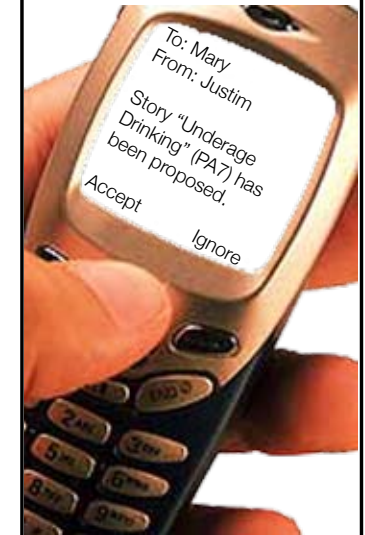
MODIFIED  
0 hours ago.

SUGGESTED RESOURCES

- ABC News Underage Drinking in Minila (Link)
- Youth Addiction (Link)
- The Lancet: Alcohol (Link)
- Alcohol Policy UK (Link)

Clicking here proposes the story. It will then await approval by an admin and will appear in the list of Proposed stories.

Clicking any of these boxes sends a text or email message to the selected collaborators.



Based on the words typed into the Categories field (above left), suggested headlines are instantaneously searched on the web and displayed here as possible

This text field allows the user to type in an outline for the story they are proposing.

Welcome **Katrice!** [ admin ] profile settings logout

## PROPOSAL

MAIN | STORIES | PROPOSE A STORY

### Underage Drinking

PA7

**SUMMARY**  
This story is about youth, under 16, who chronically drink alcohol.

**OUTLINE**  
I'm not sure how we should order this segment. If you have ideas, then put them here.

**CATEGORIES**  
Youth, Law, Social Issues

**CONTRIBUTORS**  
Andrea, Interviews  
Justim, Camera Work

PROPOSED 15 days ago.  
MODIFIED 2 hours ago.

**RESOURCES**  
ABC News Underage Drinking in Manila (Link)  
Youth Addiction (Link)

**NOTES**  
I want in.  
I'll sign up for some tasks when I'm at a cafe. —Andrea

Announce this note

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>

Links placed in notes will be automatically added to the resources area. Select names at right to have this note sent to them, their responses will be added to the notes section as well.

**TASKS**  
Tasks are available only when the story is in production.

Day   Month

Assign	Name	SMS	Email
<input type="checkbox"/>	Justim	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	China	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andrea	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Joel	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Mary	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Rosanna	<input type="checkbox"/>	<input type="checkbox"/>





Welcome Justim!
profile settings logoutsearch

## IN-PRODUCTION

MAIN
STORIES
PROPOSE A STORY

### Underage Drinking

PA7

UPLOAD & PUBLISH

**SUMMARY**  
This story is about youth, under 16, who chronically drink alcohol.

**CATEGORIES**  
Youth, Law, Social Issues

**CONTRIBUTORS**  
Andrea, Interviews  
Justim, Camera Work

PROPOSED 15 days ago.  
MODIFIED 2 hours ago.

edit

**OUTLINE**

1. We show a group of youths squatting and drinking in public. We hear them discuss why they drink and why they like it.
2. More footage of other youths so that the audience knows that it is more than just those first kids. Voice over of one of them talking about their families? troubles? Show how they buy drinks?
3. Interview with an official. This could be a doctor or politician. I think A doctor would be best...
4. Wrap up with reporter on screen. Closing thoughts, more information.

edit

---

**RESOURCES**

ABC News Underage Drinking in Manila (Link)

Youth Addiction (Link)

Wikipedia Drinking Age (Link)

Bridge Photo

World Health (Link)

**NOTES**

**World Health**  
I saw this story on the world health website. If you are working on this story maybe you can read it.  
[http://www.who.int/topics/alcohol\\_drinking/en/](http://www.who.int/topics/alcohol_drinking/en/)

**Part Three.**  
Do we really need to talk to an official? I'm not sure if that is right, what if we just talked to the kids? —Rosanna.

Proposal stage notes (show...)

This is a new note

Announce this note

Name	SMS	Email
<b>Justim</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>China</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Nikishia</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Andrea</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Joel</b>	<input type="checkbox"/>	<input type="checkbox"/>

Links placed in notes will be automatically added to the resources area. Select names at right to have this note sent to them, their responses will be added to the notes section as well.

post

**TASKS**

1 Day Past Due  
**Confirm interview with Dr Ramon Echano.**  
Justim  
(completed, edit)

2 Days until deadline  
**Prep video equipment for bridge shoot at 2pm.**  
Andrea (completed, edit)

---

**Completed** (hide)

Finished 3 days ago  
 **Scout location for bridge shots.**  
Joel (completed, edit)

Finished 5 days ago  
 **Write interview questions and have them edited.**  
Andrea and China  
(completed, edit)

This is a new task

Day   Month

Assign	Name	SMS	Email
<input type="checkbox"/>	<b>Justim</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>China</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Nikishia</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Andrea</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Joel</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Mary</b>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<b>Rosanna</b>	<input type="checkbox"/>	<input type="checkbox"/>

post

# STORY IN-PRODUCTION

Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

MAIN | STORIES | PROPOSE A STORY

## Underage Drinking

PA7 [UPLOAD & PUBLISH](#)

**SUMMARY**  
This story is about youth, under 16, who chronically drink alcohol.

**CATEGORIES**  
Youth, Law, Social Issues

**CONTRIBUTORS**  
Andrea, Interviews  
Justim, Camera Work

PROPOSED 15 days ago.  
MODIFIED 2 hours ago.

[edit](#) [edit](#)

**RESOURCES**  
ABC News Underage Drinking in Manila (Link)  
Youth Addiction (Link)  
Wikipedia Drinking Age (Link)  
 Bridge Photo  
World Health (Link)

**OUTLINE**

1. We show a group of youths squatting and drinking in public. We hear them discuss why they drink and why they like it.
2. More footage of other youths so that the audience knows that it is more than just those first kids. Voice over of one of them talking about their families' troubles? Show how they buy drinks?
3. Interview with an official. This could be a doctor or politician. I think A doctor would be best...
4. Wrap up with reporter on screen. Closing thoughts, more information.

**NOTES**  
**World Health**  
I saw this story on the world health website. If you are working on this story maybe you can read it.  
[http://www.who.int/topics/alcohol\\_drinking/en/](http://www.who.int/topics/alcohol_drinking/en/)

**Part Three.**  
Do we really need to talk to an official? I'm not sure if that is right, what if we just talked to the kids? —Rosanna.

Proposal stage notes (show...)

Announce this note

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>

Links placed in notes will be automatically added to the resources area. Select names at right to have this note sent to them, their responses will be added to the notes section as well.

[post](#) [post](#)

## IN-PRODUCTION

**TASKS**

- 1 Day Past Due  
 Confirm interview with Dr Ramon Echano.  
Justim (completed, edit)
- 2 Days until deadline  
 Prep video equipment for bridge shoot at 2pm.  
Andrea (completed, edit)

Completed (hide)

- Finished 3 days ago  
 Scout location for bridge shots.  
Joel (completed, edit)
- Finished 5 days ago  
 Write interview questions and have them edited.  
Andrea and China (completed, edit)

This is a new task

Day  Month

Assign	Name	SMS	Email
<input type="checkbox"/>	Justim	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	China	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andrea	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Joel	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Mary	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Rosanna	<input type="checkbox"/>	<input type="checkbox"/>

[post](#)

Clicking on this EDIT button allows a user to change and update the working outline of a story in-production.

Clicking on a specific task allows the user to edit the text or status of a task.

Users can add new tasks to any story's Task section by typing in this text field and clicking on POST.

Clicking on any links under the Resources column will launch a new window linked to other resources relevant to the story.

Users can also assign and notify others of this new task.

Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

**PUBLISHED**

[MAIN](#) [STORIES](#) [PROPOSE A STORY](#)

## Underage Drinking

PA7 [LAUNCH D-SAMPLER](#)

**SUMMARY**  
This story is about youth, under 16, who chronically drink alcohol.

**CATEGORIES**  
Youth, Law, Social Issues

**CONTRIBUTORS**  
Andrea, Interviews  
Justim, Camera Work

PUBLISHED 3 days ago.  
MODIFIED 2 hours ago.

[edit](#)

**PUBLISHED VERSION**

[VIDEO](#)  
[STILLS](#)  
[AUDIO](#)  
[TEXT](#)

**OTHER BANDWIDTHS**  
No other bandwidth versions have been created yet. If you have the D-Sampler software, click the button above to launch it, and create lower bandwidth versions.

[SAVE TO PROFILE PAGE](#)

**TASKS**  
[Completed](#) (show)

**RESOURCES**  
[ABC News Underage Drinking in Manila](#) (Link)  
[Youth Addiction](#) (Link)  
[Wikipedia Drinking Age](#) (Link)  
 [Bridge Photo](#)  
[World Health](#) (Link)

**NOTES**  
This is still my favorite story.  
Good job guys. I wish we had done a better job interviewing the doctor. I think he had more to tell us. —Justim.

[In-Production notes...](#) (show)  
[Proposal stage notes...](#) (show)

**Announce this note**

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>

Links placed in notes will be automatically added to the resources area. Select names at right to have this note sent to them, their responses will be added to the notes section as well.

[post](#)

# PUBLISHED STORY

The screenshot shows a user interface for a published story titled "Underage Drinking". At the top, there is a navigation bar with "Welcome Justim!", "profile", "settings", "logout", and a search bar. Below this is a tabbed interface with "MAIN", "STORIES", and "PROPOSE A STORY". The main content area is divided into several sections: "SUMMARY" (This story is about youth, under 16, who chronically drink alcohol.), "CATEGORIES" (Youth, Law, Social Issues), "CONTRIBUTORS" (Andrea, Interviews; Justim, Camera Work), and "PUBLISHED 3 days ago. MODIFIED 2 hours ago." The "PUBLISHED VERSION" section features a video player with a "PAUSE" button and a "LAUNCH D-SAMPLER" button. To the right of the video player are buttons for "VIDEO", "STILLS", "AUDIO", and "TEXT". Below the video player is a "RESOURCES" section with links to "ABC News Underage Drinking in Manila", "Youth Addiction", "Wikipedia Drinking Age", "Bridge Photo", and "World Health". The "NOTES" section contains a note: "This is still my favorite story. Good job guys. I wish we had done a better job interviewing the doctor. I think he had more to tell us. --Justin." Below the note is a text input field with the placeholder "This is a new note" and a "post" button. To the right of the notes is a "TASKS" section with a "Completed" status. At the bottom, there is an "Announce this note" section with a table of names and checkboxes for "SMS" and "Email".

Name	SMS	Email
Justim	<input type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>
Nikishia	<input type="checkbox"/>	<input type="checkbox"/>
Andrea	<input type="checkbox"/>	<input type="checkbox"/>
Joel	<input type="checkbox"/>	<input type="checkbox"/>

After a user downsamples a story, these options for viewing or listening become available.

Users can view the most recent video edit of the story.

Clicking on this button will launch the Uploader/Downsampler desktop application. This will then prompt the user to downsample their story.

Clicking on this button will save this story to the user's Favorites on their Profile page.

Users can add new notes to any story's notes section by typing in this text field and clicking on POST. They can also notify others of this new note.

# DOWN-SAMPLING APPLICATION

Welcome Justim! profile settings logout  search

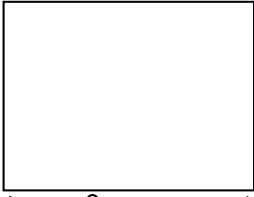
MAIN | STORIES | PROPOSE A STORY

**Underage Drinking** PA7

UPLOADER | **DOWN SAMPLER** | SETTINGS | SAVE

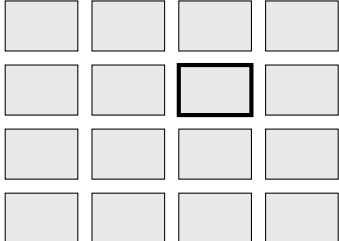
### UPLOAD MOVIE

Double check all the information below associated with the story.



