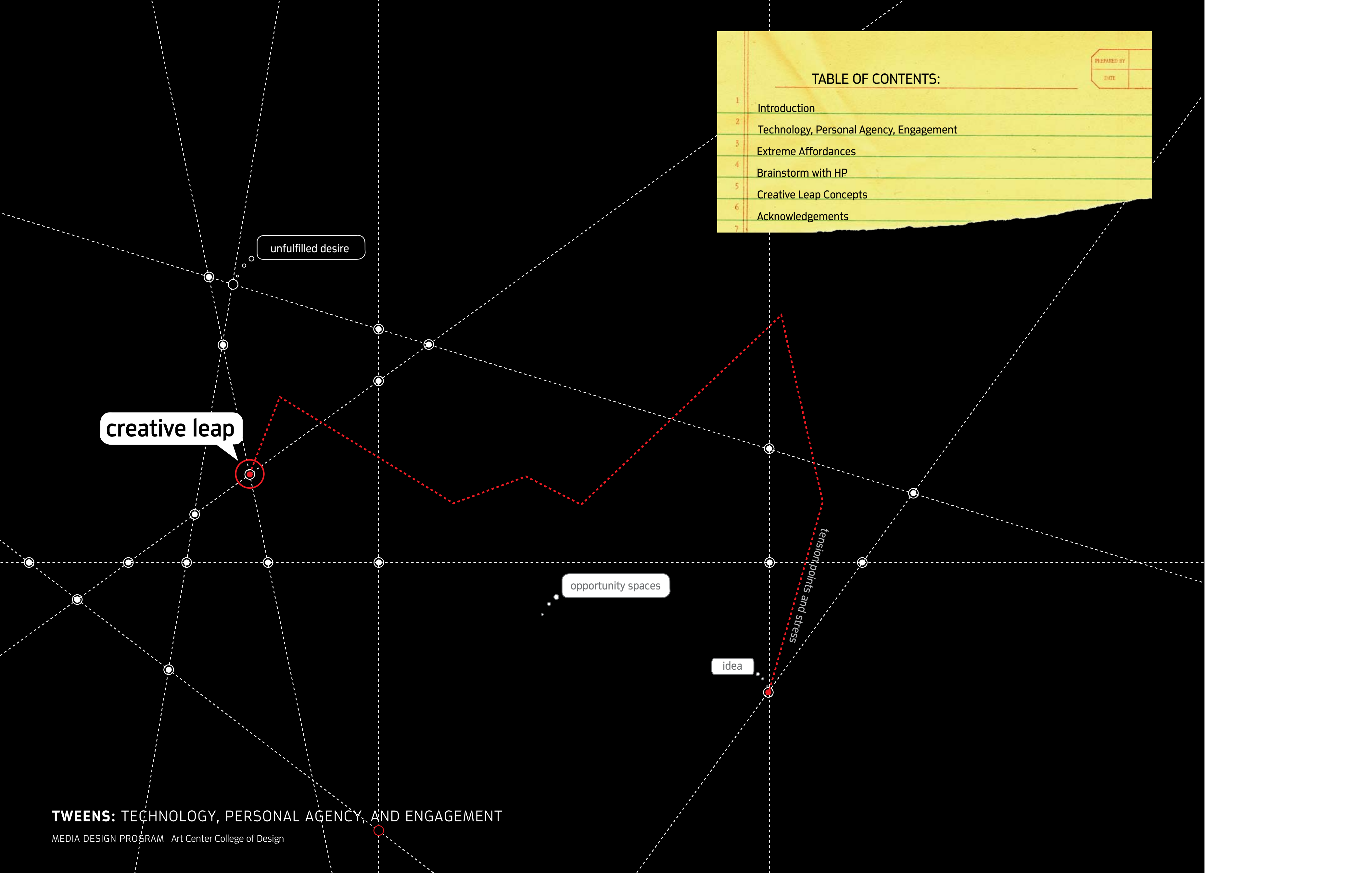


TABLE OF CONTENTS:	
1	Introduction
2	Technology, Personal Agency, Engagement
3	Extreme Affordances
4	Brainstorm with HP
5	Creative Leap Concepts
6	Acknowledgements
7	





SUPER STUDIO 2004: CREATIVE LEAP

PREPARED BY	
DATE	

TWEENS, TECHNOLOGY, PERSONAL AGENCY AND ENGAGEMENT

INTRODUCTION

What are ways to design from research? How can we think differently about topics and open ourselves to new ideas and ways of thinking? This book is the work of the students from the graduate Media Design Program at Art Center College of Design. It contains our response to research into tweens (ages 11-14) and their relationship to the themes of technology, personal agency, and engagement. These pages contain our initial explorations into the ideas, brainstorm, and visual responses to those ideas. The sketchbook that follows documents our work in process.

TECHNOLOGY, PERSONAL AGENCY, ENGAGEMENT

For our first round of explorations, we wanted to avoid making blind assumptions about tweens, so we began by first understanding our own point of view. To do this, we cut out words and images from magazines and placed them on a "swipe wall" from which we developed a series of panels that explored the themes of technology, personal agency, and engagement—three concepts that we were given to frame our study. The sequencing of the images varied from "stream of consciousness" to a thematic chain where the juxtaposition of images created new possibilities for visualizing the themes. Through this exercise we were able to free ourselves from our biases and approach the design process from a fresh perspective.





technology

expansive, silver, hard, new, circular, metal, connections, open, joint, glowing, pervasive, field, strength, tall, control,

man-made, HAZARDOUS, dangerous, toxic, bright, beauty, molecular, structural, pattern, abstractions, overlay, transparent, mechanical, uncontrolled, light, shiny, slick, sharp, movement, intersections, POWER, pointy





personal agency

badges, authority, yellow, human, strength, weakness, against the grain, rebellion, freedom, launch, invention,

chance, movement, peace, motion, circular, doorway, entryway, ascent, entry, future, protesting, voice, choice, INTIMIDATION, individuality, risk, power, control, fear, insecurity, CONQUER, elevate, break through, flight, respect, gamble

insecurity
authority

rebellion

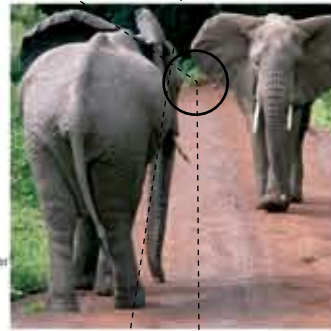
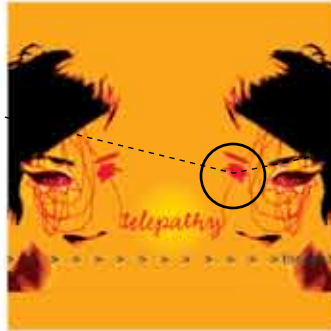
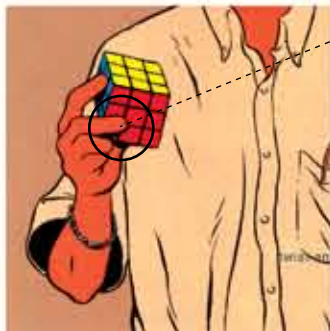
elevate





transferences

freedom



engagement

joint

movement
disconnection

herd

feet

soft, blue, water, clouds, activity, sports, nature, flight, elephants, knowledge, experience, freedom, love, open, meditate, transference, flexing, operations, movement,

eyes, sight, connection, joint, points of contact, intersections, light, journey, openness, risk, contact, flow, RIPPLES, yellow, paths, passive, look, herd, scan, made, inside, expansion, live, future, disobey, twist, turn, problem solve, disconnect, mediate, TELEPATHY, examine, mind, explore, travel, feet, voice, ponder



PREPARED BY

DATE

ANCES:

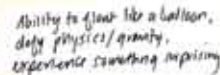
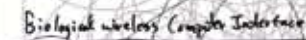
you want to just disappear?
by blending in with
your environment.



