LINKED Introduction

Joint project by:
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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

LINKED

BACKGROUND

All of you work hard on your design projects and try to do the best possible job that you can. What if 50 designers, thinkers and makers, all created segments, or modules, that were than assembled into one cumulative piece? In this project, we are going to test the idea of a new type of modular work called co-creation, as it applies to graphic design. Each one of you, except for the editors, will produce a segment or "module" of the final animated piece.

Although collaborations have existed for ages, co-creation is premised on the larger cultural phenomenon of Web-based networks and communities. With the advent of dynamic interactivity of Web 2.0, Internet users are no longer passive, but have become active participants, offering comments, ratings and contributions to the websites that they visit. They are active members in virtual communities. Further, the internet has helped make possible modular work, described by Benkler to the left. For example, within the Open Source movement, thousands of software developers can work on segments of a new application, each working individually in their own setting and offering their results as parts of a whole. Or, at Dell Computers, new laptop models contain parts designed by customers through a company portal. The Internet has made it possible to work together across time and space. This kind of harnessing of the power of the crowd, as stated by Jeff Howe (see link below), is unprecedented and will likely lead to new ways in which work will be done in the future.

LINKED 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. Each student will create a short, type-driven two-second animation on the subject of being LINKED. Each animation will focus on one letter of the word LINKED. You will be encouraged to look at and feed off the work of your classmates, but you will make your own module individually. A team of student editors will work to assemble the animations into the master motion graphic of the word LINKED.

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MOTION GRAPHICS
Deadline, a stop motion animation by Bang-yao
Liu
*http://www.youtube.com/watch?v=BpWM0FNP
ZSs&feature=player_embedded*

Deadline, the Making of
*http://www.youtube.com/
watch?v=ArJYvaCCB3c*

Her Morning Elegance, stop motion animation
by Oren Lavie
*http://www.youtube.com/watch?v=2_
HXUhShhmY&feature=related*

Print Magazine Motion Competition
http://vimeo.com/6706314

READINGS/BACKGROUND
Jeff Howe on Crowdsourcing - *Book trailer*
*http://www.youtube.com/watch?v=F0-UtN-
g3ots*

Harnessing the Power of the Crowd, by Jeff
Howe*, American Banker Magazine, December
2008*
*http://www.americanbanker.com/btn_is-
sues/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=*

CO-CREATION PROJECTS IN ART/DESIGN
Art House Coop: Scavenger Project
http://arthousecoop.com/

Poor animation, but raw collaborative piece
open to every day user
http://www.bornmagazine.org/youandwe/

Andre Zapata's collaborative project exploring
"the recession"
http://www.recessionnationproject.com/

A magazine of user-generated images. *Users
submit images that answer "open theme" like
"frenzy" or "the odd couple"*
http://jpgmag.com/

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/

PROJECT DESCRIPTION
The standard frame rate for video is 30 frames/second. Your two-second animation will therefore consist of 60 frames. We are asking that you create 60 jpgs and use the Adobe plugin called Motion Stop! to animate them. We will demonstrate Motion Stop! on Thurs, but you can download it yourself at the link below. You can create your 60 jpgs in any medium you want, including:

- Digital photos
- Jpgs exported from Illustrator or Photoshop, or any other software
- Flash or AfterEffects
- Scans

*Module size:
w 320 x h 1080 pixels*

*Master size:
w 1920 x h 1080 pixels*

PRELIMINARY HOMEWORK:
For Thursday

1 Read/view the links posted on the blog and read the assigned handouts.

2 Think about what it means to be LINKED: personally, virtually, physically, metaphorically. Search for images that illustrate various kinds of linking. Select 10 inspiring images about LINKING and post them to the blog before class

For Tues

3 Download and install Motion Stop! on your computer. Test it to see how it works.
http://mac.softpedia.com/get/Automator-Actions---Workflows/Motion-Stop-.shtml

[Note: if all the participants are designers, you can use Photoshop to generate the animations. We used Motion Stop! because we were using many nondesigners.)