### KEY THUMBNAIL

Choose one image from the thumbnails below that were automatically pulled from your video. This will act as the poster frame for the story.



### STORY INFO

Double check all the information below associated with the story.

**SUMMARY**  
This story is about youth, under 16, who chronically drink alcohol.

**CATEGORIES**  
Youth, Law, Social Issues

**CONTRIBUTORS**  
Andrea, Interviews  
Justim, Camera Work

**PUBLISHED** 3 days ago.  
**MODIFIED** 2 hours ago.

Justim    
China    
Nikishia    
Andrea    
Joel

# DOWN-SAMPLING APPLICATION

Users can drag and drop a movie file of the final edit of their story here.

Alternatively, the user can upload a new video file.



By clicking on the EDIT button, the user can change or confirm all the information that is associated with the story about to be published.

By clicking on one of these thumbnails, the user sets the poster frame for the story that will appear on all pages where the story thumbnail appears.

# DOWN-SAMPLING APPLICATION

The screenshot shows a web application interface with a user profile 'Justim!' and navigation options like 'profile', 'settings', and 'logout'. A search bar is present. The main content area is titled 'PUBLISHED' and has tabs for 'MAIN', 'STORIES', and 'PROPOSE A STORY'. A modal window titled 'UPLOADER' is open, showing the title 'Underage Drinking' with a 'PA7' tag. The modal has three tabs: 'UPLOADER', 'DOWNSAMPLER', and 'SETTINGS', with 'UPLOADER' selected. The 'UPLOADER' tab contains three sections: 'TEXT VERSION' with a text input field and an 'import text version' button; 'AUTO STILLS' with a 4x4 grid of thumbnail placeholders and instructions to choose stills for a slideshow; and 'AUDIO VERSION' with a microphone icon and an 'import an audio file' button. The background shows a sidebar with 'SUMMARY', 'CATEGORIES', 'CONTRIBUTORS', and 'RESOURCES'.

# DOWN-SAMPLING APPLICATION

A user enters a shorter version of the story here. This can be viewed on cell phones as a text message.



UPLOADER

UPLOADER   DOWNSAMPLER   SETTINGS   SAVE

## Underage Drinking

PA7

### TEXT VERSION

Enter in a shorter text version of your story below.

ENTER YOUR TEXT VERSION HERE

import text version

### AUTO STILLS

Choose from the thumbnails below that were automatically pulled from your video. These will be the stills used in a slideshow version.


### AUDIO VERSION

Record the shorter audio version of you story here.

import an audio file

Clicking here will allow users to record a short audio version of the story using their built-in microphone.

Alternatively, the user can click here to upload a more professionally pre-recorded audio file.

Alternatively, the user can upload an external text document file that has already been worked on or completed.

A user chooses necessary images from the list of 16 thumbnails to best represent the story to be used in a lower-bandwidth slideshow version.



Welcome Justim!
profile settings logoutsearch

## YOUTH MEDIA GLOBAL FORUM

MAIN

STORIES

PROPOSE A STORY

### FORUMS

topics	posts	threads	last post
<b>Stories in progress</b> Post your working stories here for feedback	24	3	Wild Fire... YM Guyana
<b>Proposals</b> Post your proposals for stories here	13	4	Cell Phone...
<b>Questions about resources</b> Here you can ask questions about resources	11	4	...
<b>Collaboration</b> Have ideas for collaborating with other youth journalists?	8	5	...
<b>Equipment</b> What kind of video cameras and editing do you use?	15	3	...

### RECENT ACTIVITY (more...)

▶

**Wild Fire spreads to Guyana**  
posted by Brooke in Youth Media Guyana: yesterday

▶

**Cell Phone use banned in schools**  
posted by Paulino in KNN Manila: 03/11/08

**Advice on how to deal with copyright?**  
posted by Backlot: 03/10/08

**How to improve on interviewing skills**  
posted by KNN Mindoro: 03/7/08

▶

**Students Protest Against Crisis**  
posted by Justim in Youth Media Guyana: 03/4/08

### OTHER YOUTH MEDIA GROUPS

- Alaska Youth Video
- Back lot (Suriname)
- Kabataan News Network
- South Africa Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

### GLOBAL UPDATES

**Youth Media Guyana has won an award.** Everyone, we are so glad to announce that we have won a Caribbean wide award for video production... [LINK](#) —Youth Media Guyana (3 days ago)

**Local Festival.** Backlot Suriname holds annual film festival in parking lot... [LINK](#) —Backlot (4 days ago)

**KNN Mindoro member to attend J8 Conference.** We are pleased to announce that Nical will be going to this years J8 summit... [LINK](#) —KNN Mindoro (5 days ago)

**Youth Addiction.** Please check out our new story for this month about youth

This is a new Global Update...

post

Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

## YOUTH MEDIA GLOBAL FORUM

[MAIN](#) [STORIES](#) [PROPOSE A STORY](#)

### FORUMS

topics	posts	threads	last post
<b>Stories in progress</b> Post your working stories here for feedback	24	3	Wild Fire... YM Guyana
<b>Proposals</b> Post your proposals for stories here	13	4	Cell Phone...
<b>Questions about resources</b> Here you can ask questions about resources	11	4	...
<b>Collaboration</b> Have ideas for collaborating with other youth journalists?	8	5	...
<b>Equipment</b> What kind of video cameras and editing do you use?	15	3	...

### RECENT ACTIVITY (more...)

- Wild Fire spreads to Guyana**  
posted by Brooke in Youth Media Guyana: yesterday
- Cell Phone use banned in schools**  
posted by Paulino in KNN Manila: 03/11/08
- Advice on how to deal with copyright?**  
posted by Backlot: 03/10/08
- How to improve on interviewing skills**  
posted by KNN Mindoro: 03/7/08
- Students Protest Against Crisis**  
posted by Justim in Youth Media Guyana: 03/4/08

### OTHER YOUTH MEDIA GROUPS

- Alaska Youth News
- Back lot (Suriname)
- Kabataan News Network
- South Africa Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

### GLOBAL UPDATES

**Youth Media Guyana has won an award.** Everyone, we are so glad to announce that we have won a Caribbean wide award for video production... [LINK](#) —Youth Media Guyana (3 days ago)

**Local Festival.** Backlot Suriname holds annual film festival in parking lot... [LINK](#) —Backlot (4 days ago)

**KNN Mindoro member to attend J8 Conference.** We are pleased to announce that Nical will be going to this years J8 summit... [LINK](#) —KNN Mindoro (5 days ago)

**Youth Addiction.** Please check out our new story for this month about youth

This is a new Global Update...

[post](#)

By clicking on the video or title, the user is sent to that thread's page.

Clicking on one of these categories in the forums, the user is sent to a list of topics under that category.

In the global forum, users can link to their stories in-production and ask for feedback from other youth journalists.

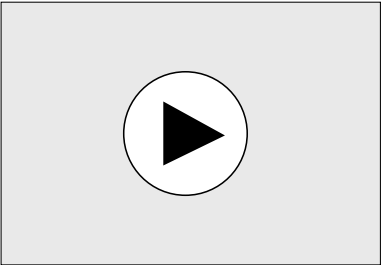
Welcome Justim! [profile](#) [settings](#) [logout](#)  [search](#)

# YOUTH MEDIA GLOBAL FORUM

[MAIN](#) [STORIES](#) [PROPOSE A STORY](#)

## FORUMS

Youth Media Global Forums > Stories in progress > Cell Phone use banned in schools



### Cell Phone use banned in schools

posted by Paulino in KNN Manila: 03/11/08

What do you think of this story? I'm not sure about the ending. Do you have any suggestions on how we can conclude this story?

comments: 3 views: 93


[add comment](#)

Peter from KNN Mindoro posted 3/14/08  
I think you should do this.

Peter from KNN Mindoro posted 3/14/08  
I think you should do this.

Peter from KNN Mindoro posted 3/14/08  
I think you should do this.

### OTHER YOUTH MEDIA GROUPS



- Alaska Youth Video
- Back lot (Suriname)
- Kabataan News Network
- South Africa Media
- Thai Youth News
- Youth Media Columbia
- Youth Media Guyana

### GLOBAL UPDATES

**Youth Media Guyana has won an award.** Everyone, we are so glad to announce that we have won a Caribbean wide award for video production... [LINK](#) —Youth Media Guyana (3 days ago)

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**KNN Mindoro member to attend J8 Conference.** We are pleased to announce that Nical will be going to this years J8 summit... [LINK](#) —KNN Mindoro (5 days ago)

**Youth Addiction.** Please check out our new story for this month about youth

This is a new Global Update...

[post](#)

Play the video associated with this thread.

The screenshot displays the Youth Media Global Forum website. At the top, a navigation bar includes a welcome message for 'Justim!', links for 'profile', 'settings', and 'logout', a search bar, and a 'search' button. The main header features the site's name 'YOUTH MEDIA GLOBAL FORUM' and a menu with 'MAIN', 'STORIES', and 'PROPOSE A STORY' options. The central forum area shows a thread titled 'Cell Phone use banned in schools' by Paulino in KNN Manila, dated 03/11/08. The thread content asks for user opinions and suggestions. A video player is embedded on the left side of the thread. Below the thread, there are three comments from 'Peter from KNN Mindoro' posted on 3/14/08, each with the text 'I think you should do this.' An 'add comment' button is located to the right of the comment section. On the right sidebar, there are sections for 'OTHER YOUTH MEDIA GROUPS' with a world map and a list of groups, 'GLOBAL UPDATES' with several news items, and a 'post' button at the bottom.

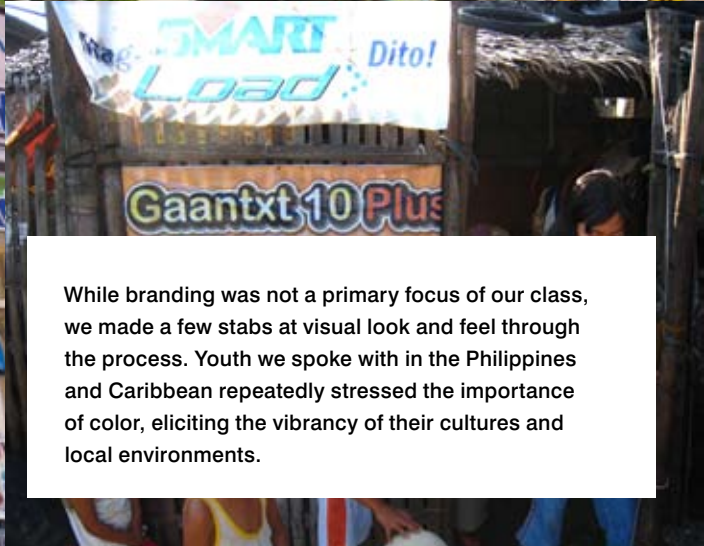
Allows for users signed in to post a comment regarding this thread and/or video.

# USER TESTING

After receiving a tutorial on user testing from Merrick Schaefer at Unicef, we recognized the importance of testing some of our wireframe concepts with the youth journalists before completing our system design. Our findings from the user testing assured us of things we were thinking—that the site needed to be a colorful, easy-to-use, closed or semi-closed system. We also heard about what they found confusing or difficult to use, and found this equally helpful in moving forward on the design.

The exciting part was hearing how well the youth responded to some of our Big Ideas. The youth journalists in the Philippines starting Instant Messaging smiley faces when we spoke of the cell phone component of the system, and the youth in the Caribbean saw the down-sampling tool not only as a way to down-sample broadcast quality work but as a way to create their own, looser versions of digital stories.