- invisibility (not being seen on surveillance camera)
- memory for recording dreams :: delete nightmares :: dream playback
- conscious dreaming
- read minds :: control access to your thoughts
- isolate sounds
- bionic hearing
- hearing colors-plants-animals
- x-ray vision :: adjustable sight filters
- predict future
- teleportation (location)
- time travel
- endless energy + motivation
- accurate memory :: inaccurate memory :: selective memory
- massive memory storage
- personal book processor
- flying
- underwater breathing
- immortality
- chameleon ability
- grow clothes-shed old

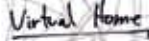
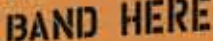
incurable boredom
every time you sleep an alarm wakes you up
can't move more than 3mm at a time
everything you touch disappears
every thought you think disappears
everything you touch becomes a part of you
identities that grow on their own
phantom appendages
not being able to save anything
a secret comes out every time you speak
unfiltered thoughts
echo every time you speak
mistaken identity
no reflection in mirror
super clumsy
glasses that obscure vision
never meeting deadlines
never knowing the time
perpetual motion
every time you say the word "like" you vomit
memory loss

THE EXPERIENCE OF ILLUSTRATING YOUR CURRENT MOOD TO THE OUTSIDE WORLD (BEYOND THE PLACE WITHIN YOUR SKIN) THIS ALLOWS APPROPRIATE HUMAN INTERACTION THAT Caters TO YOUR STATE OF MIND. IF YOU'RE MAD, IT SHOWS AND TRANSLATES TO PEOPLE TO STAY AWAY FROM YOU, ETC.



POSER!

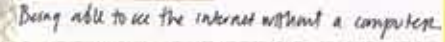
1. Best way to fit into social group



BUT NO PARENTS!!



TALK WITHOUT THE PROCESS OF HAVING TO FILTER YOUR WORDS IN YOUR HEAD, BUT SPEECH IS FILTERED AS YOU SPEAK. THIS OPENS UP BRAIN SPACE FOR THOUGHTS TO FLOW THROUGH WITHOUT BEING DISTRACTED WITH THE PROCESS OF FILTRATION.

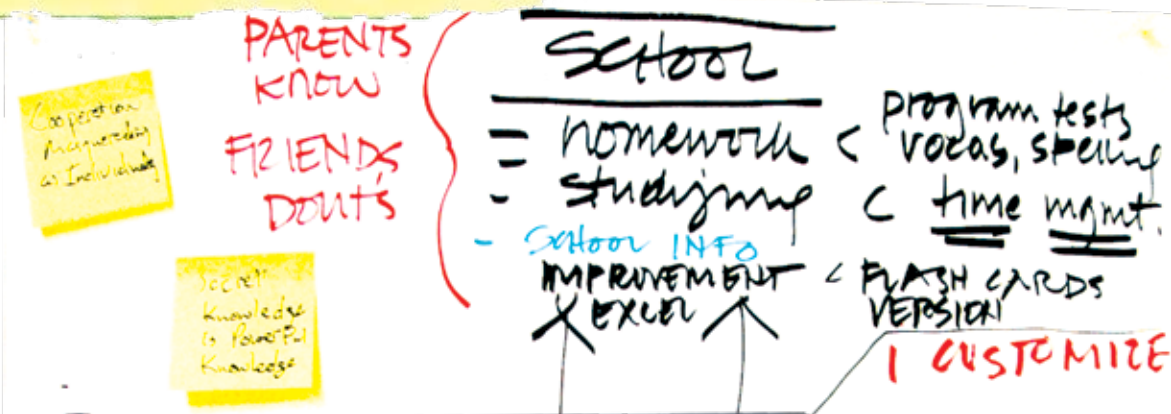


create experiential density:
teleportation
utilizing wasteland of time
during the process of
traveling from pt.A to pt.B

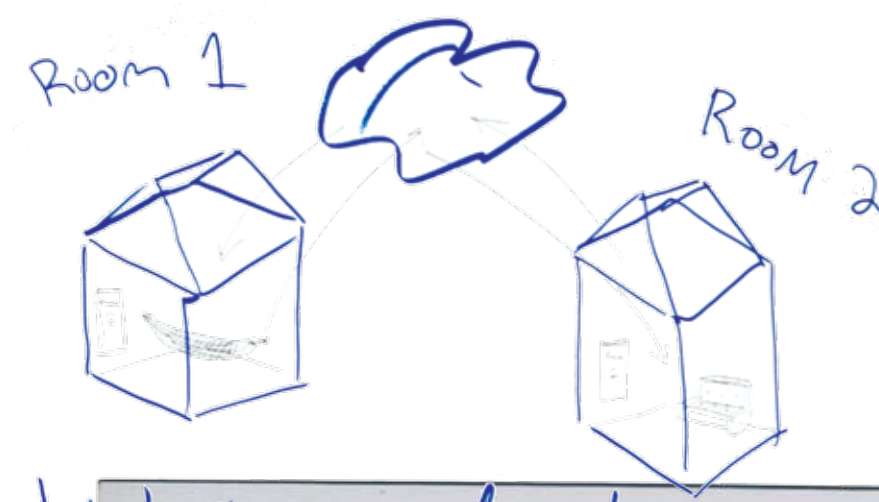
BRAINSTORM WITH HP:

We had the opportunity to put our design research tools into action in a brainstorming session with HP, combining our academic orientation with their experience of designing products for real-life situations. The focus of the brainstorm was to design a transmedia system for tweens that would fill an unmet need in their lives related to technology, personal agency, and engagement. We divided the group of HP representatives and Art Center students and faculty into four teams that were asked to compete with one another. We used the tools that we had created as part of the design research process—personas, scenarios, vibrations, and tween realities—to provide each team with a leaping-off point. In thirty minutes, the brainstorm session delivered four ideas rich with potential.

PREPARED BY	
DATE	



GROUP 1: Theo Alexopolous (ACCD MDP student), Valerie Poliakov (ACCD I.D. student), Peter Lunenfeld (ACCD MDP faculty), Aura Oslapas (HP)
PERSONA: Jake, Age 13. Skating + Friends = Jake
SCENARIO: Hanging out with Jake
REALITY: No Time
GRAND STRATEGY: Secret Buddy Service



GROUP 2: Jed Berk (ACCD MDP student), Phil van Allen (ACCD MDP faculty), Angel Lin (ACCD MDP student), Yoshiki Ohshima (HP)
PERSONA: Amanda, age 14. Control + Choice = Amanda
SCENARIO: Amanda's night out
REALITY: Trying it on for size
GRAND STRATEGY: Creativity as a Social Network



GROUP 3: Sebastian Bettencourt (ACCD MDP student), Han Rhyu (ACCD MDP student), Abbe Don (HP), Susan Lee (ACCD MDP student)
PERSONA: Stevie, Age 11. Video Games + Adventure = Stevie
SCENARIO: At home with Stevie
REALITY: Stuck at home
GRAND STRATEGY: Open Source Multi-Player Game

Kid micro entrepreneur - what does that look like?
creating entrepreneurial opportunities

(like backs of comic books - skin creams, xmas cards, lemonade stamps)
VIRTUAL SPACE.

→ open routes → responsibility
\$ = effort + structure
Agency
gets special discounts when mat. \$ for Apple
Music - digital artifact
Affordable for all advances
trends to buy.
She is...
case



GROUP 4: Katherine Bennett (ACCD I.D. faculty), Amy Sheppard (ACCD MDP student), Gary Herman (HP), Nikhil Mitter (ACCD MDP student)
PERSONA: Pam, Age 12. Status + Independence = Pam
SCENARIO: Pam purchases iPod
REALITY: My Most Valued Object - My Room
GRAND STRATEGY: Kid MicroEntrepreneur Kit



OUR CREATIVE LEAP:

PREPARED BY	
DATE	

After the brainstorm with HP, the Media Design students were asked to take the ideas from the visual research completed so far and expound on them. The sketches that follow are merely starting points that will provide us with different ways to approach designing for tweens. They represent our thinking on paper as we take the creative leap from research to design.

WE ARE YOUR FRIENDS

THE VIRTUAL HOMIE SERVICE

THEO ALEXOPOULOS

Virtual Homie was created as a solution to the problems that Jake (one of the personas) experienced in his day-to-day life. Jake tried hard to do well at school, and spent a lot of time preparing for his tests. Having enough time for everything he needed to do was difficult for him. He also had a hard time communicating his feelings and thoughts to others.

