



Annenberg Innovation Lab

Timeline

Before April 28

Read all prep materials

[Become a member of AIL](#)

[Sign up for group Tumblr](#)

On Tumblr, post a short bio, initial responses to thinking questions and prep materials, and respond to posts made by fellow participants

On April 28

Bring:

- an object or photo that personally represents a compelling play experience for you
- your laptop, if you have one
- a digital camera, if you have one

Participate in our one-day “Think & Do Tank” from 9A-4P at USC IMD Co-Design Lab

Take notes, images, photos, ideas throughout the day and post them to the group Tumblr

Following April 28

Contribute to creation of T&D summary white paper & multimedia artifacts

Further develop interesting ideas with fellow T&D participants

Welcome

Thank you for being part of this one-day “Think & Do Tank” (T&D). We’ve assembled a really exciting group and we’re excited to meet you and to have you meet each other.

The purpose of this gathering is to bring together Annenberg Innovation Lab’s (AIL) interdisciplinary team of faculty and students, with industry experts, in order to explore the following: *What experiences and narratives constitute compelling play in the 21st century?*

Following the T&D, our goal is for AIL to produce a white paper and supplemental multimedia artifacts on how 3D immersive experiences and transmedia storytelling might be harnessed to catalyze compelling play and learning-rich experiences for children and families. This day will also produce an outline of concepts that have the potential to incubate at AIL in 2011-2012, as part of the Children, Youth and Media Research-Design Track.

In this document, you will find:

- An introduction to the one-day Think & Do Tank
- Information about 3D technology, transmedia storytelling, and corporate social responsibility
- What we hope to accomplish during the day
- A set of starting thinking questions

In addition, we are providing you with tech instructions on how to connect with other participants and get started.

Please let us know if you have any questions:

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**Compelling Play in the 21st Century Think & Do Tank
April 28, 2011**



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Ideation? Think & Do Tanks? Open-Space Technology?

The primary goal of the Think & Do is synthesize perspectives on ways 3D immersive experiences and transmedia storytelling might be harnessed to catalyze compelling play and learning-rich experiences for children and families. Further more, we hope to locate key takeaways with possibilities for incubation of new projects. The T&D will be loosely structured but will be largely shaped by the fantastic group of experts we've assembled. We'll have curated a space designed to promote exploration.

For starters, please take some time and read "A Brief User's Guide to Open Space Technology" by Harrison Owen at <http://bit.ly/6Ope>. Although our event will only be one day and will not follow this format exactly, it's a really good starting point to describe what we have in mind.

Ideation is the creative process of generating and developing new ideas. Often, it is open to a group beyond "just the experts", such as the consumers of a product, or bringing a group of people from diverse backgrounds together in order to bring a fresh perspective.

If you have a laptop and/or a digital camera, please bring it!

BASIC AGENDA

Morning: Coffee, breakfast, getting to know you. Short group share about meaningful play experiences.

Sandbox Session #1: Compelling Play: Dig into different play areas

Wall of Ideas: Extrapolate key concepts and synthesize design principles and prototypes

Lunch and Breaks: Keep track of interesting ideas that come out of informal conversations - they're often the best!

Pecha Kucha: Super-short presentations on 3D technology, corporate social responsibility, and the seven key principles of transmedia storytelling

Sandbox Session #2: Transmedia Storytelling: Explore the breadth and depth of narrative through the architecture of ViewMaster.

Small Group Presentations: Share strongest ideas

Closing: Summarize key ideas, styles of play, design principles, and storytelling components emerging from T&D



Designing stereoscopic 3D immersive experiences for play and learning...

- Stereoscopic 3D (S3D) is more than a display technology: it is a technique of active perception and interactive experience.
- S3D is one of the “missing links” that can enable us to become fully engaged with image-based media.
- Like earlier media innovations (motion, sound, color), S3D opens up new possibilities for the structuring of space and time.
- S3D is just the tip of the iceberg - it is part of a larger shift in media and entertainment towards increased immersion and interactivity, towards transmedia, and towards transdisciplinary production practices that dissolve traditional categories.
- Because technologies like S3D allow us to move media off of the screen and out of the frame, they facilitate a more fluid, casual and integrated experience of media, allowing more sophisticated and nuanced varieties of interaction and immersion.
- Because S3D can dissolve the barrier of the screen, it can break down the distinction between physical and virtual (or real and fictional) space, amplifying emotion and involvement, and creating the ideal conditions for play of any kind.
- Beyond S3D’s obvious ability to make almost any media more compelling, S3D provides an enhanced level of spatial understanding, and is invaluable in the presentation of complex and information-rich topics of any kind.
- S3D has been shown to increase attention and comprehension in the classroom.
- Because S3D is mostly experienced subjectively and unconsciously, it allows a huge degree of flexibility for expressive purposes.
- There is no getting around the fact that, if done badly, S3D can cause eyestrain and headache. But when used skillfully, S3D images are just as comfortable to view as 2D images.
- The technologies for digital S3D display are constantly improving; S3D is becoming more and more widely used across the entire media spectrum - so there’s no better time to start learning how it works and how to use it.



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Seven Core Concepts of Transmedia Storytelling

see http://henryjenkins.org/2009/12/the_revenge_of_the_origami_uni.html for complete descriptions

1. Spreadability vs. Drillability

2. Continuity vs. Multiplicity

3. Immersion vs. Extractability

4. Worldbuilding

5. Seriality

6. Subjectivity

7. Performance

A Brief Definition of CSR (Corporate Social Responsibility)

By Susan Resnick West

In 1970, Milton Friedman declared, “The business of business is business,” reigniting the debate on the role of the corporation in society. While the primary responsibility of publicly-traded companies is to increase profits, the digital age and the complexities of globalization have forced multinational corporations (MNCs) to view their exposure more broadly and weigh more carefully the factors contributing to their bottom line. These concerns have spurred a corporate social responsibility (CSR) movement, demanding that firms account for a triple bottom line that considers people and the planet, as well as profits. Ultimately, this calculus drives business strategy while attending to the needs of employees, customers and communities, as well as the environment, in order to generate revenue.

Often CSR is confused with philanthropy, while philanthropy may be part of CSR, it is by no means the totality of CSR. Corporations who are socially responsible design, develop, manufacture and distribute products that are socially responsible, products that will sustain the environment and further the well being of its inhabitants. Not only do the products themselves advance well being, but also the processes used to design, develop and manufacture them do as well.

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THINKING QUESTIONS

1. What are your expectations for the Think and Do Tank? Is there anything you're particularly excited to talk about? Anything you'd really like to accomplish? Anything you're nervous about?
2. What play experiences do you think are important to kids to have alone? In groups with other children? With their siblings? In school? With their parents/caregivers?
3. How 3D immersive experiences and transmedia storytelling might be harnessed to catalyze compelling play and learning-rich experiences for a variety of audiences?
4. What are the advantages of 2D over 3D? Vice-versa?
5. What do you think makes a good story? Are there certain narratives or narrative styles that work better than others across multiple forms of media?
6. What do you think makes a good toy? What are some of your favorite toys or play materials from your childhood?