So although we were on the phone to the Caribbean for hours and Instant Messaging the Philippines at midnight, we found the user testing to be an integral part of the design process and one that really brought us back to the trips, the people we met, and why we initially began to design the system.

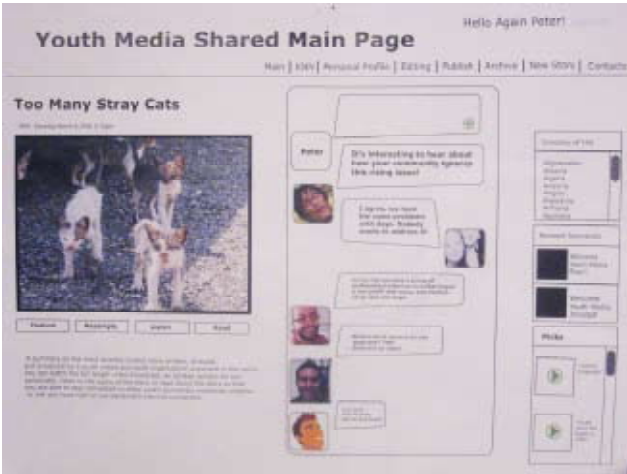
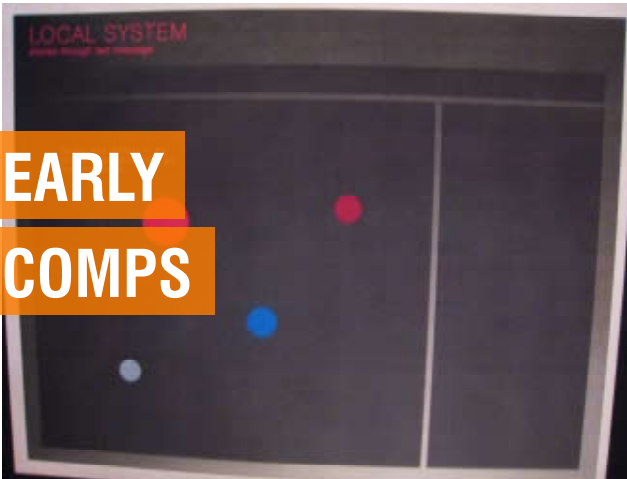


# BRANDING

While branding was not a primary focus of our class, we made a few stabs at visual look and feel through the process. Youth we spoke with in the Philippines and Caribbean repeatedly stressed the importance of color, eliciting the vibrancy of their cultures and local environments.



**EARLY  
COMPS**







# LOOK AND FEEL CONCEPTS

# LOOK AND FEEL CONCEPTS

**tnj** the new journalists

KNN Manila **main** profile settings stories search [log out](#)

Welcome Back Brooke!

**PUBLISHED STORIES**

**PEOPLE**

- Brooke is tired (update this) and is on now!
- Sevenju is at home and was last here about 1 hour ago
- Jonathan is proposing a story and was last here about 3 hours ago
- Cindy is at school and was last here about 7 hours ago
- Parker is online and was last here about 8 hours ago
- Camille is working and was last here about 1 day ago
- Peter is in NYC and was last here about 3 days ago

**PROGRESS**

- Micro-Credit
- Child Labor
- Underage Drinking
- Public Plaza Changin
- Youth Summit

**RECENT STORIES & TASKS**

### UNDERAGE DRINKING

**TO DO:** Confirm interview with Dr. Ramon Echano.  
**TO DO:** Prep equipment to film Dr. Ramon...  
**DONE:** Scout locations for bridge shot...

### CHILD LABOR

**TO DO:** Final edit waiting to be uploaded.

### HEAD LICE

**ALERT:** New proposal created by Parker, please add notes and help develop further.

### CHILD LABOR

**TO DO:** Final edit waiting to be uploaded.  
**TO DO:** Prep equipment to film Gary.

**MORE STORIES...**

**GROUP BULLETINS**

**Cables Missing.**  
On our last shoot we packed up to leave and when we got back to the studio one of the batteries from camera 4 is missing. Please check your bags everyone. - Brooke

**Sevenju's Last Day Party.**  
All, once again I found the studio's back door unlocked. It is so important that you keep it locked at all times. - Peter Cho

**Welcome Katu!**  
I hope this week everyone gets a chance to welcome our newest team member Katu to our youth media group. - Peter Cho

**Battery Missing.**  
On our last shoot we packed up to leave and when we got back to the studio one of the batteries from camera 4 is missing. Please check your bags everyone. - Brooke

**Lock the studio's back door.**  
All, once again I found the studio's back door unlocked. It is so important that you keep it locked at all times. - Peter Cho

**Welcome Matt!**  
I hope this week everyone gets a chance to welcome our newest journalist Matt to our youth media group. - Peter Cho

**MORE BULLETINS...**

Post a new bulletin...

**OTHER YOUTH MEDIA GROUPS**

- Afganistan YoMe
- Alaska Youth Media
- Bataanyng
- China Teen TV
- Kabataan News Network
- KNN Manila
- KNN Mindoro

**GLOBAL UPDATES**

**YM Guyana has won an award.**  
Everyone, we are so glad to announce that we have won a Caribbean-wide award for video production...[LINK](#)  
YM Guyana—3 days ago

**Media Backlot is expanding.**  
Everyone, we are so glad to announce that we have won a Caribbean-wide award for video production...[LINK](#)  
YM Guyana—3 days ago

**KNN closed another bureau.**  
Everyone, we are so glad to announce that we have won a Caribbean-wide award for video production...[LINK](#)  
YM Guyana—3 days ago

**MORE UPDATES...**

Post a new global update...

[main](#) [profile](#) [settings](#) [stories](#) [search](#) [log out](#)

Welcome Brooke! [profile](#) [settings](#) [main](#) [stories](#) [search](#) [log out](#)

# yumedi

**PEOPLE**

- Brooke is tired (update this) and is on now!
- Sevenju is at home and was last here about 1 hour ago
- Jonathan is proposing a story and was last here about 3 hours ago
- Cindy is at school and was last here about 7 hours ago
- Parker is online and was last here about 8 hours ago
- Camille is working and was last here about 1 day ago
- Miya is in NYC and was last here about 3 days ago

**PROGRESS**

- Micro-Credit
- Child Labor
- Underage Drinking
- Public Plaza Changin
- Youth Summit

**RECENT STORIES & TASKS**

### Underage Drinking

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**MORE STORIES**

**GROUP BULLETINS (online)**

**Lock the studio's back door.**  
All, once again I found the studio's back door unlocked. It is so important that you keep it locked at all times. - Peter Cho

**Lock the studio's back door.**  
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YM Guyana—3 days ago

Post

**tnj** the new journalists

Share your story Brooke! [upload](#) [dashboard](#) [settings](#)

**UPLOAD MOVIE**

Upload the final edit of your story.

Drag in a new video file...

or backup for a new movie file

**AUTO STILLS**

Choose from the thumbnails below that event descriptions are pulled from your video. You can upload different images at any point.

**TEXT**

Edit in a richer text version of your story. Inline, or updated to show as Rich Text. Use

**SEARCH**

Drag in a richer audio version of your story. Audio, or updated to show as Rich Text. Use

[main](#) [profile](#) [settings](#) [stories](#) [search](#) [log out](#)

A woman with dark hair in a ponytail, wearing an orange sleeveless top and blue jeans, is sitting on a wooden bench and interviewing a man. The man is wearing a light blue and white plaid shirt and dark pants. He is holding a microphone. They are outdoors in a lush green setting with many plants and trees. The background is slightly blurred, showing a grassy area and more foliage.

# RESEARCH TRIPS

As part of our design research, we had the opportunity to travel to the Caribbean and Philippines, where we met with youth journalist organizations that partnered with Unicef in an effort to share stories created by youth for youth. We really did not know what to expect and were eager to speak with the youth journalists and get a feel for the places. The trips reinforced the importance of hands-on experience and the value for a designer in speaking to their audience before starting a project.

Graduate Media Design Student Jonathan Jarvis, being interviewed about the research that he and fellow student Brooke Reidt were conducting at the Backlot production facility in Paramaribo

# ON THE GROUND IN THE CARIBBEAN AND PHILIPPINES



Coastline in Georgetown, Guyana



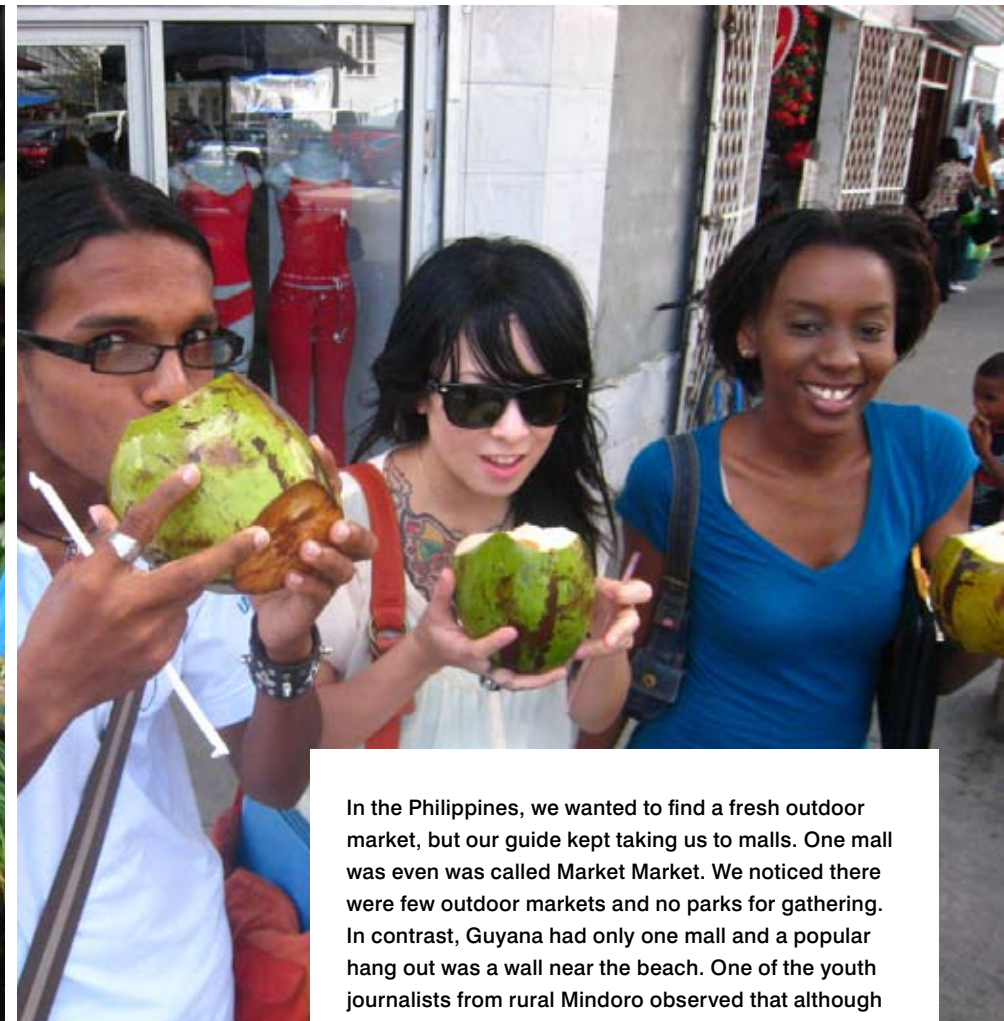
Beach village in Mindoro, Philippines

The locations we focused on were the Caribbean and the Philippines since both places face the challenges of staying connected across multiple islands. Looking out across the ocean and seeing brown water and rows of shacks reminded us that we were in a developing nation, although the tropical climates were a welcome change. In the Philippines, we were able to visit the big city of Manila as well as Mindoro, a rural province. In the Caribbean, we traveled to Guyana and Suriname.

