OVERVIEW: 'Artstorm' ideas for a public projection experience to help your community.

DELIVERABLES:
- Pictures of 2-3 locations
- A folder of 10-20 inspirational design images
- A written answer the following questions about a projection idea
  - What message or experience do I want to share?
  - What form do I want to share it in? *(documentary, game, data visualization, animation, photography, living mural, abstract art, other?)*
  - Who do I want to share it with?
  - What do I hope will happen?
- A completed design/pitch form (see handout)

METHOD: *There is no correct way to develop your idea. The following is only meant to be a suggestion and guide to help you discover your own method. Work in any order that you want, let your hands do the work as much as possible- save the thinking for math!*

1) Wander through your community with a camera. Follow your instincts when you encounter a piece of architecture that may be of interest. Snap photos of the space including from the perspective of potential audience members. Snap photos of at least 3 different locations.
2) Return to one of the locations. Sit with a notepad and let your mind wander. Write down the things you feel in that space. Take note of the people who are around. Imagine what they might need more of, what they might need less of.
3) Use a transparency held up to the potential projection area and draw the areas you think would be interesting to project on. Doodle and daydream.
4) Strike up a conversation with people in the area. Ask them what kind of art they would like to see in the space.
5) Notice themes that emerge as you wandered, took photos, imagined, and spoke to people. Use this as a starting point for designing an experience.
6) Seek inspiration. Take more photos, draw, search the internet based on your theme to find images, animations, styles, fonts, objects, any kind of visual content that inspires you. Don't be precious, don't be fussy give yourself permission to have both terrible and brilliant ideas.
7) Bring your architecture into photoshop/Gimp. Arrange different images playfully around to see what might work as a starting point.
8) Organize your work with the design/pitch template