Virtual Homie was created to address these issues and more. It is an online service that provides tweens with a virtual friend who they can completely customize and talk to through instant messaging. Virtual Homie is more than just a friend, it is a complete network designed to give advice related to social, personal and school related problems that the tween encounters. For example, the tween can get tutoring for homework from a teacher, talk to a doctor about medical issues, or even just play a game online through the site. The site can be used as a space where the tween can go to get assistance for anything that they might need in this tough time of their life.



- CONFUSION
- PUBERTY
- POPULARITY
- TIME
- RELATIONSHIPS
- GRADES
- STUDYING
- SPORTS
- HANGING OUT
- MONEY
- PERSONALITY
- FAMILY
- FRIENDS

FUN

PERSONAL

SCHOOL

SOCIAL

VIRTUAL HOMIE

OPEN SOURCE MULTIPLAYER PLATFORM.

rank	old rank	username
1	1	adri_m_newyork
2	2	KingFrizzy
3	3	goletsu
4	4	solidruss
5	5	duxup
6	6	Lgy
7	7	DragonKing187
8	8	Frostbyte1120
9	9	lysonwritesei
10	10	Xaero-
11	11	NaS-
12	12	Oliver
13	13	Rocky
14	14	
15	15	
16	16	
17	17	
18	18	

"I Like the code website...
... I can get codes for my games and get special items."

Grand Strategy

Give tweens a better sense of personal agency when engaged in a virtual, multiplayer environment. Being recognized and respected in a virtual, multiplayer environment led me to think of a way of making the gaming experience more personal and free of restraints. Computer gaming has its own limitations, but if the player could build upon those limitations and rearrange them for his/her own benefit he could succeed and stand out in this reality through his own expertise. The user could use his abilities to create or modify a specific character that could live on a free gaming platform connected to a gaming community that appropriates its space fighting for ranking, popularity, and making a difference.

This affordance motivates creativity and transforms the user into a hybrid player and author at the same time. The persona "STEVIE" fits perfectly in this environment and although he's not socially popular in the real world, he has his own secret identity in this open source dimension of gaming where he has become a leader.

OPEN

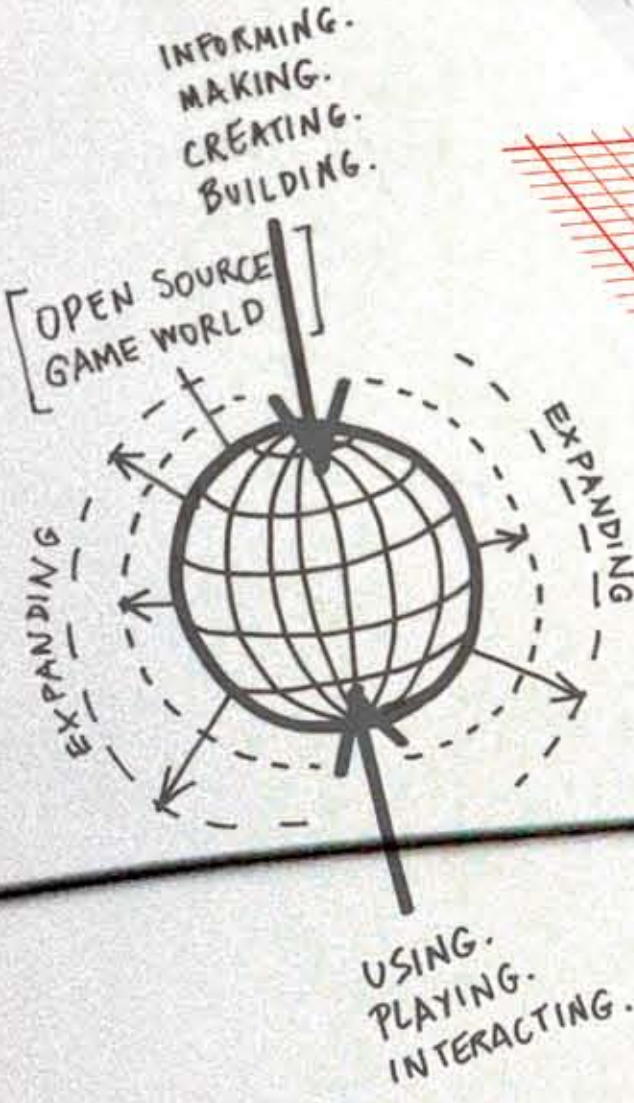
SOURCE

CUSTOMIZATION

- be wherever you want

- apply your skills

- build traits in your character



REPUTATION (RANK)

→ Photo chat or ie. Nintendo DS? (small)
* HANDHELD consoles
IMMERSIVE (Link's mom)
Trust for Fun?
music?

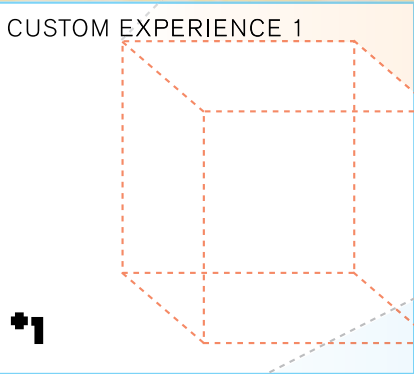
Tweens create and program unique experiences in a device that they would like to experience in a virtual 3-D environment. The device projects this virtual experience into real lived spaces, or shares content that has been created with other tweens who have created their own content. These virtual worlds can be anything from re-creation of an experience that is difficult to repeat (ie.sky diving) to a fantasy-based experience (ie.Anime worlds).

One possible application is the ability to mix music and share/create new mixes while layering a phisical component. For example, how would music feel in a 3-D space with light and rhythm? And could you step into the music?

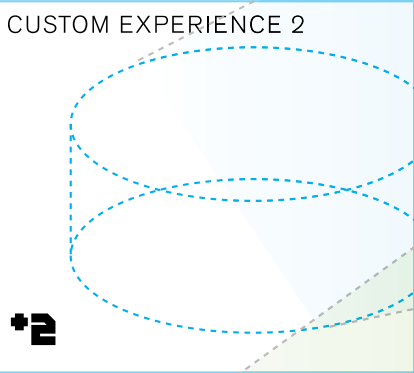
These hybrid experiences become creative spaces that offer new experiences which can be shared with other tweens in a network. Continued hybridization yields continued renewal of creativity.

HYBRID EXPERIENCES/CREATIVE SPACES

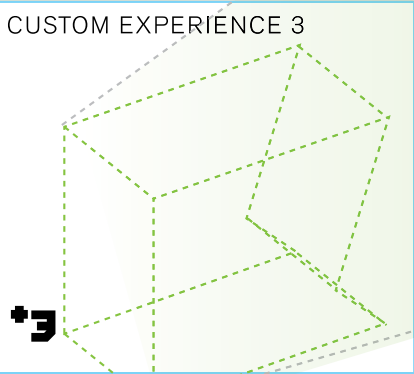
ΤΩΣΣΗ #1



ΤΩΣΣΗ #2



ΤΩΣΣΗ #3



HYBRID EXPERIENCE SPACES



HYBRID EXPERIENCE SPACES

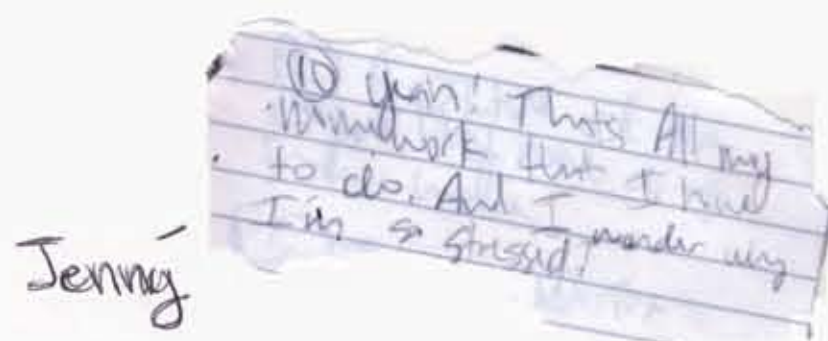
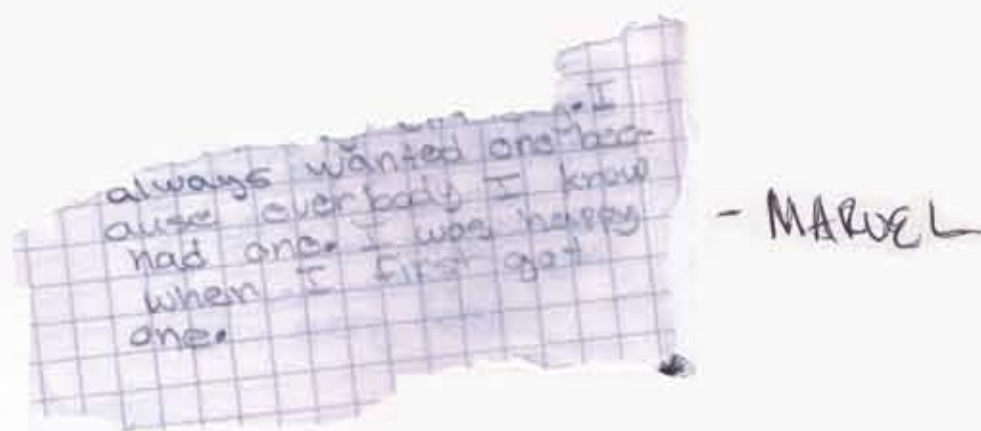
HYBRID EXPERIENCE SPACES