# SEARCHING FOR MARKETS



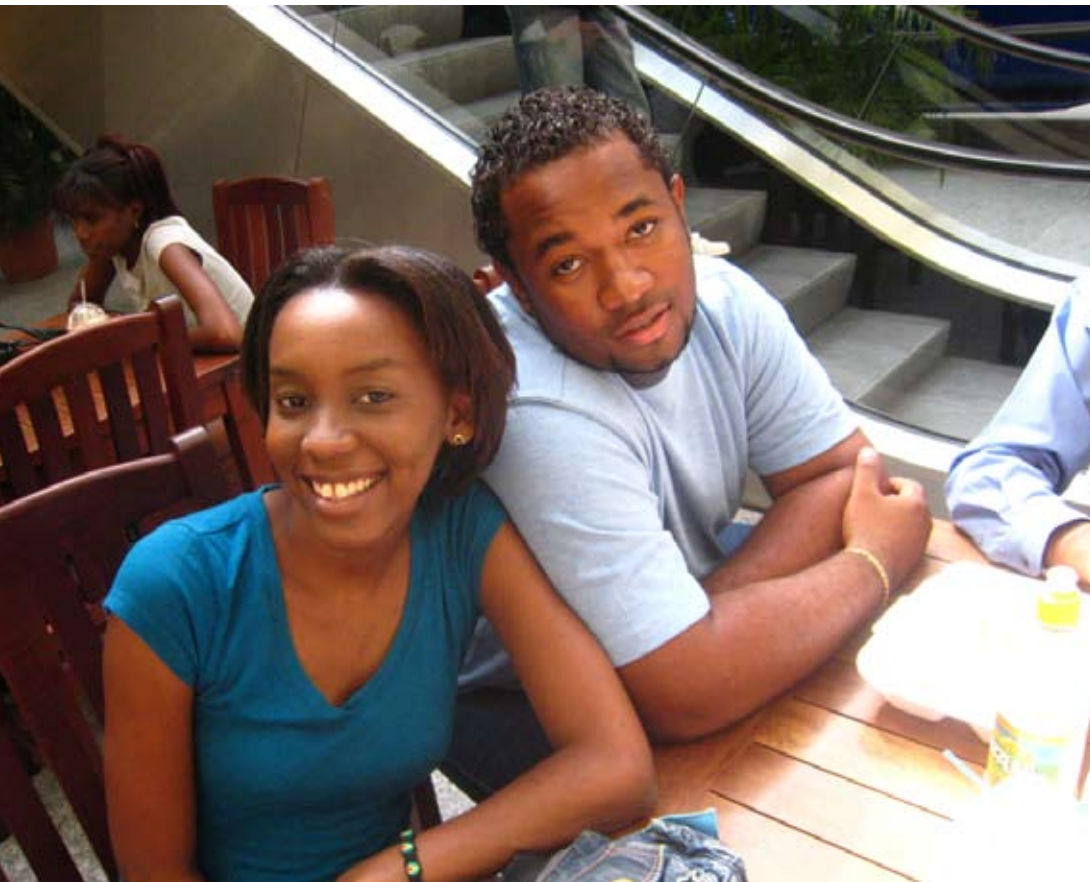
Marketplace in Mindoro



Youth media journalists Lomeharshansham and Andrea with illustration student Brooke Reidt in downtown Georgetown

In the Philippines, we wanted to find a fresh outdoor market, but our guide kept taking us to malls. One mall was even called Market Market. We noticed there were few outdoor markets and no parks for gathering. In contrast, Guyana had only one mall and a popular hang out was a wall near the beach. One of the youth journalists from rural Mindoro observed that although she sometimes feels jealous of the technology and “stuff” kids have in Manila, she knows that they have fresh air, no traffic, a beautiful beach and gardens with fresh vegetables, so she feels like the quality of life is better. She also said she feels lucky to be where she is because she is a youth journalist and can voice her opinions.

# FINDING MALLS



Andrea and Justim, journalists from Youth Media Guyana



Mega-mall in Manila

In the Philippines social life took place in the malls. If you were not texting your friends from school you were meeting with them at the mall, where everyone, young and old, gathers to eat, shop, play games and go to movies. In the Caribbean there was only one mall in Georgetown, Guyana, and when the mall opened each day, people would take turns riding up and down the escalators. Instead of malls, people hung out at “The Wall” a gathering place along the beach. In this way, social life differed between the two regions.

# CELLPHONES EVERYWHERE



One of the first things we noticed in the Philippines was the amount of cell phone users. Everyone seemed to be texting on their cell phones constantly. Cell phones were cheap and prevalent in both regions and by far the most popular way of staying connected. Rows of cell phone stores stacked one after another lined the malls in the Philippines. In the Caribbean mall, a contest raffled off a car painted blue to match the cell phone providers blue branding. Competition between the red phone company and the blue one was fierce in de-regulated Guyana. Cell phones were everywhere and everyone seemed to have access to them.

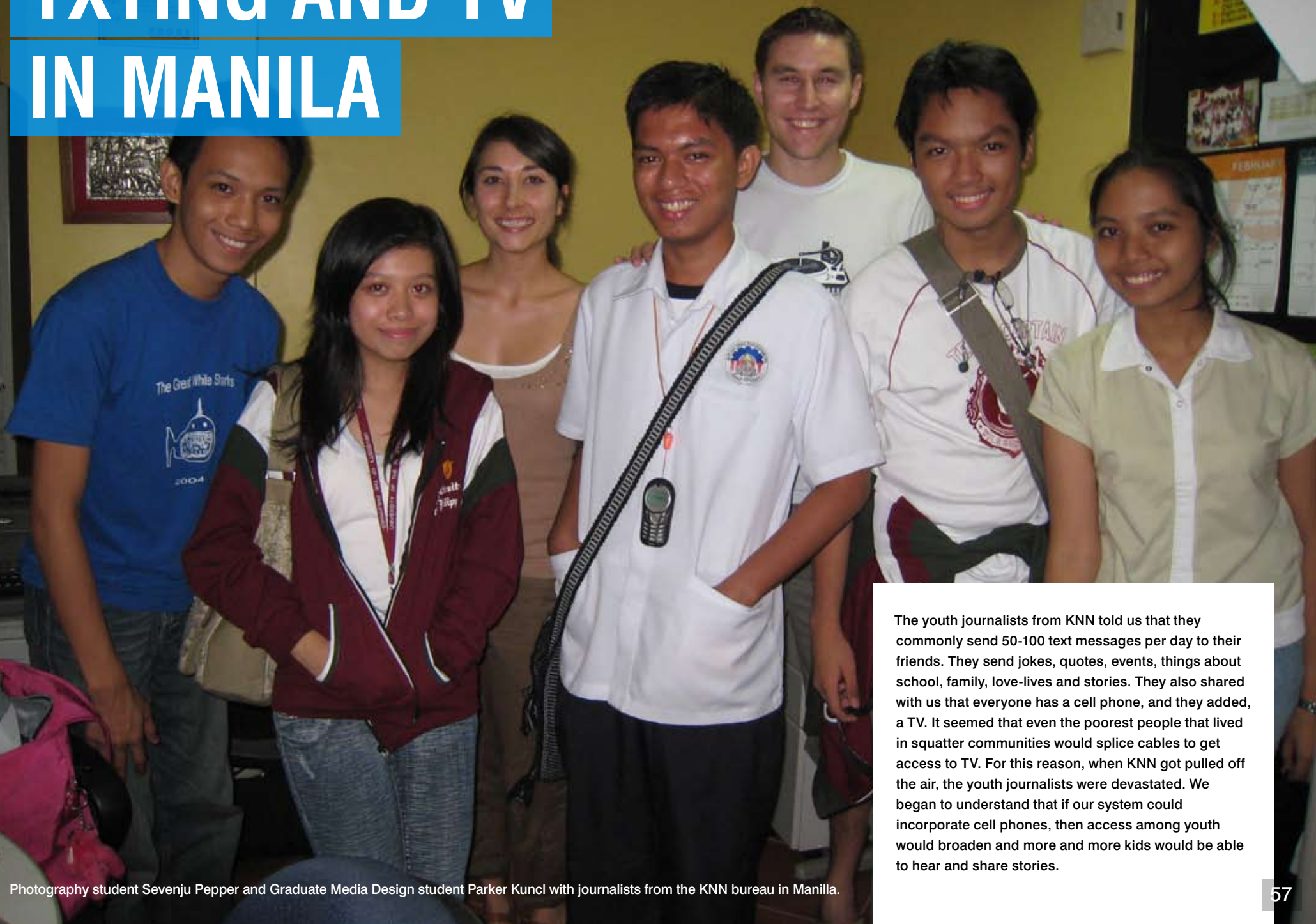
2 of the dozens of phone stores in a mall in Manila



Winner of a contest sponsored by Guyana Telecom



# TXTING AND TV IN MANILA



The youth journalists from KNN told us that they commonly send 50-100 text messages per day to their friends. They send jokes, quotes, events, things about school, family, love-lives and stories. They also shared with us that everyone has a cell phone, and they added, a TV. It seemed that even the poorest people that lived in squatter communities would splice cables to get access to TV. For this reason, when KNN got pulled off the air, the youth journalists were devastated. We began to understand that if our system could incorporate cell phones, then access among youth would broaden and more and more kids would be able to hear and share stories.

# TXTING VS CALLING



In the Philippines, texting is more common than phone calls. Much of this is based on finances - voice calls in the Philippines are very expensive, in the Caribbean they are much more affordable. Also, many Filipinos we interviewed said they were shy and it was easier to text than to call and speak with someone. They also liked that they could SMS icons to show emotions. In contrast, the Caribbean youth were very outgoing. Later when we held a user test in the Caribbean, it was done on speakerphone, whereas in the Philippines they requested Instant Messenger and found speaking on the phone difficult because they didn't have speakerphone options.



Philippines phone-service provider ad

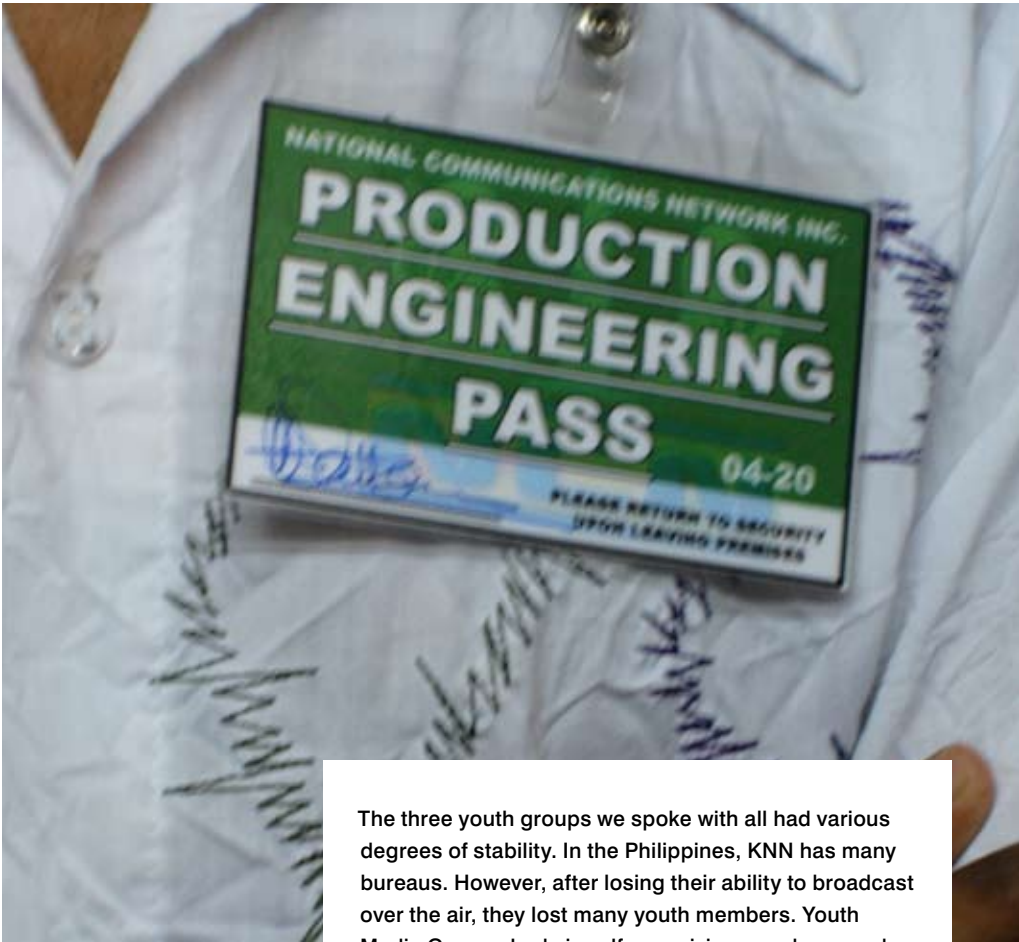


Phone card bought by student's taxi driver while en route to the airport

# FRAGILE GROUPS



5 of the 6 journalists from Youth Media Guyana breaking from their full-time jobs to meet in the Georgetown mall



