Design an electronic placebo* for a real or imagined, physical or psychological phobia. Remember, it's the design of your placebo that counts, not what phobia you choose.

For part 2 of the project you will make a 30 sec film around your placebo, so having a tangible prop by the end of part 1 is essential.

* pla-ce-bo
noun (pl. **-bos**)

a harmless pill, medicine, or procedure prescribed more for the psychological benefit to the patient than for any physiological effect.

ORIGIN late 18th cent.: from Latin, literally 'I shall please,' from *placere 'to please.'*

http://www.phobialist.com/

The purpose of the project is to explore a way of designing that acknowledges peoples' complexities, contradictions, and irrationality and to go beyond simplistic design characterisations of people as 'users' and 'consumers'.

The project is an opportunity to explore poetic, aesthetic and narrative possibilities for electronic products and services, to identify boundaries between fiction and reality, and to discover hidden needs.

Part 2: Product as protagonist (Details to follow)
For the second part of this project you will work with Noam Toran & Onkar Kular to direct and produce a 30 second video clip featuring your placebo. This part of the project aims to introduce you to some basic film making techniques and to develop a sensitivity to and an awareness of the use of props, atmosphere, editing and narrative in video.

Schedule:

                            PART 1

WEEK 1:   Phobia & Design

Tuesday 15 Nov, 2.00 pm: Project Launch (part 1)
Thursday 17 Nov: Tutorials

WEEK 2:   Design & Fabrication

Tuesday 22 Nov   Tutorials
Thursday 24 Nov   Tutorials

WEEK 3:   Fabrication

Tuesday 29 Nov   Tutorials
Thursday 1 Dec   Crit

                            PART 2 (details to follow):

Friday 2 Dec   Project Launch (part 2)

WEEK 4:   Story boarding

Wednesday 7 Dec   Story Board presentation

WEEK 5:   Filming

Friday 16   Crit/viewing (Lecture Theatre 1)

REFERENCES:

PHOBIAS
http://www.phobialist.com/
From the Edge of the Couch, Raj Persaud (Bantam, 2003)

IDEAS
Anxiety in a Risk Society, Iain Wilkinson, (Routledge, 2001)
Therapy Culture: Cultivating Vulnerability in an Uncertain Age, Frank Furedi,
(Routledge 2003)

PROJECTS
Safe: Design Takes on Risk, Paola Antonelli, (The Museum of Modern Art, 2005)
(Catalogue)

STORIES & FILMS
Safe, Todd Haynes, 1995 (Film)
Kitchen Stories, Brent Hamer, 2004 (Film)