Project Points: 100
Duration: 2 ½ weeks

Project Objectives:
The objective of this project is to hone in on the skills you’ve learned to date by practicing in a real world scenario. Speed is critical! For this project, you are to imagine that you and your classmates have decided to form a guerrilla group of designers. Under the cover of darkness, your group will invade and construct a design intervention into already existing contexts around the USM campus. The aim of these interventions is to make people have an interior design “experience” of the senses that teaches them the value of good design with the hope that it will raise their level of expectations.

For initiation into this guerrilla group, you must each formulate and present three different design intervention ideas. For October 29th, each initiate must bring evidence of 3 ideas expressed in the form of preliminary ideation sketches. These ideas must be kept completely secret from your classmates and should not be shared or discussed with anyone before they are presented to the class on the 29th. All ideas will be pinned up for discussion and the entire class will then vote on four of the best ideas to take forward to the next level.

The Final Product:
Once the class has narrowed the selections down to four design ideas, four guerrilla faction groups consisting of 3 members will be assigned based on a random selection. Each faction group will work together to further develop their assigned idea to eventually produce a complete and effective presentation utilizing the presentation techniques learned so far. Any and all techniques may be used for the final presentation and each team member must complete one rendering.

No specific presentation parameters will be provided. It is up to the team to develop the best approach for presenting their ideas in the limited amount of time provided. The deliverables should be able to stand alone and be easy to understand without the need for an oral presentation; however, there will be a team presentation on November 5th at 11:00 a.m.

Your mission is to show how you can bring good design into the everyday lives of those on campus….by any means necessary! Good luck!