

A4: Individual Brainstorming (4 points)

Due Thursday, January 23 before class, slides due by 2:00pm

First, read an article about how to make sure that AI must be designed to be accessible and anti-ableist: [AI Must Be Anti-Ableist and Accessible – Communications of the ACM](#). We think this is important background to be thinking about in project ideas.

We think brainstorming is a key part of the process that often gets overlooked or just gets paid lip service. This assignment's goal is for you to do some initial brainstorming based on what you've learned from the class so far and your own interests to explore design spaces for potential projects. It will also be used to help match you with potential project partners.

We're defining a **design space** as a target user population ability plus a domain that uses AI. For example, working with people who are blind or have low vision around alt text generation, or people who are D/deaf or hard of hearing getting more non-verbal expression in video calling. **If you identify with having a disability**, you must include 1 design space for a user population **other than a disability you identify with** (so you're not exclusively designing for yourself).

At this point, you can brainstorm around **2 distinct design spaces**. The goal is to help express an initial project idea to share with classmates and potentially build a project team around. Do some individual brainstorming to generate and **sketch at least 10 distinctly different ideas total** on your selected **design space(s)** (which means to get to 10 different and shareable ideas, you'll need to brainstorm a lot more than 10 ideas). Again, the brainstorming should explore **only 2 design spaces**, otherwise you'll end up with a set of unrelated ideas. As a reminder of brainstorming rules: <https://www.designkit.org/methods/brainstorm-rules.html>

In your brainstorming, try for:

- Different approaches
- Diversity
- Wild ideas
- Dark horse ideas (ideas that seem impossibly doomed to fail)
- Variations on ideas (even "opposite" ones)

Be sure to **sketch** out your ideas, not just write in words what it is! We're not expecting anything polished or pretty, but rather something rough, quick, and visual that can communicate your idea. To have a general idea of how long this should take you, it would be comparable to doing two rounds of [crazy 8s](#), though you are free to approach generating these sketch ideas however you'd like. We're especially looking for wild, creative, dark horse ideas at this stage (they can always be refined into something more practical later).

Select the most promising idea to share with the class via a 2-slide idea pitch. While brainstorming is largely unconstrained, other factors to consider in your selection are scope

(considering this is about a 6-week design project) and target user populations that you have access to.

Because of class size, you need to describe your 2 slides in 1 minute! Consider this an opportunity to pitch your idea to the class to help identify potential project teammates.

Submit (by January 23, in Canvas)

Each idea pitch should include (don't overthink, just focus on core idea):

- Slide 1
 - Your name
 - What is the need?
 - Who is the target user population
 - What is the domain and how AI will be applied
- Slide 2
 - An annotated sketch with an explanation showing how the need will be addressed

Upload slides into this [presentation](#) by **2:00pm** on Thursday, January 23. Place your slides in the proper section of the slide deck based on user population abilities. Don't forget your name on the first slide, so we know whom to associate with the idea! Since the slides are due at 2:00 pm on Thursday (before class), we encourage you to **browse** the slides of other students after 2:00pm to help find potential project partners. We'll have a little time in class to network among students, but it would help to become familiar with the project ideas in advance.

Practice talking about your idea within 1 minute—we will be advancing slides strictly in 1 minute!

In addition to the presentation, **submit a PDF** that includes at least 10 different ideas from the brainstorm. Each idea should have a **short description (paragraph)** and an illustrative **sketch**. Please designate which idea was **selected** to share with the class. Submit a **copy of the slides shared with the class as part of the PDF** as well.

Grading Rubric

- **(2 pts) Homework Submission:** We will consider ideas that present different approaches, diverse ideas, wild ideas, dark horse ideas, and any varying (even conflicting) ones. We will also consider completeness (total number of ideas, sketches, etc.), reflecting principles from the reading, and quality of the ideas submitted.
- **(2 pts) Pitch:** We will consider whether you address all the important aspects (need, user population, domain / AI application, sketch explaining how the need will be addressed), quality of the presentation, creativity, and staying within the 1-minute time limit.