HYBRID EXPERIENCE SPACES



stress - tension - anxiety - insecurity
 absorb & transform it
 stress relief
 need something relaxing, soothing,
 comforting
 things tweens do to de-stress
 absorb stress & channel it in a
 positive way
 decrease pressure & frustration → feel
 comfortable in uncomfortable
 situations

soft & cozy
 fluffy
 comforting
 positive
 extraordinary
 organic shape
 sponge
 warmth
 warm water
 hot shower
 soap - bed & bath
 fragrant candles
 lavender
 medicine
 elixir
 exercise
 puppies
 pets
 funny
 stuffed animals
 love
 mothers



food
 tea & sympathy
 cell phones
 computers
 IM-ing



Grand Strategy To reduce tween
 stress / pressure / frustration

The White Fluffy Thing

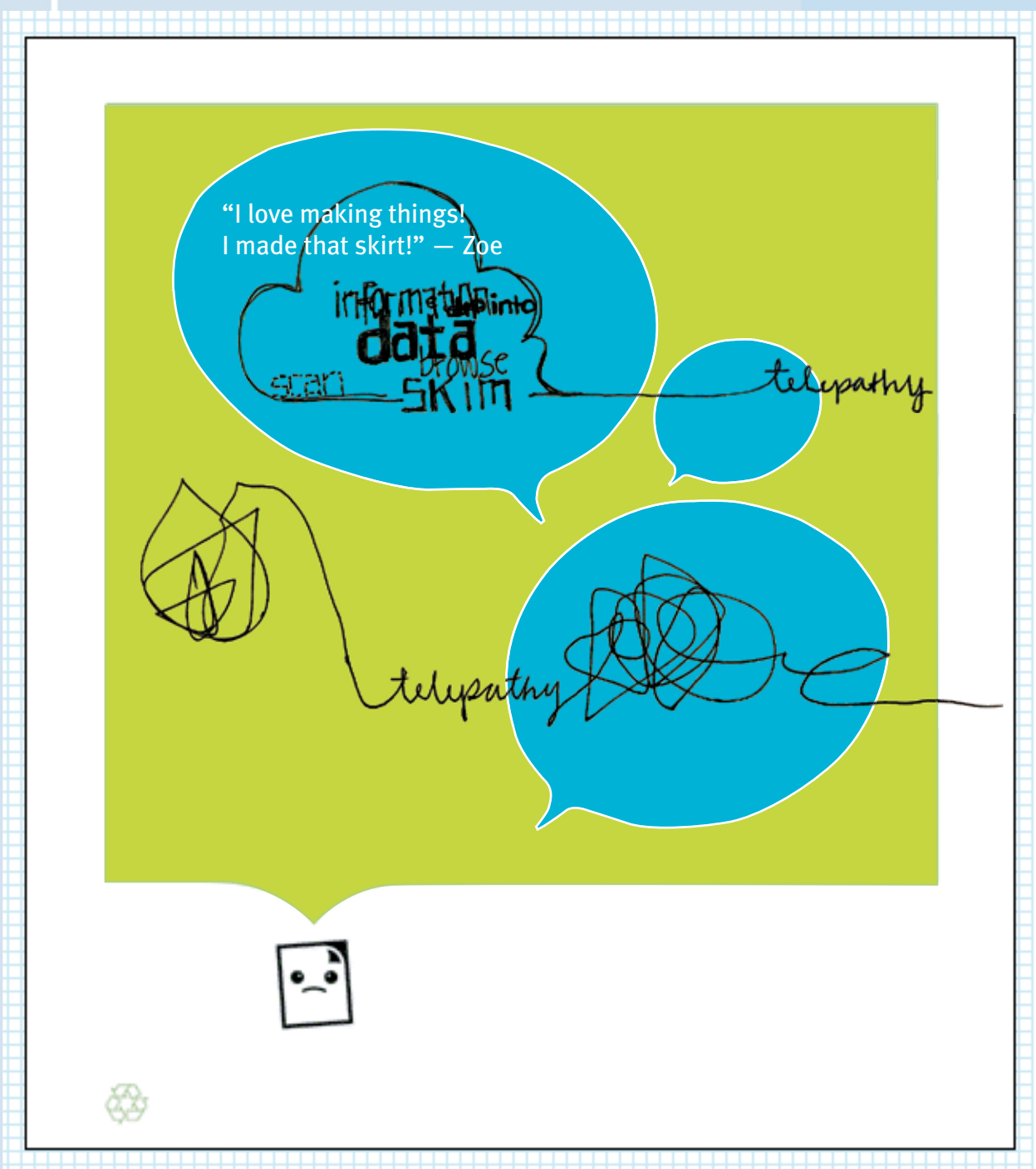
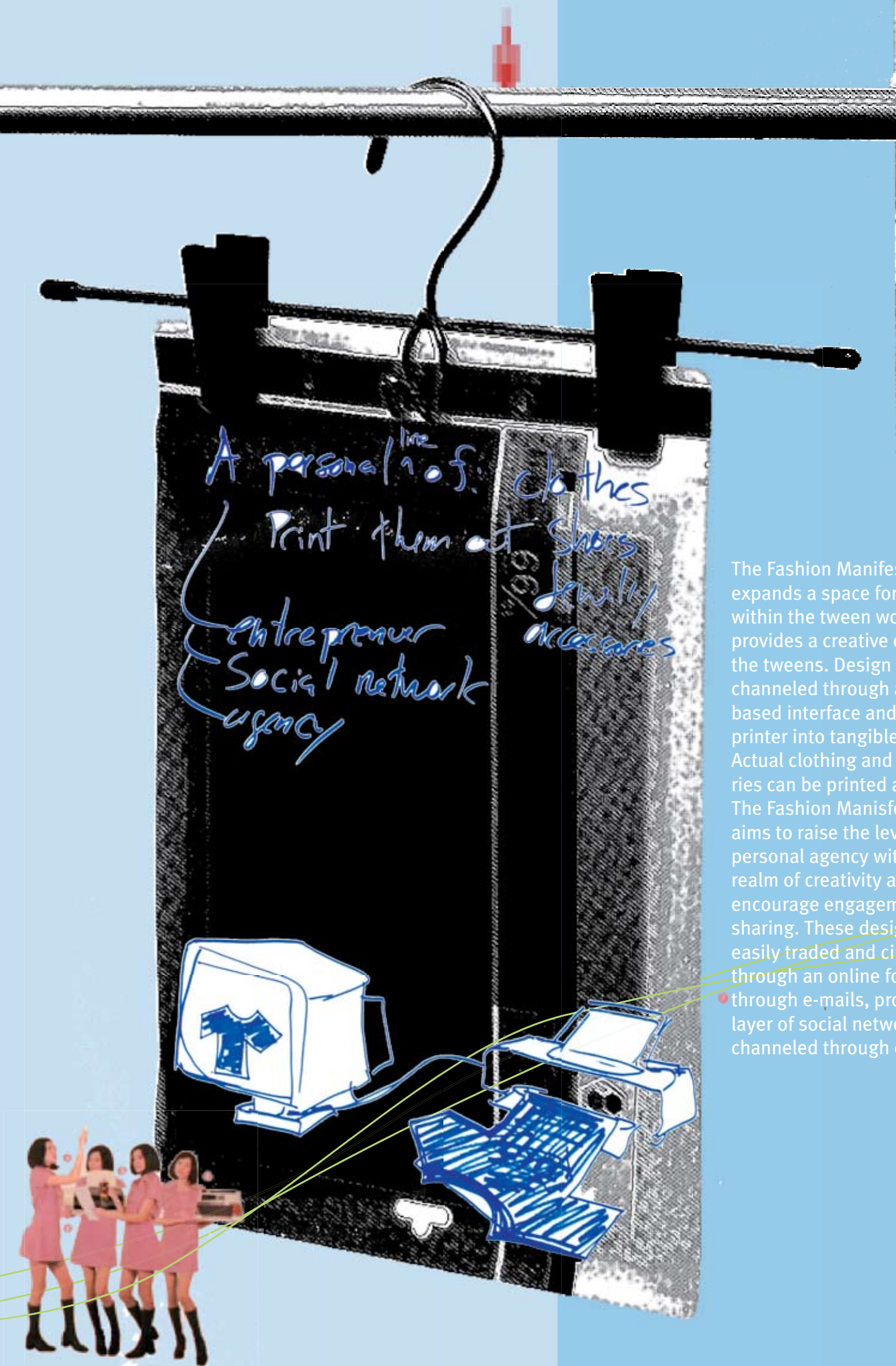
A white, fluffy ball that absorbs
 all tension in stressful situations.
 Ball is 4 size of a tennis ball, funny &
 soft to the touch, soothing when
 petted, & it emits warmth.

