

Finding the Inner MacGyver

Not so long ago, if you wanted to launch a multimedia campaign, you had to rely on making arrangements with a number of distinct, disconnected legacy media. You would have to manage and coordinate their varying agendas. But now, through the wonders of apps, you have the means to launch such a powerful campaign from your smart phone or tablet.

During the semester, through your own efforts and those of your classmates, you've all had the chance to become comfortable, confident practitioners with a number of apps. A theme of our class, though, is that an app is only as good as the uses to which we can put it. So here's your chance to put this into practice. Here's the scenario.

A woman you know has returned from a business trip in which she traveled by air. She had to check her wheelchair with her luggage. Somewhere on her return trip, her wheelchair was severely damaged. Since the wheelchair was inoperable, the woman went to her dealer to get it to function again and to get an estimate of repairs.

The airline has an intermediary that handles damage claims. The intermediary says that the airline will not pay the full estimate. It wants to send its own repairperson, who is not a wheelchair technician but moonlights working on anything mechanical. The woman also learns that the intermediary gets to pocket a percentage of any claim amount that it can save the airline

Your job is to create a campaign for the woman, your client, using the apps that you've mastered: a wiki, Instagram, Prezi, TUMBLR, Dragon Dictation. And in homage to that champion problem-solver, MacGyver, you also need to incorporate a Swiss Army pocketknife into your solution.

Your goals are to craft an effective campaign that persuades the airline to settle the woman's claim fully and to be more careful when transporting assistive devices in the future. Another goal is to have fun—both for you and your viewers. You want to demonstrate your proficiency and creativity.

You have two weeks to prepare your campaign. Then you will present it in class so that we can all learn from and be amazed by your resourcefulness and creativity.

Please let me know if you have questions.