Security pass to enter the National Communications Network facilities in Georgetown

The three youth groups we spoke with all had various degrees of stability. In the Philippines, KNN has many bureaus. However, after losing their ability to broadcast over the air, they lost many youth members. Youth Media Guyana had six self-organizing members, and a tenuous connection to a TV production facility. We saw that there was a need to provide stability and support to the youth groups.

# GROUPS AND PRIVACY



Youth in both regions talked about being more comfortable in closed groups. They talked about YouTube being too open, that anyone can see it and worried about privacy and being judged by people you didn't know. We were told that on some forums in Guyana, people would email posters—instead of replying in the forum—to ask them if they could call them on the phone and ask them a question about their forum post. All to avoid asking a question in public.



In the Caribbean, youth journalists met in small groups, at people's houses, and in the malls. There was no one place to meet, not even one common office or computer. We realized that to create a system they will want to use, it needs to be private so they can share freely among their group. However, they also expressed a desire to learn from other youth journalist groups around the world, so a semi-private space was also necessary.



Journalists from KNN Manilla bureau remark about their weekly schedule

# STORYTELLING PROCESS

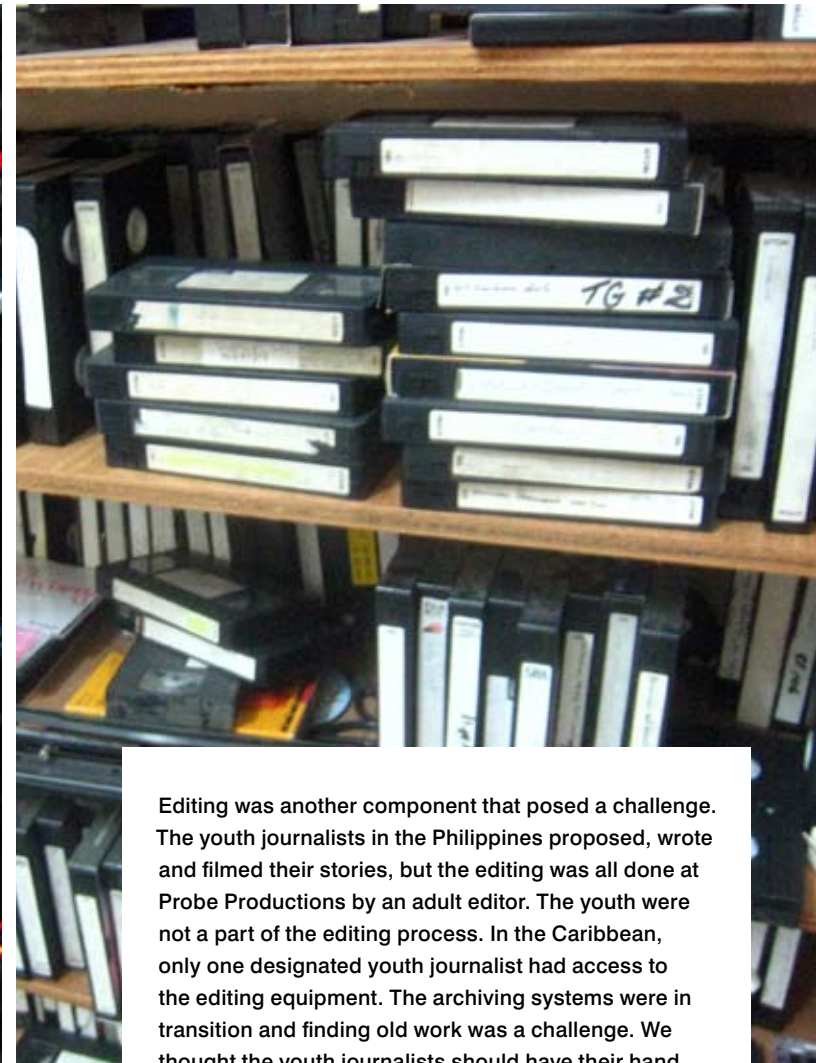
For all the journalists, the process of filming is done after a proposal is made and approved. The process is overseen by an adult editor and each youth journalist takes on a specific role as writer, reporter, camera man etc. The challenge was that each member did this in their free time. They all went to school or had full-time jobs, so often, they didn't have the time they needed to spend on a story. There was a need to organize and increase communication. We were conscious to create a system that would support their work and current systems and not enforce our ideas of how they should be working. Our final tool, not only would support them but would provide a framework for other groups to work in the same way.

Journalists from The Backlot in Paramaribo, Suriname, filming a story about the Chinese New Year

# EDITING

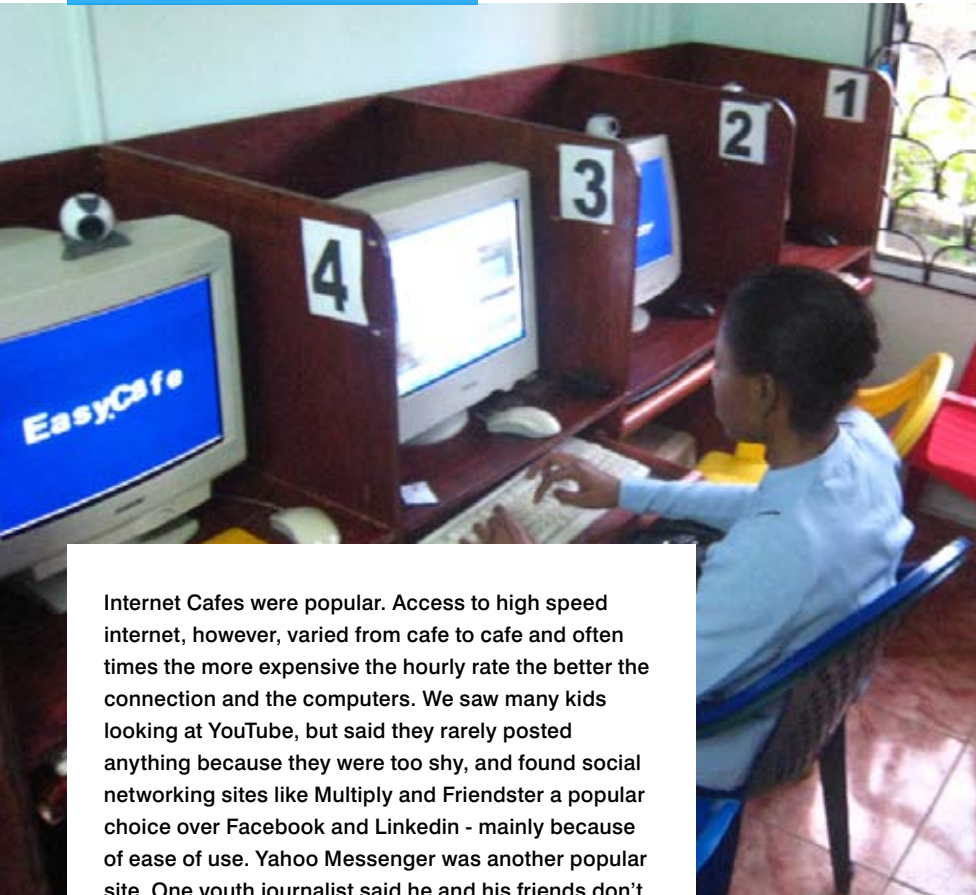


Editing bay at Probe Media



Editing was another component that posed a challenge. The youth journalists in the Philippines proposed, wrote and filmed their stories, but the editing was all done at Probe Productions by an adult editor. The youth were not a part of the editing process. In the Caribbean, only one designated youth journalist had access to the editing equipment. The archiving systems were in transition and finding old work was a challenge. We thought the youth journalists should have their hand at editing, since editing is an integral part of storytelling, as well as a versatile online archive they could use at anytime to share their work and persist the groups knowledge.

# INTERNET CAFES



Internet Cafes were popular. Access to high speed internet, however, varied from cafe to cafe and often times the more expensive the hourly rate the better the connection and the computers. We saw many kids looking at YouTube, but said they rarely posted anything because they were too shy, and found social networking sites like Multiply and Friendster a popular choice over Facebook and LinkedIn - mainly because of ease of use. Yahoo Messenger was another popular site. One youth journalist said he and his friends don't go to internet cafes much because it is expensive and so they only go for school research. It seemed in both regions, although cafes were affordable, it was still difficult for many youth to get daily access. In Guyana several internet cafes we visited had broken machines. In one, only two worked ours and the one being used by a women who sat smiling into a webcam "chatting" with several men.