Directions for Use When you encounter
 a stressful situation, throw the
 White Fluffy Thing up in the air &
 it floats, slowly descending, expanding
 & filling the physical space in between
 people, cushioning the blow. It absorbs
 all tension & stress, & comforts you.
 When the awkward/uncomfortable feelings
 have been soaked up by the White
 Fluffy Thing, it automatically
 shrinks back to its original shape.

Fashion Manifesto-matic

GRAND STRATEGY: ENCOURAGE CREATIVITY AND CHANNEL SOCIAL NETWORK

The Fashion Manifesto-matic expands a space for creativity within the tween world and provides a creative outlet for the tweens. Design ideas are channeled through a computer based interface and a 3-D printer into tangible attire. Actual clothing and accessories can be printed and worn. The Fashion Manifesto-matic aims to raise the level of personal agency within the realm of creativity as well as encourage engagement in idea sharing. These designs can be easily traded and circulated through an online forum and through e-mails, providing a layer of social network channeled through creativity.



Process...



A potential source of frustration for the tweens lay in their lack of independence and restricted control over the ramifications of their decisions. They would benefit from increased responsibility and structure in their everyday lives, where they have the means to fulfill their desires by themselves, along the lines of an older teengager or adult. Tweens need heightened access to the tangibles in a real space and the ability to share physical objects within their respective social networks. They need the affordance to be self-assured and begin to be more aware of themselves as an individual with some degree of power, the development of a distinct motivating identity.



Individual Coordinator (iC)

Jed Berk

Grand Strategy

A system that helps tweens retain a high degree of individuality in social groups / networks.

Idea

To provide tweens with an affordance to always know what their friends are wearing before meeting.

