



Course Graphic Design
Illustration
Product Design
Level 2
Module Codes DJ22008 / DJ22014

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Future Dialogues

Whose voice will control the future?

We are increasingly accessing the Internet through our voices... It's estimated that at the beginning of 2017, 4% of US households had an active Amazon Alexa¹. Apple's Siri interpreted 2,000,000,000 voice commands a week, and 20% of US Google Android searches are conducted by voice. In India, millions of smartphone users navigate the Internet with their voice daily². These statistics demonstrate how the desktop and mobile Internet are crossfading into the Internet of Things (IoT). Physical, connected devices are increasingly providing smart speakers and microphones that are "always on" and recording constantly. The amount of data now going in and out of our homes, as well as every other place with a connected device, is in the zettabytes³. Each time we speak to a voice interface, the recording is sent to a server and analysed by code to extract the meaning from a statement and provide a response. This software is known as Artificial Intelligence (AI), the ability of digital computers and programmed machines to complete tasks associated with human intelligence⁴.

Beyond privacy and security concerns⁵, the major voice assistants today may not speak your language or understand your accent, as notoriously captured in this Apple Scotland parody⁶. Amazon, Google, Apple and Samsung are aggressively shaping the agenda for the future of voice.

They are doing this with vast cash reserves at a scale not seen since the industrial revolution where empires were built. Amazon's \$100million Alexa fund to "fuel voice technology innovation" demonstrates the size of the power that they have⁷.

In recent years, user generated social media platforms have contributed to a shift from a mainly typographic culture of knowledge creation and enquiry to an image sharing culture of instant gratification⁸. This, combined with technologies designed to reward habit-forming behaviour have lead some people to speculate that as a civilisation we are becoming more impulsive and emotional and less rational⁹. What impact will the next shift in the Internet have on our society?

We still have a long way to go before everyone can safely and securely access the voice-enabled Internet in their language and on their terms. Mozilla's Common Voice project¹⁰ is one initiative to create an open source repository of voice data in multiple languages and dialects that anyone can contribute to and use to design and build new concepts.

In this interdisciplinary project sponsored by Mozilla's Open IoT Studio¹¹ we challenge you all to contribute to a future where voice-enabled internet services are diverse, trusted, inclusive and healthy. Whose voice will control the future?

Project:

In this interdisciplinary project, you will work in teams to design and produce either a campaign, communication design, installation, experience or a product responding to the design brief and provocations above. This nine week project will be assessed by an exhibition in the Matthew Gallery in week 9 of semester 2.

Deliverables:

Focus on varied outputs in this creative brief. The main deliverable does not have to be an app or a product, rather it can be a piece of communication design (zine, graphic novel, campaign, installation, experience etc) but keep in mind that it will be assessed in an exhibition so think carefully about how you can leverage this format.

Essential deliverables:

- **Exhibition:** You will install your work in the exhibition space that is the Matthew Gallery on level 5 of the Matthew Building. Consider the space and how best to communicate your idea within it.
- **Publication:** You will receive a specification template for you to add high res images (300dpi) and text that will be used in a publication.
- **Reflection:** You are required to produce an individual 500 word written reflection which is a critique of your own learning experience through this project.

Supporting deliverables:

- **Motion film** that communicates your idea. (Maximum of 2 minutes) This could be done as a film, as a stop motion animation or you can create your own graphic/illustrative motion piece using the assets you have created.
- **Design boards:** How can you represent your creative process during the exhibition?

Timetable

This project is scheduled on Fridays from 0930 - 1700 in weeks 1 - 9. Most Fridays will begin with a lecture so regularly check your emails for any updates to locations.

Key Dates:**Briefing**

Friday 19 January

Research presentation boards

Friday 02 February

Exhibition install

Week commencing Monday 12 March

Exhibition opening

Friday 16 March

Reflection submission

Friday 31st March

Tidy and clean studios

By Friday 23rd March

- 1 <https://www.economist.com/news/leaders/21713836-casting-magic-spell-it-lets-people-control-world-through-words-alone-how-voice>
- 2 http://www.business-standard.com/article/companies/the-next-billion-mobile-users-will-rely-on-video-and-voice-117080900067_1.html
- 3 <https://www.abiresearch.com/press/data-captured-by-iot-connections-to-top-16-zettaby/>
- 4 <https://www.britannica.com/technology/artificial-intelligence>
- 5 <http://www.bbc.co.uk/news/technology-36596070>
- 6 <https://www.youtube.com/watch?v=SGxKhUuZORc>
- 7 <https://developer.amazon.com/alexa-fund>
- 8 <https://www.wired.com/story/wikipedias-fate-shows-how-the-web-endangers-knowledge/>
- 9 <https://www.theguardian.com/technology/2017/oct/05/smartphone-addiction-silicon-valley-dystopia>
- 10 <https://voice.mozilla.org>
- 11 <https://blog.mozilla.org/blog/2017/09/27/new-film-magazine-uncertain-future-artificial-intelligence-iot/>