

Integrated Design Curriculum
Parsons The New School for Design

IDC Lab: Media

Assignment: *Personal Techno Campaign*

In this assignment you will catalogue and map your daily interactions with digital technologies. You should take note of the day & time, duration, and specifics about the medium with which you are interacting:

- A cell phone
- An ATM
- Email
- Instant Messenger system
- Online website (Facebook, Myspace, etc.)
- Online reading (magazine, newspaper, blog, etc.)
- Online viewing
- Online listening
- Digital camera
- Digital music player
- etc.

In the first part of the project you will create a map that compiles data collected, should have some form of categorization, and most importantly, convey your opinion/experience with digital media. You should have your map printed and mounted on a board as well as in its digital format for projection in class.

For the second part of the project you will develop a campaign pro/against media for Parsons students. This campaign needs to be designed and produced, and then activated on campus.