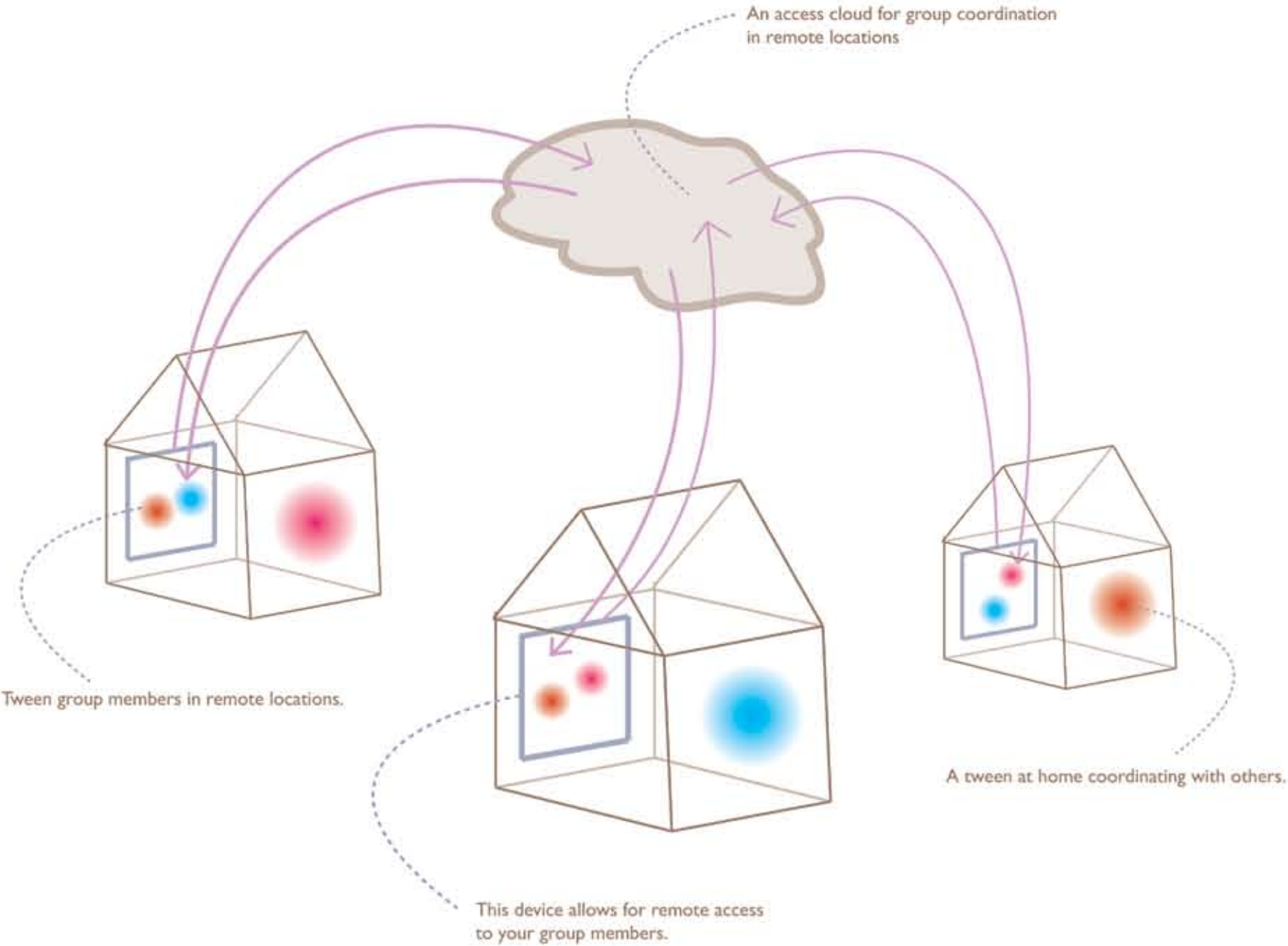
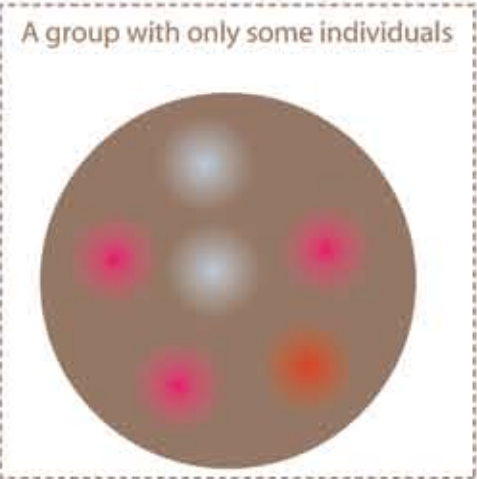
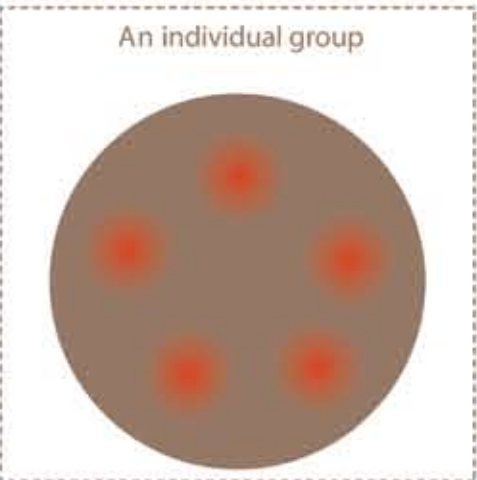
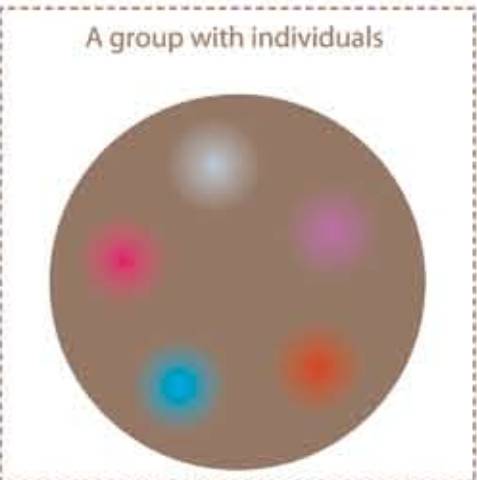
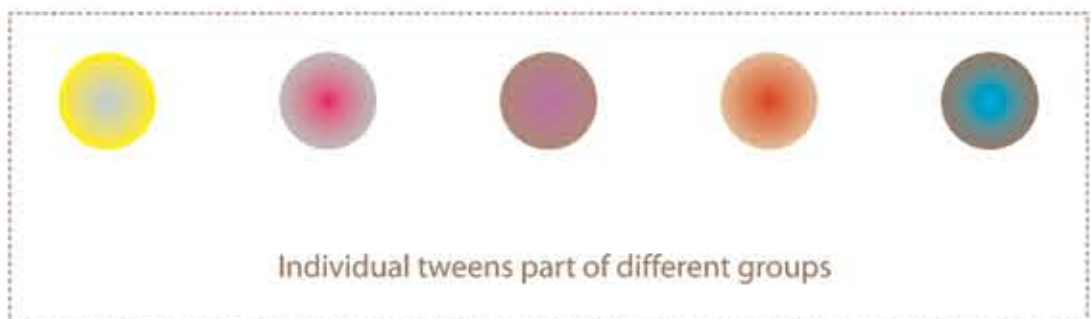
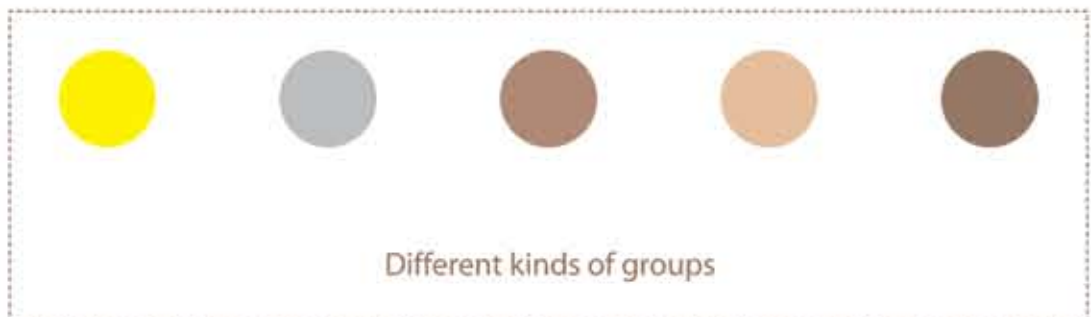
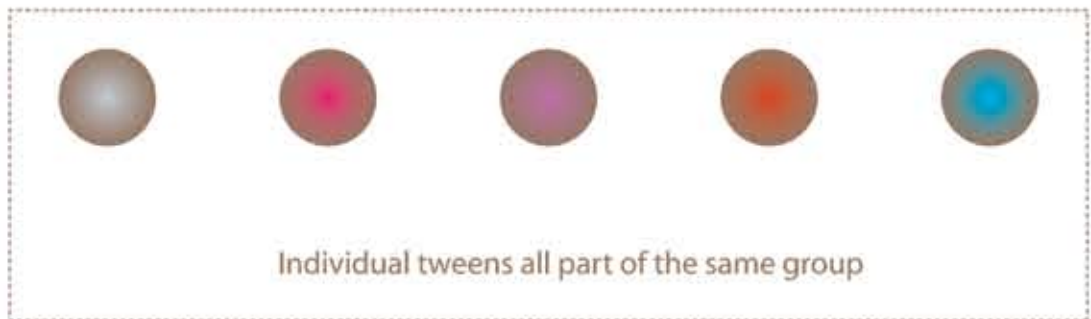
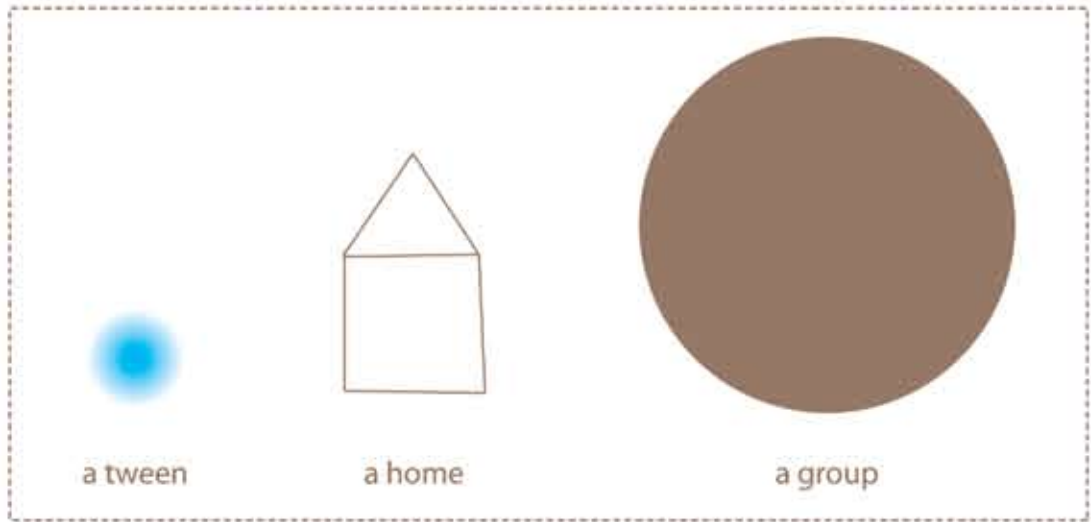
The Abstract

A visual language created to look at tweens as Individuals and in social groups.

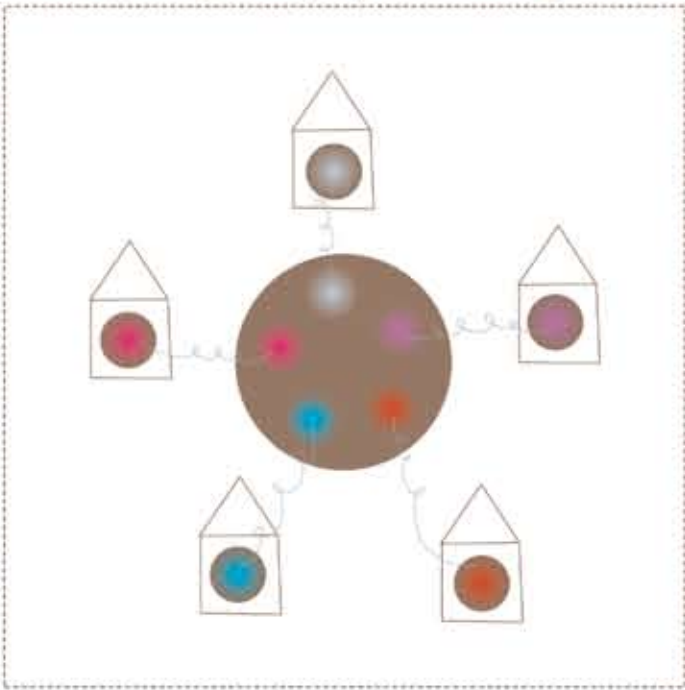
Amanda

"My style (regarding clothes) depends on my mood. If I am happy I wear pink a lot; if I am sad I wear black."
"It's competitive in the way you look."

