ME214: Good Products, Bad Products

Field Trip Paper: Description of Work

Goal

I hope that you will take a design or creative leap attitude towards this writing. Following the two trips you will have collected a huge amount of material (notes, photos, video, memories, etc.) It is the synthesis of material selected from the total into a point of view (ideas that are your creative work based on the material gathered) that it highly valued. I hope that your papers will bring new insights to anyone reading your work.

Format

Please write a 5 page double spaced, 12 point font paper. You are encouraged to work in your term research project teams. I think you will learn more through the conversations that lead up to the paper if you work in teams. It is important that the work of writing be shared by all team members. It would be a violation of the Stanford Honor Code for any student to claim partial authorship of a paper if they had not done any of the writing. Papers from individuals are allowed.

The illustration of your paper with photographic or drawn material would be highly regarded.

If you find useful references beyond the two museums, please list them in an appendix.

Content

• Please consider both the collections of items exhibited and the exhibit environments. The environment includes the architecture, location, aroma, acoustics, lighting, etc. Often the most interesting element of the environment is the people.

• Consider the products exhibited at Pony Tracks Ranch and at the Blackhawk Auto Museum. Write about these products relative to the Adams topics which are the basis for your term research projects. Think about “Perceived Quality”.

  Consistency with Global Constraints
  Senses
  Craftsmanship
  Fad & Fashion
  Cultural Values
  Elegance & Sophistication
  Symbolism
  Emotions
  Human Fit

• Write something about the comparative collections and environments.

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