

ESG 21W.732
Assignments Resulting from Class 8
10/11/2007

Objectives: Sell your idea

Class Overview: Oct 11, collaborative writing, oral presentations, graphics, writing as a product, proposals
 Oct 15, concepts, elevator pitches and posters
 Oct 18, more on collaborative writing, oral presentations, graphics, writing as a product, & proposals
 Oct 22, design reviews, MCM (most critical module),

Homework:

Do these tasks before class on Monday, Oct 15:

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Reading:

<http://pergatory.mit.edu/2.007/fundamentals/newchapter1.pdf>

scope team ethics, ideas & sketch models from

http://web.mit.edu/2.009_gallery/www/2005/

http://www.npr.org/blogs/bryantpark/2007/10/creating_the_sand_beasts.html?ps=bb2

As a team, prepare a detailed *FRDPARRC* of your product idea.

As a team, prepare a poster that “sells” your idea. Expect a title, an image, and support information. This support information should summarize your *FRDPARRC* exploration work and might include such things as product definition/features, market/customer identification, feasibility, and impact.

As an individual, be prepared to deliver a 3 minute or shorter presentation that “sells” your idea based on your *FRDPARRC* work. You will deliver this presentation in front of your team’s poster.

Do these tasks before class on Thursday, Oct 18:

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Perhaps a small deliverable, TBA.

Bring your notebooks to class for scrutiny.

Do these tasks before class on Monday, Oct 22:

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Submit a proposal draft.

Submit a draft of your sketch model and module organization.