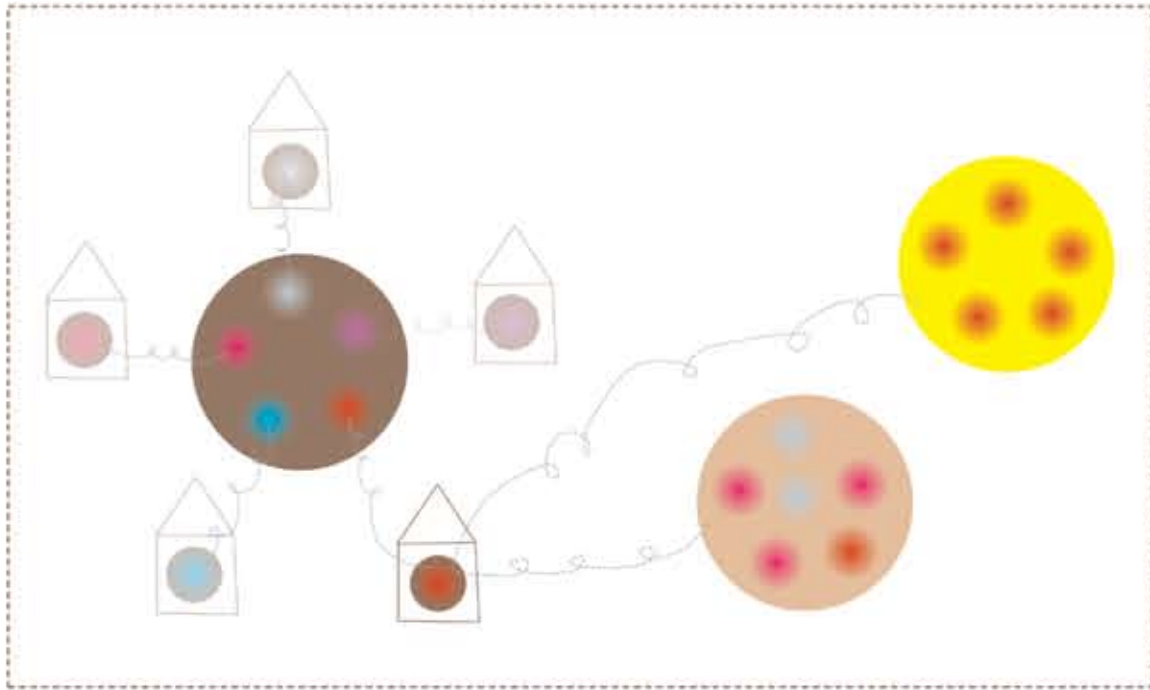
"I change all the time depending on where I am. I try to fit in a lot and copy things on magazines."
"Turquoise is my signature color."

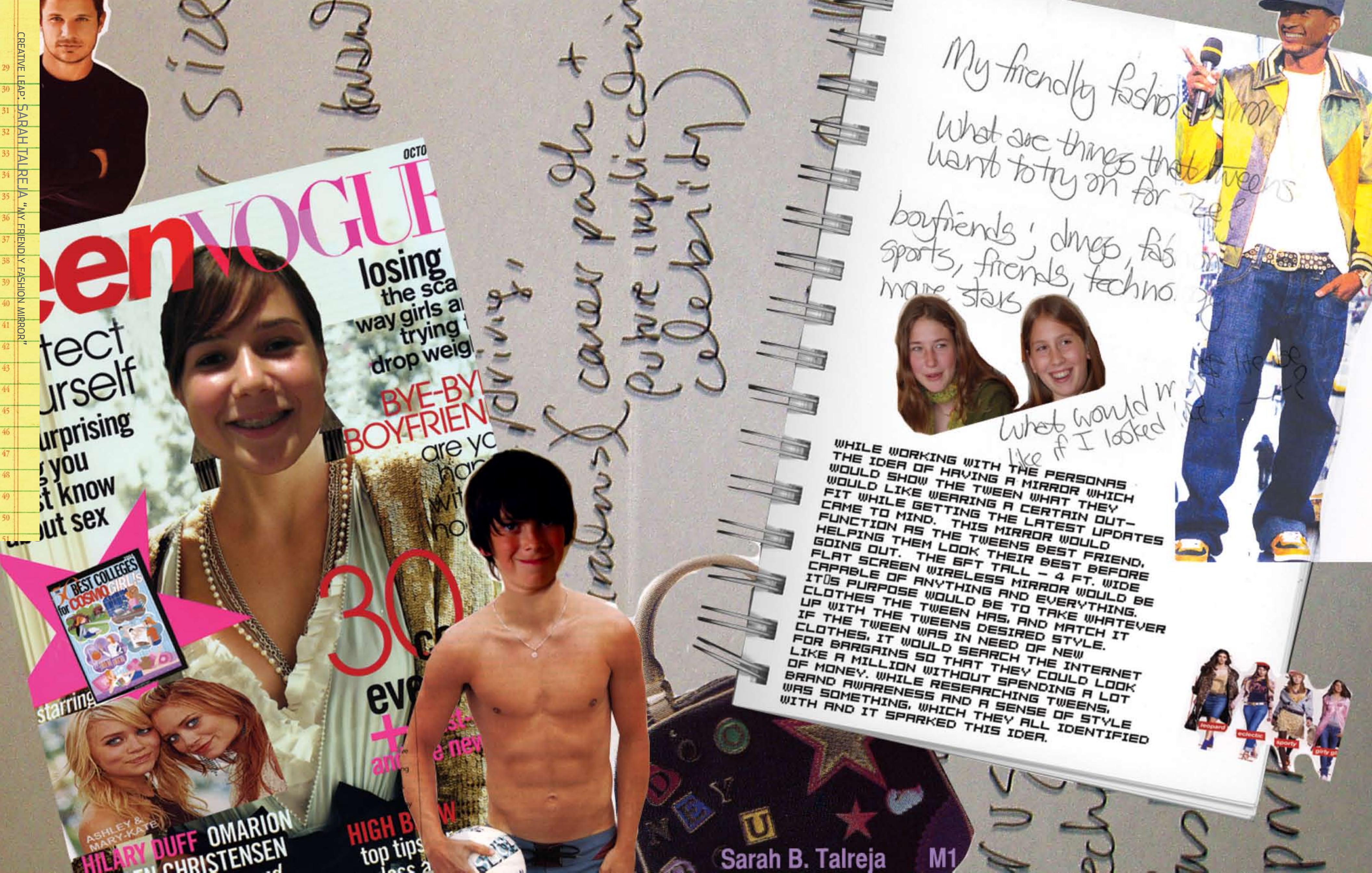


Tweens speaking with a group before leaving home



Some tweens speak to more than one group





My friendly fashion mirror
What are things that tweens
want to try on for
boyfriends; dms, f's
sports, friends, techno.
more stars



