

Radio Response

ASSIGNMENT SHEET 26 SEPT. 2011

Choose a story from Studio 360, Radio Lab, or This American Life. Listen or otherwise review the piece and create a magazine that responds to it. Your task here is not to present a transcription of the story, but to make a piece that presents selected moments or ideas from the piece. You should add your own research, commentary, and voice. What do you want a reader to experience? Your magazine may include text, images, audio, video, or live web content. Deliver your magazine as a PDF or folio file.

Interpretation Apple trees, in all their complexity – twisted branches and many-colored fruit, blossoms and leaves – start their lives as cuttings, small twigs taken from older trees. The audio story here is like that original cutting: only a starting point for your book. You give the book its life and richness.

Your assignment is to create a publication of some kind; think of it as a magazine, book, zine, or pamphlet, however you prefer. In any case, do define the audience you want to reach. There are three layers to this piece: creating or curating the content that goes into it; producing a design for the magazine, and imagining the interactions and navigational systems that readers will experience.

Schedule	26 Sept.	Assign project
	3 Oct.	Present initial concept
		Present type samples and layouts
	10 Oct.	Present navigation system
	17 Oct.	Work in progress
	24 Oct.	Present final version

DELIVERABLES
A folio or PDF file for the piece, designed for a 1024 × 768 px device. For orientations, you may choose to provide horizontal, vertical, or both. Your piece must include type and hyperlinks; it may include images, animations, live web content, and audio or video.

Evaluation	CRITERION	SCORE
	Concept	20%
	Typography and visual design	20%
	Readability on screen	5%
	Usability and navigation	20%
	Use of sequence	15%
	Craft (details of production; does it work?)	20%