

Joint project by:  
Helen Armstrong,  
Miami University in Ohio, and  
Zvezdana Stojmirovic, MICA

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*“Modularity’ is a property of a project that describes the extent to which it can be broken down into smaller components, or modules, that can be independently produced before they are assembled into a whole. If modules are independent, individual contributors can choose what and when to contribute independently of each other. This maximizes their autonomy and flexibility to define the nature, extent, and timing of their participation in the project.”*

—The Wealth of Networks by Yochai Benkler

#### READINGS/BACKGROUND

Jeff Howe on Crowdsourcing —  
Book trailer <http://www.youtube.com/watch?v=F0-UtNg3ots>

Harnessing the Power of the Crowd, by Jeff Howe, *American Banker Magazine*, December 2008 [http://www.americanbanker.com/btn\\_issues/21\\_12/-368221-1.html](http://www.americanbanker.com/btn_issues/21_12/-368221-1.html)

The Rise of Crowdsourcing, by Jeff Howe, *Wired Magazine*, June 2005 [http://www.wired.com/wired/archive/14.06/crowds.html?pg=1&topic=crowds&topic\\_set=](http://www.wired.com/wired/archive/14.06/crowds.html?pg=1&topic=crowds&topic_set=)

#### CO-CREATION PROJECTS IN DESIGN

Daniel Eatock’s participatory image projects. <http://www.eatock.com/participate/switched-off-photographs/>

Jessica Helfand’s Winterhouse Institute. *Another large participatory image project the explores a theme.* <http://www.pollingplacephotoproject.org/>

Jonathan Puckey: Frame of Fame  
<http://oneframeoffame.com/>

Aaron Koblin: Johnny Cash Project  
<http://www.thejohnnycashproject.com/>

# Crowdspeak Introduction

## BACKGROUND

Crowdspeak is an exercise in co-creation. Students from MICA and Miami University in Ohio will work jointly, using various platforms on the World Wide Web, to produce a piece of graphic design assembly-line style. Students will begin by co-creating letterforms to compose the word POST. Each stage of each letter will be documented by students. Once the letterforms are complete, this documentation will be compiled into an animation that captures the letterforms’ development.

## Phase One:

### GENERAL NOTES

- Illustrator files should be saved down to CS3 before emailing, to ensure students with earlier versions of CS can work on them, too.
- Illustrator file size: 1 MB max.
- Module size: 480 x 1080 pixels. This is how big the Illustrator artboard should be, as well as the saved jpg.
- Project Duration: 5 days, starting today, Wednesday and ending Sunday, 10/17 at 10 pm
- Starting today, work on two files per day.
- Forward two files to the next person by 10 pm each evening.
- Feel free to contact your recipient to make sure they got the files.
- You will in turn receive two files by 10 pm each evening as well.
- You will have 23 hours to work on those two files and email them off the next evening.

### STEP-BY-STEP

- Below is the master list. Find out what group you’re in.
- Download template for your letter from Googledocs.
- Once the file is downloaded, simply erase the .ps extension, and you’ll be able to open it in Illustrator
- Open the file in Illustrator.
- Save file as: yourletter\_lastname\_firstname\_01.ai. Save down to CS3 so those students who have earlier versions at home can do their homework
- Start your pattern. Whatever you do will be responded to by 8 or nine other students. Must be black and white. Consider how your graphic mark relates to the meaning of the word POST. You can pick whether the background is black or white. Do not add additional layers to the document because it will increase the file size too much. Your work should always go on the “work” layer.
- File/Export your file as a jpg, saving it like this: yourletter\_lastname\_firstname\_01.jpg

# Crowdspeak Description

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- Make sure to erase the extra “-01 the program may tack onto your jpg name.
- Post jpg to Googledocs.
- Save and forward your Illustrator file (by email) to the next person on your list.
- Receive a fresh Illustrator file from the previous person on your list.
- Consider what's there and respond thoughtfully by contributing to the design.
- Repeat process, keeping the file name, but changing only the number at the end to the next number (01, 02, 03...)
- Once you get your initiated file back, post the Illustrator file to Googledocs for archiving.

## Student Groups:

### GROUP P

Elizabeth [add email and cell number here]  
Krista [add email and cell number here]  
Lindi [add email and cell number here]  
Adam [add email and cell number here]  
Daniel [add email and cell number here]  
Erika [add email and cell number here]  
JT [add email and cell number here]  
Reid [add email and cell number here]  
Gregory [add email and cell number here]  
Rachael [add email and cell number here]

### GROUP O

Kirsten [add email and cell number here]  
Paige [add email and cell number here]  
Chris [add email and cell number here]  
Arianne [add email and cell number here]  
Sara [add email and cell number here]  
Amy [add email and cell number here]  
Alena [add email and cell number here]  
Jennifer [add email and cell number here]  
Julia [add email and cell number here]

# POST Description

## GROUP S

Marie [add email and cell number here]  
Izzy [add email and cell number here]  
Kiera [add email and cell number here]  
Carla [add email and cell number here]  
Chelsea [add email and cell number here]  
Nadia [add email and cell number here]  
Jenna [add email and cell number here]  
Minhee [add email and cell number here]  
Emily [add email and cell number here]  
Harrison [add email and cell number here]

## GROUP T

Catherine [add email and cell number here]  
Matt [add email and cell number here]  
Jeremy [add email and cell number here]  
Sarah [add email and cell number here]  
Brittany [add email and cell number here]  
Sol [add email and cell number here]  
Molly [add email and cell number here]  
Cameron [add email and cell number here]  
Eric [add email and cell number here]

## PhaseTwo:

### MAKING THE ANIMATION

- Download all the jpgs with your name on them.
- In Photoshop, cut and paste each jpg into one document. Your jpgs will paste into separate layers.
- Rename the “background layer” “Layer 0 by double clicking on it. If it’s blank, trash it.
- Open the Animation function (Window/Animation)
- In the layers menu, select all layers by clicking on the first one, then shift-clicking on the last one. They should all be highlighted blue.
- In the Animation strip, click on the upper right arrow in the gray bar and select “Make frames from layers.” This should create a frame for each of your module stages.
- Select all frames and click on the seconds indicator to select the duration of each frame.
- Hit play and enjoy!
- Once you’ve figured out the pacing of your animation, save it as a .mov file by going to File/Export/Render Video.
- Post your quicktime to Flickr! [Our student editors will piece these animations together into one big animation and post the final to Vimeo]