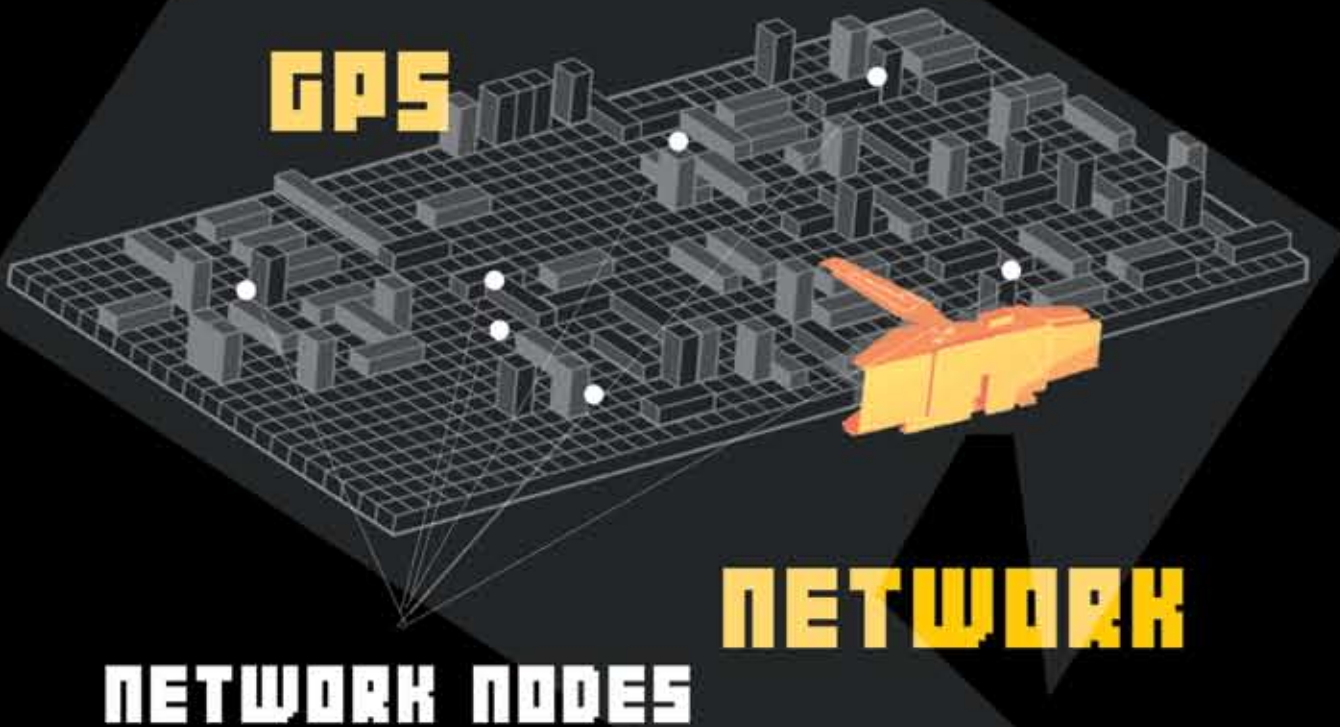
What would I look like if I looked

WHILE WORKING WITH THE PERSONAS THE IDEA OF HAVING A MIRROR WHICH WOULD SHOW THE TWEEN WHAT THEY WOULD LIKE WEARING A CERTAIN OUT-FIT WHILE GETTING THE LATEST UPDATES CAME TO MIND. THIS MIRROR WOULD FUNCTION AS THE TWEENS BEST FRIEND, HELPING THEM LOOK THEIR BEST BEFORE GOING OUT. THE 6FT TALL - 4 FT. WIDE FLAT SCREEN WIRELESS MIRROR WOULD BE CAPABLE OF ANYTHING AND EVERYTHING. IT'S PURPOSE WOULD BE TO TAKE WHATEVER CLOTHES THE TWEEN HAS, AND MATCH IT UP WITH THE TWEENS DESIRED STYLE. IF THE TWEEN WAS IN NEED OF NEW CLOTHES, IT WOULD SEARCH THE INTERNET FOR BARGAINS SO THAT THEY COULD LOOK LIKE A MILLION WITHOUT SPENDING A LOT OF MONEY. WHILE RESEARCHING A LOT BRAND AWARENESS AND A SENSE OF STYLE WAS SOMETHING, WHICH THEY ALL IDENTIFIED WITH AND IT SPARKED THIS IDEA.

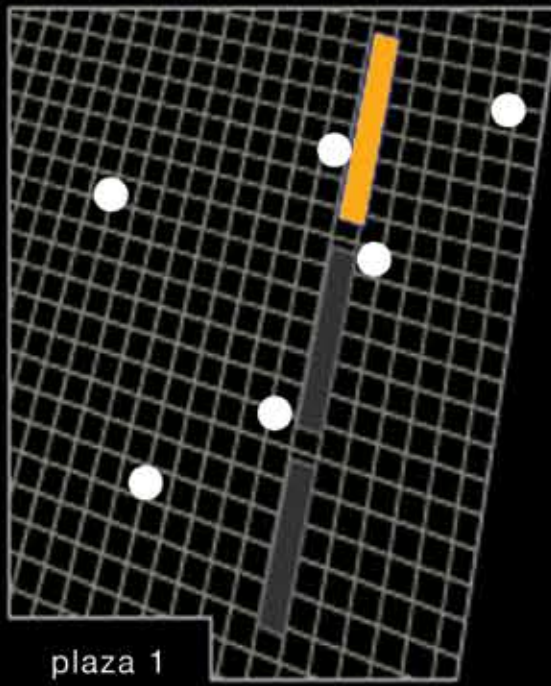


GRAND STRATEGY: EXPANDED SOCIAL GAMING

'we use alot of technology when we are together'
(in reference to the gamecube)
-galvin



PORTABLE GAME
UNITS



TECHNOLOGIES

INDIVIDUAL PLAYERS
INTERACTING BOTH
IN VIRTUAL AND
REAL WORLD SITUATIONS



AUGMENTED REALITY GLASSES



The large graphic features a yellow background with a hexagonal grid pattern. The word 'PLAY' is written in large, bold, orange letters in the upper left and lower right. The words 'VIRTUAL SIM' and 'REAL SIM' are written in smaller, bold, red letters. The words 'PLAY EXTENDED' are written in large, bold, white letters at the top and bottom. Two red dots are placed on the grid. Two screenshots from a game are shown on the right side. The top screenshot shows three characters in a virtual environment, with the text 'RANK 1st' and 'www.ign.com' visible. The bottom screenshot shows a person wearing augmented reality glasses, with the text 'player1' and 'player2' visible.

KID MICROentrepreneur

The kid microentrepreneur grand strategy is about creating entrepreneurial opportunities for tweens like Pam. In this system, she can sign up with Apple as a distributor. The business model is similar to the paper boy business model. $\text{Effort} + \text{Structure} = \$\$$ She can use the tools of the website to find new bands and create playlists, which she can hand out to her friends on mini-music tokens for a small fee. She is paid via a cashless transaction online where she is in control of her money.



money
control

share

create
manage

immersive
research

cashless
transactions
(virtual)

music
tokens
(physical)



effort + structure = \$\$



the office



PREPARED BY	
DATE	

ACKNOWLEDGEMENTS:

We would like to thank Hewlett Packard's Consumer Applications and Systems Laboratory for their sponsorship and their time. Abbe Don and Gary Herman were able to provide us with insight into how to research and design successful products. We also would like to thank the HP consultants Aura Oslapas and Yoshiki Ohshima who joined us for the final presentation and brainstorm. Additionally, we would like to thank Angel Mendoza and Jean Swift from Art Center's Corporate Relations Office for coordinating this sponsorship and making it possible.

We would like to thank the faculty of the graduate Media Design Program at Art Center College of Design. The work contained within this book would not have been possible without the incredible leadership and inspiration of Anne Burdick, Brenda Laurel (Department Chair), and Lisa Nugent who worked with us continually throughout the term. They were very devoted to the project and spent many late nights with us brainstorming and critiquing our work. We thank them for showing us new ways to think about ideas and for teaching us to ask questions in a different way. They helped us to find insight into the research by encouraging us to look for the "partial and the particular" and in the end, we were able to find it. We would also like to thank Peter Lunenfeld and Philip van Allen for their insights and participation in the final presentation and brainstorming session. Their enthusiasm and insights were extremely helpful in moving our ideas forward.

Lastly, the work contained within this book and the book itself would not have been possible without the hours of discussion, late nights, collaboration, and the companionship offered by the Media Design graduate students: Theo Alexopolous, Jed Berk, Sebastian Bettencourt, Susan Lee, Sophine Lim, Angel Lin, Nikhil Mitter, Han Rhyu, Amy Sheppard, and Sarah Talreja.



CREDITS:

PREPARED BY	
DATE	

SPONSOR:
Hewlett Packard Consumer Applications
and Systems Laboratory

PUBLISHER:
Media Design Program, Art Center College of Design

DESIGN, EDITING, AND PHOTOGRAPHY BY:
Theo Alexopolous, Susan Lee, Angel Lin, Amy Sheppard

FEATURED WORK:
Theo Alexopolous, Jed Berk, Sebastian Bettencourt,
Susan Lee, Sophine Lim, Angel Lin, Nikhil Mitter,
Han Rhyu, Amy Sheppard, Sarah Talreja

MEDIA DESIGN PROGRAM:
Department Chair: Dr. Brenda Laurel
Super Studio Faculty: Anne Burdick, Brenda Laurel,
Lisa Nugent

© 2004 Media Design Program, Art Center College of Design
www.artcenter.edu/mdp