**STORYVIZ : ReDESIGN**

**Intent**
StoryViz gives you an opportunity to develop your communication skills by manipulating multiple media to get your message across in a compelling and authentic way. This year’s projects focus on honing your skills by redesigning the world around you—it’s an excellent way to learn.

**People**
The core teaching team, Scott Witthoft & Scott Doorley, are experienced designers and co-authors of *make space*. Fantastic topic guests will help you bring new insight to your work.

**Topics**
We’ll take on all the topics you’ll need to be an communicator: video, visual design, copywriting, performance, & sketching.

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**Each StoryViz class day will balance activities and new content. The content will come from the Teaching Team, guest contributors, and in some cases your classmates.**

This class is project-based. Critique (“crit”) days will be important milestones for sharing resolved versions of your work. There will be opportunities to prototype & get feedback on your concepts-in-progress. Each of the three main projects will feature a “crit day.”

1. **Launch:** 09/25  
   **Crit Day:** 10/02  
   **Due:** 10/09

2. **Launch:** 10/16  
   **Crit Day:** 10/23  
   **Due:** 10/30

3. **Launch:** 11/13  
   **Crit:** Day 11/20  
   **Due:** 12/04

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**The Nitty Gritty: 3+1 Projects**

You’ll do plenty of creating in this class: you’ll tackle 3 projects (+1 special surprise—“project X”). You’ll develop real solutions leveraging one or more of the course topics: video, visual design, copywriting, and performance.

You’ve got some leeway—each project assignment allows you to choose from a few possible paths. You’ll get to work solo & on a team (at least once).

Each launch is the starting point for beginning to understand opportunities & design ideas by getting involved & immersed. This means getting out into the world by talking to people and developing your solutions from first-hand insights… not just far-off guesses.

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**Course Number: ME 375A**  
**Thursdays 9AM - 12 PM**  
**d.school Studio 1, Building 550**  
**1-3 Units: S/NC**

Credit is based on successfully completing the projects on time during the quarter. “Success” is subjective, and will be based on demonstrating & incorporating the principles from the course & guest content in an authentic & compelling way.

Classes are experiences—for you and for us—so attendance and punctuality are important to you & to us. No auditing or partial attendance is offered.

**Note this well:**
Twice late and you don’t pass.  
Second absence and you don’t pass.  
For any reason.  
Really.