Digital Storytelling

Washington State University - Vancouver, fall 2010

Assignments due for: **Sept. 22, 2010**

http://digistoryfall2010.blogspot.com/

The Mobile Story project is the core requirement of this class. Several of the assignments, such as the Project Plan, pour into the final Mobile Story production, which will be completed in three iterations (stages roughly characterized as Schematic-Storyboard Development / Usability Testing / and Artistic Refinement and Final Presentation)**.**

This Project Plan will be your guide and journal, leading your work and recording / reflecting on it. It will be a working document that you will be expected to update and maintain as your project continues, as a way to look back and show exactly what you did, how much time it took, what was accomplished, etc. The final version of it will be submitted on Dec. 1, as part of Iteration 3.

But for now, we need to get the plan established for your group. At this point, focus the plan primarily on advancing your project from the work you have done so far to Iteration 1, the Schematic-Storyboard and Client Presentation No. 1 phase. In short, you will create an early version of your story through Schematic/Storyboard construction (more on this during class on Sept. 22) to share with your client, represented by Chief Ranger Greg Shine, as a way to test early assumptions we have made and directions chosen (the sooner and more often you test, the easier it will be to align with your client in the end). That will not be delivered until Oct. 6, though. What you need to do now is create a structure for your group and assign tasks and start forming the ball of clay into your story (or stories), leading into the creation of the deliverables next week.

To earn these initial 100 points for the Plan, or 10 percent of the points possible for the class, the document should communicate **_in detail_** what you plan to do, how you plan to do it, including individual responsibilities, what the deliverables will be and when those will be delivered and by whom, in concrete and specific terms (although, understandably, you will not be ready to discuss the specific Schematic/Storyboard yet, you will be able to start envisioning the story as it will be delivered on the device).

This will be your blueprint for the project as well as a way to make sure everyone on the team is pulling equal weight, and a way to keep everyone accountable. I suggest using a communal writing system (such as Google Docs) to avoid bottlenecks on this process and keep this document updated and comprehensive. Keep highly detailed notes when you work on this project. Log the amount of time you spend on each task. This will help your group determine how to spend its energy most efficiently and when one area needs more resources, to call in the proverbial cavalry.

The Plan **(1,000 words minimum)** should include:

• **An introduction (10 points, based on clarity and effectiveness).** Start with a brief introduction (no more than 250 words) that explains the project in layman terms to anyone who might be interested in trying it. Give the user enough context to entice that person to try the app. Think of the recreational jogger coming by the Village. You stop them, and you have two minutes to describe what you are doing and why the jogger should try it. (We will practice these pitches on the Fort Vancouver Mobile project's intern, Aaron May, who will attend class on Sept. 22, so be prepared to present.)

• **Who is your team? (10 points, based on specificity and comprehensiveness).** A list of roles for the group (pages 71-72 in the reading packet might help, although don't worry about a software

engineer at this point). Explain essentially who is doing what (this can be altered as you go and needs arise; try to keep the workload as even and collaborative as possible). All of you invariably will be working on all parts of the project, but it will be helpful to you, I think, to make someone responsible for each of the key areas of the project. So pick roles that play to your strengths, then support each other.

• **What do you need to do right now, over the next two+ weeks, focusing just on reaching Iteration 1? (50 points, on thinking clearly through the process, determining what you pragmatically need to do and creating a useful task list)** The deliverables on Iteration 1 will be 1.) a schematic of your story, like the variations of bubble outlines shown on the board on Sept. 15, Choose-Your-Own Adventure and the like, and 2.) a walk-through storyboard of your piece, cards/posters showing what the experience will be like for users at each step in the module. Background research and idea generation will be really important. You don't need to know every detail of the story at this point, but you certainly will want to know as much as you can about what you want to do. This list of tasks will grow as you develop the project. So keep track of all of the things it took to get this project done by just adding to the list. You can use this as a note-keeping journal of what you needed to do, what didn't need to be done, etc., so future researchers/storytellers can follow in your footsteps.

• A **project timeline (30 points)**, this portion of the plan should be synchronized with the task list (again, just planning at this point through Oct. 6), but it will be helpful for you to start picturing how much time you have between each iteration, and what you think you can accomplish in that time, stating when specific deliverables will be completed and by whom (keep track of how long each small step takes, calculating hours, if you can), plus who is getting work done on time, or not, and how that affects the flow of the project). Again, it is more important here to look at the way the timeline ebbs and flows than miscalculations on deadlines. Please be as transparent and descriptive as possible. You will not be assessed on how much you get right on this project. You will be assessed on how much you try and push for new knowledge and share your experiences in helpful ways.

[   ] Submit this document to brett.oppegaard@gmail.com by 6 p.m. Sept. 22.

Project manager leads the team (and presents the project to the rest of the class): **10 extra credit points, per iteration**