Internet cafe in Georgetown

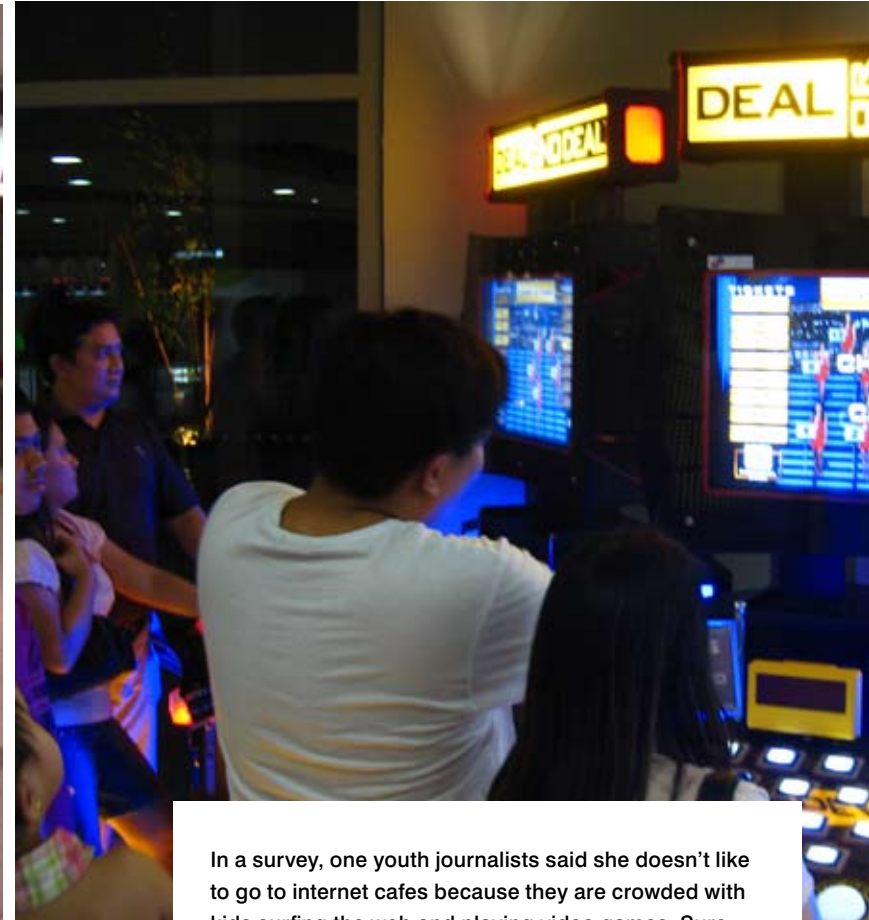


Kids gaming at an internet cafe in Manila

# GAMING



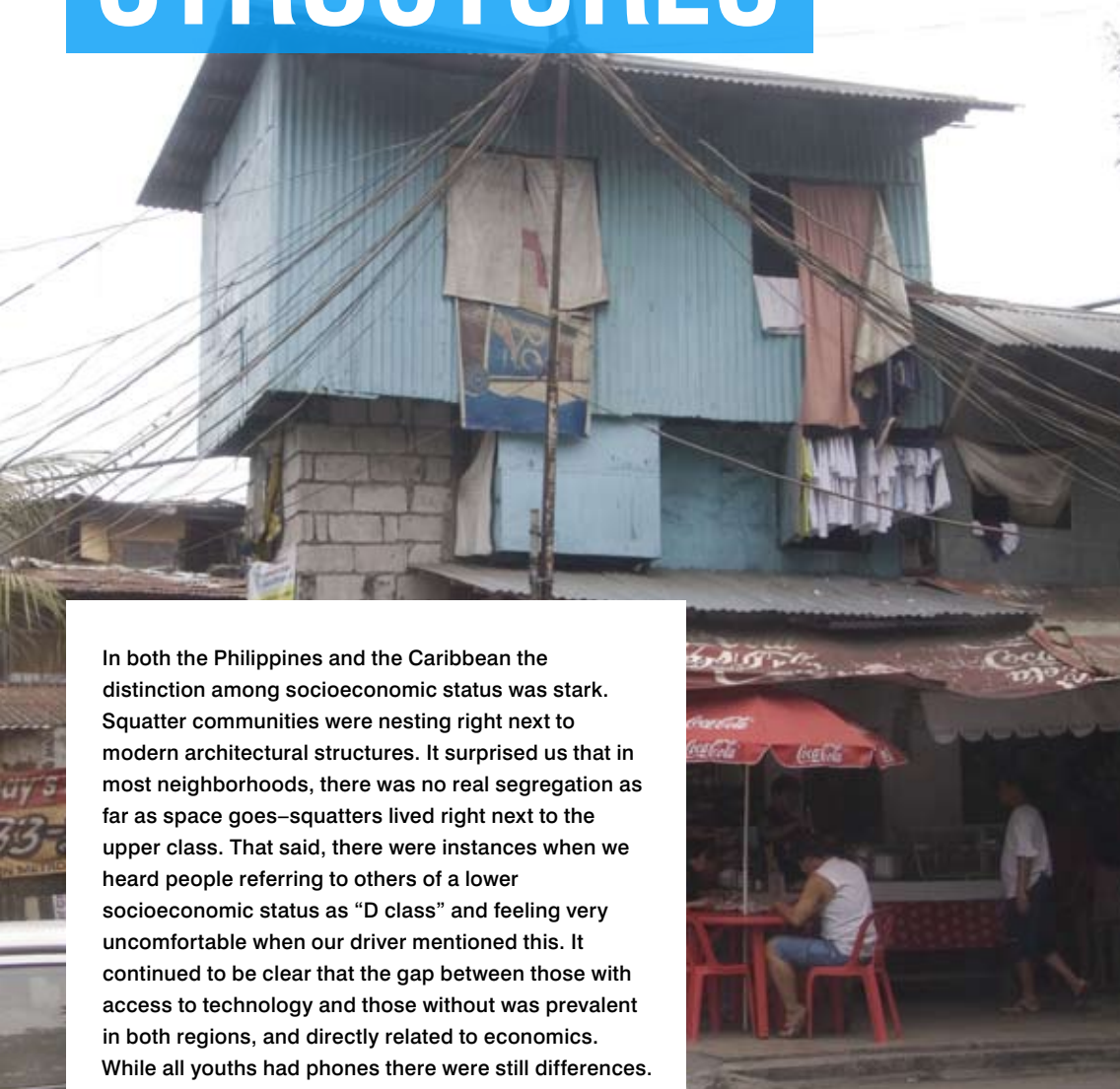
Bingo hall in mega-mall in Manila



In a survey, one youth journalist said she doesn't like to go to internet cafes because they are crowded with kids surfing the web and playing video games. Sure enough, we saw many of the kids in internet cafe's playing online video games. Gaming in general is a big part of Filipino culture: video games, internet games, arcades, anything where you can earn points or win something, particularly popular was Deal or No Deal. In the Caribbean, text message voting on American Idol was popular and the desire for fun and relaxation was extremely prevalent.



# CLASS STRUCTURES



In both the Philippines and the Caribbean the distinction among socioeconomic status was stark. Squatter communities were nesting right next to modern architectural structures. It surprised us that in most neighborhoods, there was no real segregation as far as space goes—squatters lived right next to the upper class. That said, there were instances when we heard people referring to others of a lower socioeconomic status as “D class” and feeling very uncomfortable when our driver mentioned this. It continued to be clear that the gap between those with access to technology and those without was prevalent in both regions, and directly related to economics. While all youths had phones there were still differences. At a private school in Suriname one student had two expensive cellphones, one for each network.

Pirated telephone lines in squatters village in Manila



De La Salle University in Manila

# SAFETY



Coastline in Georgetown



View from a bus in Manila

Safety was a big issue in both regions. In the Caribbean a massacre had occurred just before we arrived. Because of this safety was an even bigger concern. We were not allowed to walk around without a chaperone, and couldn't even stray too far from designated areas. In the Philippines, our guide and driver offered to wait for us and take us around all day. We thought we should try riding one of the local Jeepneys, shown above, but he thought it was dangerous so the first two days of our trip was seen primarily from a car. The youth there would not answer their phones on the bus for fear that someone would snatch it out of their hands and run away with it. Just another thing that reminded us we were in a different country. We began to see why so many Filipinos spend their time in air-conditioned Mega Malls as the traffic, smog and heat began to get to us.

# BRAIN DRAIN

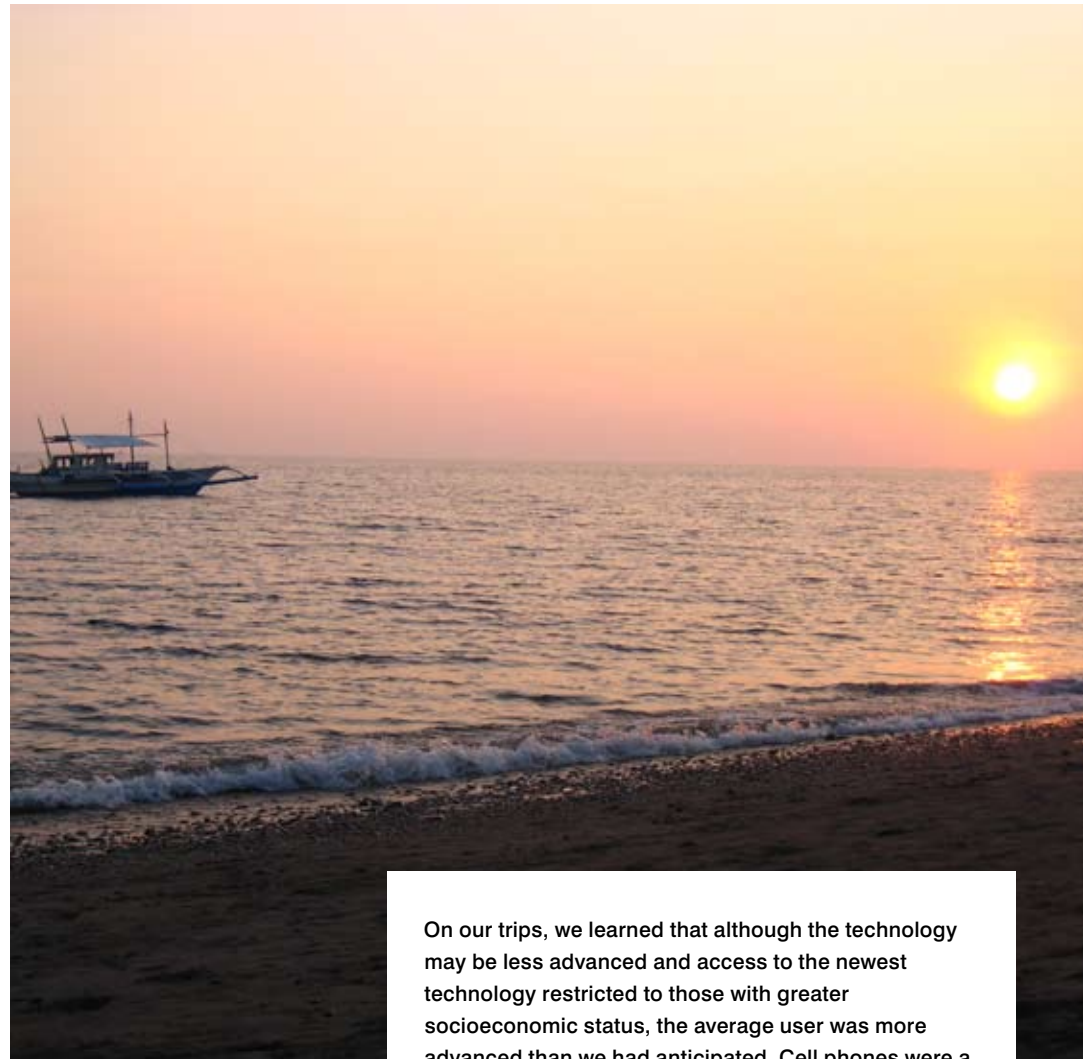
Another term we commonly heard in these regions was “brain drain.” A major problem facing many developing nations where those with access to education and means of leaving the country do so. A major problem facing Filipinos is the lack of educated nurses, as many leave to work in the US and Europe where shortages of nurses persists and where they can make a better living wage and send remittances home. Many of the youth journalists expressed concern about this, but at the same time, almost all of them expressed a desire to work abroad.

