CASE STUDY GUIDELINES

Description

Final projects for all Urban Media Labs take the form of case studies. For our purposes, broadly speaking, case studies are detailed analyses, multifaceted inquiries, exploratory and descriptive collections of materials that together communicate an in-depth account of a specific subject. Students typically collaborate in small groups and determine the approach, content, and format of their case study, within broader content + formatting guidelines collectively agreed upon by the class. Each semester, case study topics vary according to the urban media lab thematic, and the case studies are intended to work together as part of a larger whole, conceptually and in their final form.

This semester, Urban Media Lab: Traffic case studies will focus on the topic of traffic jams and/or congestion using students' urban research over the course of the semester as a foundation. Working in groups of two or three, students will curate a selection of five to fifteen postcards from the database of urban research. Groups will organize their selected traffic conditions as a coherent collection, related topically in some way to be determined and articulated by the group. Case studies will develop and present each collection alongside supporting materials that introduce the topic in-depth, and expand upon the traffic events with further description, context, and analysis. Final case studies will take the form of digital and printable postcard booklets (see guidelines below).

Schedule

Group signup will take place via google documents by March 9. Those who do not choose a slot by this time will be randomly assigned March 10.

PRESENTATIONS: BEGINNING APRIL 18 AS PER COURSE SCHEDULE
The final classes of the semester will be dedicated to the case studies. Each case study group will use a class session as a creative and critical platform for the presentation of their work, which will be submitted in final form at the end of the semester. Presentation format and style are to be determined by each group. It is understood that case studies presented will be works-in-process, and students are encouraged to use the class time as an opportunity for critical response and feedback from their peers, or even as an instrument that contributes in some way to the final case study itself.

FINAL CASE STUDIES: DUE MONDAY, MAY 9, 6:00PM
Late submissions will not be accepted. Follow the guidelines below for shaping and conceptualizing case study research and production.

Structural Guidelines

Groups will determine the actual content, formatting, order, and sequence of components in each case study, but all final case studies must include the following components:

- Title + rights pages (2 pages, front and back)
- Introduction (1 page)
- Explanation of topic (5-7 pages)
- Curated selection of 5-15 digital postcards from the urban research database (10–30 pages, sequence/placement to be determined by group; these pages need not be grouped together)
- Further analysis of selected traffic events (5-12 pages, sequence/placement to be determined by group; these pages can be organized in a whole range of ways, and need not be grouped together)
- Bibliography of at least five references (1-2 pages)
- Contributors bios (1-2 pages)
Total page range: 25 minimum – 56 maximum)

Within and across the above components, case studies must include:
- Identifiable individual contribution from each member of the group. Individual contributions can be interpreted in terms of content (i.e., each individual curates and analyzes a subset of the collection) in terms of role or function (i.e., someone is designer, someone is editor), or in several other ways.
- Evidence of primary research
- At least one New York City-specific traffic event

Formatting + Submission Guidelines to be finalized March 21.