OBJECTIVES
This assignment asks you to practice “reading” deeply in the context of designing a product. In the sense that Kishlansky suggests historical texts can be read at different levels, you will read “artifacts” to identify their basic characteristics, their function and utility, and how these artifacts affect and reflect the community that uses them. Such “reading” is vital for product design because doing so provides insight into the “audience” for a potential product—essentially understanding your customer. In addition to “reading” practice and its guidance of your work, the assignment provides an opportunity to practice the form/function mapping you are familiar with from the proposal/report in the context of a new genre and audience. The five short essays funneling into a single longer essay provides practice with a method for exploring topics.

INSTALLMENT I
Find five items around ESG that you find “interesting.” It is best if you find most of these objects emotionally pleasing (because it is all too easy for a negative review to deteriorate into a rant). For each item, write a one page product review blog post. Your objective is to explain briefly the essence of the item—to identify what is special about it. Do not try to “market” the item as might occur on an e-commerce web page.

INSTALLMENT II
Extend one of your one-page blog reviews into a five page article/essay. You are encouraged to use the Pogue camera article as a “model.” The challenge is to keep your audience engaged over the full length of the essay.