Students from Arthur A. Hoogendoorn Atheneum, a private high school in Paramaribo, answer questions about college plans

# CONCLUSIONS



Barbados coastline

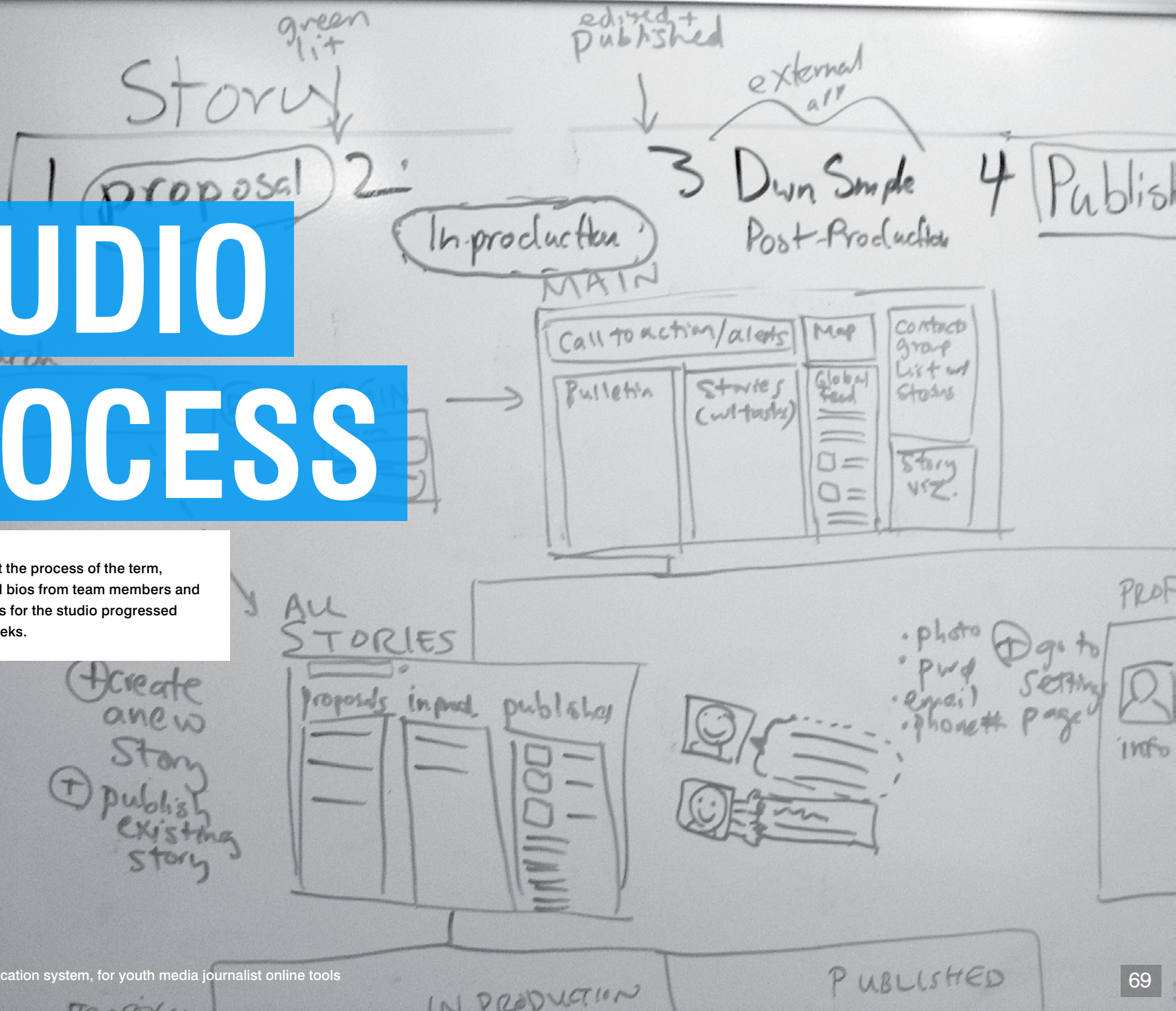


Beach in Mindoro

On our trips, we learned that although the technology may be less advanced and access to the newest technology restricted to those with greater socioeconomic status, the average user was more advanced than we had anticipated. Cell phones were a major part of daily life and the primary source for staying connected. We used this information to design a site that allows stories to be shared though both lo and hi-fi technology. In this way, the cellphone can be a tool to increase access to storytelling and story-sharing for youth.

# STUDIO PROCESS

In this section we look at the process of the term, including reflections and bios from team members and a review of how the goals for the studio progressed over the course of 13 weeks.



## Christopher's presentation 1/17/08

General class goals include:

- analysis
- user interface
- usability
- use cases
- prototype
- partnership

We were asked to think about:

- How do you give tools to tell stories?
- Is there a better name for "youth journalists"?
- How can you educate others about how to tell stories?
- What are best practices for video sharing sites?
- How do you create horizontal connections and new networks among youth media producers?

## Teleconference with UNICEF 2/14/08

We defined our goals as the following:

- 1) To support youth media groups in Guyana, Suriname, and the Philippines to publish their content and generate interest and dialog around the stories. To make these stories more accessible in low bandwidth conditions. And use the affordances of the medium to create rich content.
- 2) To build connections within and between communities of youth media producers.
- 3) To encourage youth around the world to become interested in journalistic stories and to help them create and contribute their own stories.
- 4) To create a system that could be adopted by future youth media groups in other locations.

## Midterm presentation 2/28/08

We presented three concept areas: 1. Online tools to support Youth Media producers, 2. Sharing Youth Media stories in local communities, 3. Youth Media portal for a global audience.

We were asked to pursue the Online tools for Youth Media groups. Some feedback included:

- What is the overlap with their current tools?
- What is the motivation for youth to use the system?
- How can the proposal process feel more informal?
- Are there different levels of users and roles?
- How do we incorporate SMS and other types of messaging into these tools?

## Teleconference with UNICEF 3/20/08

We presented our revised designs for the Youth Media tools. The feedback included:

- How do the youth journalists respond to these tools in usability tests?
- How do these tools feed into a semi-public site used among all youth media journalists?
- Could this system be used for short-term youth events?
- Can the top level page highlight this is a video-based site?

# STUDENT

# BIOGRAPHIES

## **CAMILLE ONTIVEROS**

### **5th Term Fine Arts**

I was born in Utah but grew up in southern California. Before attending Art Center I worked as a furniture designer and as a retail merchandiser. Currently I am a fine art student. My practice derives from my Native American identity and address issues of identity, pop culture, and process and how these relate to past art history movements.

## **PARKER**

### **M4, Graduate Media Design**

Born in Chicago but raised in Baltimore, Maryland, Parker has worked and studied in a variety of places. After a year of scientific and analytical thinking in the geological-oceanography program at University of Rhode Island, he transitioned to Visual Communication Design at Villa Julie College in Maryland. He has worked as a professional freelance photographer for the past 9 years and as an art director and graphic designer for design and advertising firms, including his own, Pdot Republic, for the past 5 years. Currently his interests include interaction and experience design, archiving, and technology.

## **CINDY**

### **7th Term Graphics**

I'm originally from Indonesia and came to U.S. about five years ago. I was moving from Seattle to San Jose and finally destined to Pasadena. I was about going to business major at first but later on I found out that graphic design is what I really want. I love collecting stuffs especially good photographs for inspiration.

## **SEVENJU PEPPER**

### **5th Term Photography and Imaging**

Sevenju was born in Reedley, a small farming town in the Central Valley of California. She received a BA in Political Economy from UC Berkeley, and has danced professionally in theaters across London, New York and San Francisco. An avid traveler, Sevenju began taking pictures while living in South America and has since used her camera to tell stories. Her personal work reflects on childhood memories and the history and legacy left by our parents and grandparents.

## **JONATHAN JARVIS**

### **M4, Graduate Media Design**

Jonathan is 23. He studied graphic design at the University of Iowa. He graduated and drove out to Los Angeles to study at the Media Design Program at Art Center. He is interested in systems design that works across different media. He is a Taurus, born in the year of the Rat, but he doesn't believe in those sort of things. He likes Ayn Rand novels, running, and Mille Bornes.

## **BROOKE**

### **7th Term Illustration**

Brooke is an artist/philanthropist who hitchhiked across the country when she was seventeen and remains spellbound in transient habits. She currently lives and works in Downtown Los Angeles while earning a BFA in Illustration at Pasadena Art Center. When she isn't in school, Brooke divides her time between freelance illustration/design, sharing her art publicly in galleries across the country, publications internationally and actively involves herself in projects with various NPO's connected to sustaining the environment, alternative education and social development. She is dedicated to applying her art to help heal something larger than herself.

# INSTRUCTOR BIOGRAPHIES

## **PETER CHO** **Lead Instructor**

Peter Cho is a designer, media artist, and educator based in Los Angeles. He is a graduate from the MFA program in the UCLA Design | Media Arts department and the MS program at the MIT Media Lab's Aesthetics and Computation Group. He has taught information design, dynamic typography, and web media at UCLA, Art Center, and CalArts. His interests include issues of electronic textuality, narrative, and mapping. He has never been to the Caribbean or the Philippines.

## **MIYA OSAKI** **Co-Instructor**

A California native, Miya Osaki received an MFA from the Media Design Program at Art Center. Her master's thesis investigated how we collect and share cultural artifacts (physical, virtual, analog, digital), exploring storytelling and narrative history, embodied interaction, and the role of emotion in design. In 2006, she was the recipient of the Designmatters UN Fellowship and has worked on projects for UNICEF, One Laptop Per Child, and the United Nations Population Fund. Miya now lives and works as a designer in New York City, where her life also revolves obsessively around discovering the city's best food.

## **PETER SHULTZ** **Co-instructor**

Peter Shultz is a recent grad of Art Center's Media Design Program. He is a working designer, researcher and instructor in Los Angeles. He currently teaches "Art of Research," an ongoing undergraduate class introducing research ideas and skills to Art Center's first year students. As well as teaching he is a design research consultant for two medical research studies. He is building a practice based on the idea of designers observing the world through research.



# REFLECTIONS FROM THE INSTRUCTORS

## PETER CHO Lead Instructor

From the outset, this TDS presented a set of challenges. We need to help youth journalists reach people in areas with low bandwidth and low connectivity. A youth media organization lost their broadcast time on the national television network and need to find new ways to reach their audiences. From our first teleconference with Christopher and Erica in December, I remember thinking, how will we develop interesting, creative, and useful outcomes given such a limiting set of constraints?

The makeup of the class changed quite a bit in the first few weeks of the class as students dropped and new ones added. We ended up with a core group of students who came to the class with limited technical skills and expertise but remained motivated and focused, building their knowledge week by week.

The third and fourth weeks of class were an exciting and hectic time, as we rushed to arrange trips for students to visit the Philippines and Caribbean. We found these trips to be invaluable for the process — in getting to know and understand the users, their needs and environments. The student travelers' return became another challenge as they struggled to review and summarize their research, catch up with their

course work and the rest of the class, and jump back into the swing of developing concepts for our youth media systems.

I was surprised and impressed by how excited students became about usability testing after Merrick's presentation after the midterm. This became an important step for us, as the teams involved with testing spent many late hours on the phone and on IM, presenting our work to youth media members in Guyana and Manila and getting feedback on the wireframes and the larger concepts as well.

Overall the TDS was a great learning experience for me — it often felt more like managing a real-world design project than leading a class of students. Working with the team was great, and juggling the requests and needs of the class, our users abroad, Designmatters, mDialog, and UNICEF was challenging but well worth the effort.

In the end, the multiple challenges, pressures, and constraints of this TDS led to some great outcomes, not only the project concepts we arrived at as a class, but also the learning experiences we shared in during the process.

# REFLECTIONS FROM THE INSTRUCTORS

## PETER SHULTZ Co-instructor

I am a proponent of designers conducting research—the other class I taught this term is a research skill class for undergrads—and even I was surprised by the relevance of this classes research work. While we did conduct secondary research, it was the primary research in country that brought new perspectives to the class. From the Philippine researchers talking about TV being a high priority—to the extent that even squatters have TVs—to the Caribbean researchers talking about a massacre and rational tensions, the students brought back stories letting us know what part of our own assumptions we could and could not trust. The most useful shift in views was that while we live in an “all ways on” world through computers, many of these youths lived in an “all ways on” world through cell phones.

At first I was excited to have a studio class of six students. Then we sent two-thirds of them away for a week. With only two left to work, it became clear that we instructors would have to become very involved. At times we felt like the seventh, eighth, and ninth students in the class. This was unusual and a difficult choice. I didn't want to take away a learning

opportunity from any student by doing it myself. At the same time, I didn't want the class to fall behind a week simply because they didn't have enough hands. I felt most comfortable filling in technical skills the class didn't have, thinking of myself like their hired assistant.

