

## **Brief History of New Media – Media Lab Helsinki MA Fall 2006**

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### **Exercise 2: Retrospective Futurism**

Working mode: Choose a pair for yourself. You can work with the same pair, but we suggest you to switch pairs so you get to know other people too. No groups of 3 people, heroic solo work is negotiable.

Brief: Produce a conceptual design of an information artefact, or a service running on an artefact, which is situated in a historical context. The artefact must have some type of network and computing processing power and data storage available. Displays exist also in some form. Make the historical context and culture visible in the way the artifact is designed and how it is to be used by reflecting on issues like: the values of the culture (e.g. fordist, medieval), the state and position of technology, who has access to technology and knowledge, the meaning of communication and social relationships.

*Examples of the kinds of things might classify as "historical contexts" for this exercise:*

*Fordist, medieval, inquisition, fascist, soviet, banana republic, cold war governmental spy agency, roman empire, Egyptians, Romanic people (gypsies), Bedouins, French revolution, Victorian age in Britain, colonialisms, slavery, conquistadores, Aztecs and Mayas, wild west law enforcement, national romanticism in Finland, 70s hippies, art movements like the impressionists and cubists, surrealists and dadaists, are also good options.*

*Examples of artefacts/ services:*

- *Instant messaging (IM, IRC, chat, talk, skype, etc.)*
- *multi-media authoring*
- *Weblog (journals, diaries, etc.)*
- *Conversation forum*
- *Interactive TV program*
- *Mobile phone*
- *Personal Music Player*
- *Collaborative document writing system (Writeboard, SubEthaEdit)*
- *Image sharing application or service*
- *On-line dating service*
- *Content management system*
- *Time management system (shared calendars, etc.)*
- *Location-based media application*

### **Description of deliverables:**

Final critique will happen around a small exhibition we will held in the aula (lobby) of the main entrance of the school (7.12 – 15.12). For the exhibition every pair will present their project with the following material:

### One A2 poster

This will be an advertisement poster that promotes the product or service

- A2 portrait
- Not much text, but rather illustrations, photos, diagrams, slogans, mottos, etc.
- Use color and print with the HP plotter in the library
- Poster should include:
  - o Authors of the project,
  - o Where (course, department) and when (dates, year) this was produced.
  - o Talk logo, media lab text,

### One A4 brochure,

Presentation and description of the project and product

- A4 should be folded in three and printed double-sided.
- Only use black and white and print/copy with normal printer/copy machine
- Brochure can include ties the product to its values, contexts, and practices
- Print at least 20 copies for the exhibition
- Brochure should include:
  - o Authors of the project,
  - o Where (course, department) and when (dates, year) this was produced.
  - o Talk logo, media lab text.

NOTE: The intra wiki manual contains instruction on how to get and use TAIK logos and also the printing procedures in the lab.

### **Dates**

9.11.2006: Brief given

9.11.2006-1.12.2006: Tutoring available on request, materials for printing and other facilities can be arranged.

21.11.2006: Deadline for pairs to announce their "artifact" and "historical context" for the tutors and participants of the course. Post a message in the course's forum (intra). A list of topics will be public in the course blog afterwards.

1.12.2006: Printing of the materials and sending invitations

5. -7.12. Setting up the exhibition

- Responsibilities for this need to be coordinated.

7.12.2006: Exhibition opening, Talk Main entry lobby.

- At 13:00, presentation of works and critique