In this class we have sought to find a balance between innovation and appropriateness. It is tempting for students to focus on new, cool ideas. While they are energizing, they are not always the right solution. Students often feel that if they are not thinking of new ways of interaction or design, then they are not doing it right. We have stressed that finding the right solution for the user, is more important than finding a new way of doing things.

I am very proud of the final tool we have created. While on the surface it may look like other project management tools, it is actually custom designed for journalistic production by youth groups. It fulfills their needs to stay organized, to have a virtual office, to have a living archive, and to persists organizational knowledge even if members leave. At the same time it respects their high need for privacy.

## MIYA OSAKI Co-instructor

As I was a part-time instructor (coming in from New York to teach classes once a month) I was not able to participate in the week-to-week activities of the class. However, there was an advantage to this, as I was able to see some things that I might have overlooked had I been in the classroom on a regular basis. One of the most impressive things I noticed was how quickly our small group came together to face the challenges that this TDS presented.

Early on, one of the big issues was how media/technology-heavy the content of the class was. It was a particular issue as over half of the class had little background in this area. On the first day of class, I remember hearing the ambivalence of many students who wondered how they could contribute as an illustration or a fine art major. Yet they stuck it out, and when I came back for the midterm, I was amazed to hear the very same students talking about cell phone SMS usage in the Caribbean, building wire frames, and developing social networking technologies on my very next visit. One of the unique strengths of these TDS classes that I have seen as both a participant, and now as an instructor, is how vital a collaborative environment can be—particularly when people come from diverse backgrounds and varied interests (from all sides: students, instructors, partners, sponsors) to contribute to a common project.

This class' willingness also translated into resourcefulness. The ability for this class to pull off all that they have done, in such a short amount of time with such a small team, is remarkable. They travelled to the Philippines and the Caribbean on a moment's notice, virtually presented to New York and San Francisco on several occasions (distorted audio feedback, yellow colored screens and all), conducted surveys and user tests on IM in the middle of the night (when phones failed them), got a crash course in wire-framing websites, usability testing, and video production. And while these could easily be perceived as obstacles and challenges, the class approached them as opportunities which really added to the value of the experience for me.

# REFLECTIONS FROM THE STUDENTS

## CAMILLE ONTIVEROS 5th Term Fine Arts

I found this class to be a welcomed challenge. Coming from the fine art department we are encouraged to identify problems to use the context of art history as a means to explore our ideas and solutions. We make object or painting to fill a gallery our audience is different than of the intended audience in the UNICEF class. The idea of problem solving for a specific audience is what made the class appealing to me. I had to work with a group within a set of parameters, in order to produce a product for commercial use. I learned invaluable ways of collecting information, brainstorming tools, and how to edit out the potent goals for this project. I learned what a wire frame is and how to make one. More importantly I watch a set of ideas muddle around a room bounce from one person to the next and eventually take on a concrete form. The group came up with a product that could be useful to youth journalist. It was exciting to see how a community of eight people come together to infuse dynamic ideas creating a synergistic environment.

## CINDY 7th Term Graphics

There is nothing more valuable than realizing the fact that we as designers can help kids around the world. Trying to observe their cultural value and trying to think as if we are in their shoes. In order to reach build a system that both incorporate a way of story sharing personal stories as well as creating a view of youth journalist works. Also this project really help me to get down with some knowledge. This project helped me learn new methods of research, organize information, and how to effectively reorganize the information I gathered. I Also learn a lot of how to really discuss, throw ideas, do presentation, and the all the process. I learn a lot also from my classmates and instructors I think all of them are very smart. I'm very lucky..

P.S.: I love all the big ideas and excited to see our project in the real world.

## JONATHAN JARVIS M4, Graduate Media Design

Lo-Fi doesn't mean "not innovative." In fact, it can be the opposite. The intense constraint of Lo-Fi technology mixed with an ambitious goal pushes creative thinking.

Youth sometimes don't know answers to questions about them. Direct observation is the only way to discover details they neglect to mention. This is why visiting the youth groups and regions we were designing for was so crucial. We found things that never would have been told to us, even if we would have asked. For example, the journalists seemed to think that access to the internet didn't require a huge effort, but when we actually made the trip to an internet cafe we needed to gather everyone, flag down a taxi, ride in the taxi while it dropped off other passengers, exchange currency, walk to an internet cafe, wait in line to buy time on a computer, enter our temporary username and password, and finally launch internet explorer.

I take my uploading-behavior for granted, as I'm always connected. But people in many parts of the world lack this constant connection, and hence don't often upload.

Making wireframes is tedious, but takes ambiguous ideas and solidifies them into good or bad ideas.

Basecamp is a great project management system. In-class presentations should be short and potent. Examples of good, related work are very helpful.

# REFLECTIONS FROM THE STUDENTS

## PARKER

### M4, Graduate Media Design

I knew where the Philippines were, but knew nothing about their people or culture. I've never been to Guyana or Suriname, and probably wrote them off as South American countries, and not Caribbean island-like nations.

I also was not aware of the huge growing community of youth media journalists around the world. They are extremely professional, very experienced, passionate teens who care a great deal about sharing their point of view with others.

I was told that Filipinos are kings of texting. They own the medium of communication. It's as much a part of their lives as music, conversation, and food. In fact they wear their cell phones around their necks for quicker reach to stay connected to friends and family. One thing that really stood out on my trip to the Philippines was that what is sometimes referred to as a developing nation was in fact already developed and perhaps even over-influenced by western cultures (primarily American). Overall the people in the Philippines were very friendly, open, generous and sharing. Even though the Philippines is next door to technology producing powerhouses like Japan, China, Taiwan and Singapore, and get access to the newest best technology from those countries, it is the cost of access that limits them from taking advantage of the large feature sets of that technology.

One of the best parts of this class for me was getting the chance to conduct usability testing and the refinement of wireframes for both presentation to client and audience. The design of a new system of tools for youth around the world to propose, create and share stories was the highlight of the class for me.

## SEVENJU PEPPER

### 5th Term Photography and Imaging

As a participant in the Unicef Uniwiki TDS class, I had the opportunity to be a part of a unique design team composed of two Graduate Media Design students, an illustrator, a graphic designer and a fine artist. Being a photography major myself, I did not have the design experience I thought necessary going into the class. So, I had my hesitations.

During the fourth week of the class, I had the amazing opportunity to travel to the Philippines with my classmate, Parker, on a last-minute trip to interview youth media journalists from a group called Kabataan News Network (KNN) in Manila and Mindoro. Part of our trip was also to get a feel for the country - the smells, textures, color and sounds - and to bring that into our process of design. The trip reinforced the importance of hands on experience and the value for a designer in speaking directly to their audience before starting a project. On our trips, we learned that although the technology may be years behind as far as access to the latest, the use was more advanced. Youth that we met were using their cellphones to connect in ways we are just beginning to in the United States. We found that their relationship to cellphones was more in line with Japan. I was intrigued by our secondary research on digital story-telling and the popularity of cell phone novels in Japan. Filipino youth are sending mass text messages daily and subscribing to sites that send jokes and inspirational quotes to friends and family via SMS. This finding was integral in designing a website that is meant to connect youth in various areas with both lo and hi-fi bandwidth connection. In this way, the cellphone can be a tool to increase access to storytelling and story-sharing for youth.

The class further challenged me to understand a side of technology that I had no knowledge of previously, to work in a team, to learn how to make wireframe and exposed me to the structure of designing a website from initial research and brainstorming to process and final design.

## BROOKE

### 7th Term Illustration

For the first couple of weeks, class discussions began to clarify and bridge gaps between the known and the unknown. Aside from tasks assigned I spent a lot of time reading while researching three countries in the Caribbean, the Philippines, the communication technology in both of these regions and current web based systems that are used in these regions as well as developed countries. In contrast to some of the instructors' and a couple of the Media Design graduate students, I felt like I could identify with the youth in developing countries on the subject of information and communication systems on the internet.

It wasn't long before Designmatters surprised us with the opportunity to do some field research in these prospective countries, working directly with the youth journalists we were designing for. This was a really exciting opportunity that I knew would be an invaluable key to our research. Last year I worked on a project with Designmatters and MPALA on developing educational tools to aid in teaching HIV awareness and the value of family planning to nomadic Kenyans. Most of my process was in research, just to touch the tip of gaining perspective from such a diverse culture. I knew traveling to meet our audience first hand would not only answer questions we hadn't even began to ask, but it would also help in personalizing this project once we made a connection with the individuals this system would support. Reflecting back on these trips, they exceeded all that was anticipated. The inspiration I gained from the youth journalists is immeasurable and every opportunity I had to reconnect with them once I returned refueled the energy and excitement I invested in this project.

# VISITING

# LECTURERS

There were various professional throughout the course of this project who openly shared some of the innovative projects they were involved in. Their visits offered outside insight that continued to inspire us and give us new perspectives on how to approach this project.

## Juan Devis

Juan is a Multi Media artist and Native Colombian who studied film in Boston and currently collaborates on projects that focus on social and political accountability. Recent projects he shared with us include “Face IN” which he described as a way for sexual offenders between the ages of 14-22 to identify the “monster” within them and express that identity through poetic portraits. Tropical America, an educational interactive game that Belmont High School students developed in their process of studying the history and mystery of the Americas. Explore Ca, a series of cyber murals that provide a panoramic portrait of the cultures that preserve color in numerous Los Angeles neighborhoods and the people who live there.

Juan reminded us to, “start with them from the beginning,” in reference to working on projects with youth. This resonated with us throughout the course of our process as we retained perspective of the audience we were designing for. This process was about listening to the necessities of a specific audience and responding with creative solutions.

## Jason Tester

Jason’s expertise are anchored in Research and Design. He is currently working with the Institute For the Future as a manager for Research and Design. His current research includes: how people use new technologies, applying design to futures research and organizing groups to develop insight and connections to the future.

Jason holds a B.S. in human-computer interaction design from Stanford University. He received his master’s degree from the Interaction Design Institute in Ivrea, Italy where he worked on the “accelerated Democracy,” project.

Jason Tester believes that “ creating artifacts from the future makes at risk kids think that they might actually have a future,” this idea relates closely to our current project in developing a system to enable content sharing using low bandwidth. Designing for a specific audience of youth to encourage their endeavors will endorse the importance of continuing to share their stories.

# VISITING LECTURERS

## **Greg Philpott**

Greg is the founder and president of mDialog. His prior experience is extensive ranging from acting, the television industry, business process management consulting for various companies and eventually media and technology as a Digital asset Manager. In 2005 he founded mDialog, an open source platform for professional and amateur filmmakers based in Toronto, Canada with offices in New York City mDialog allows professional and amateur filmmakers to upload and share content through the use of it's mLoader software. mDialog also allows viewers to watch/download videos onto their desktop, iphones and ipods; as well as subscribe to mDialog channels via itunes. mDialog not only provides a place to support advanced social networking for filmmakers and their audience, it is also working towards building a toolset that can be used outside of the mDialog case.

mDialog will eventually support the system developed by this UNICEF/Designmatters project and this visit was vital in understanding how our system would interface with the features that mDiaolg currently offers.

## **Merrick Schaefer**

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# APPENDIX

Finally we have a chance to put our resources together. The site maps, statistics, websites, video site surveys, documents, resources, and links, are direct result of the class research for this project. The site research was selected with focus on specific areas of youth journalism in Philippines and Caribbean. From hundreds of sites out there in the world, through selective research and observation, the links and websites listed here are also the result of week by week process of thorough discussion, analyses, and decision makings. Examples of the websites are included to show example usage of our research and wireframes work; from direct use of our research ideas, frameworks, teleconferences, evaluations and tools, to teaching and potential use in future research. Many of these resources are found in the internet and journal publications, from known and unknown, related and unrelated for this specific field.

# THANK YOU

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## **Visiting Guests**

Jason Tester  
Juan Devis



