

Æffect Script



This script of prompts is meant to be adapted and altered to your needs and uses. Feel free to fold, spindle, or mutilate accordingly.

Planning Your Project

Intent: what do you want to do?

What is your Artistic Aim? (What Affect do you want to have?)

What is your Activist Goal? (What Effect do you want to have?)

What is the Objective of your project?

How is your objective Specific?

How is your objective Measurable?

How is your objective Achievable?

How is your objective Relevant?

How is your objective Timed?

Audience: who do you want to reach?

Who has the Power to realize your objective?

Who is the Primary Audience you want to reach?

Why do you want to reach this audience?

What do you want your primary audience to Think?

What do you want your primary audience to Feel?

What do you want your primary audience to Do?

Who is your Secondary Audience?

Why do you want to reach this audience?

What do you want your secondary audience to Think?

What do you want your secondary audience to Feel?

What do you want your secondary audience to Do?

Who might be an Unintended Audience?

Why do you need to consider this audience?

What do you want your unintended audience to Think?

What do you want your unintended audience to Feel?

What do you want your unintended audience to Do?

Ethics: how do you want to act?

What are the core values that make up your Ethical Code?

How will you apply your ethical Code to your project?

Planning Your Intervention

Intervention: what do you want to create?

What is your idea for an Intervention?

How will your intervention get you closer to your artistic aims?

How will your intervention get you closer to your activist goals?

How will your intervention get you closer to your objective?

How will your intervention address your primary audience?

How will your intervention address your secondary audience?

How will your intervention address your unintended audience?

How will your intervention meet your ethical code?

Measures: how will you know if it worked?

How will you know if your project is a success?

What evaluation tools will you use to know if your project is a success?

What will you hope to learn from each of these?

How will you know if your intervention reached your primary audience in the ways you intended?

How will you know what they are Thinking?

How will you know what they are Feeling?

How will you know what they are Doing?

What evaluation tools will you use?

What will you learn from these?

How will you know if your intervention reached your secondary audience?

How will you know what they are Thinking?

How will you know what they are Feeling?

How will you know what they are Doing?

What evaluation tools will you use?

What will you learn from these?

How will you know if your intervention reached your unintended audience?

How will you know what they are Thinking?

How will you know what they are Feeling?

How will you know what they are Doing?

What evaluation tools will you use?

What will you learn from these?

What is your overall Evaluation Plan?

After Your Intervention

Impact: did it work?

What happened? (Describe as many details as you can think of)

What did you feel?

What surprised you?

Impact: did you reach your audiences?

How do you know if you reached your primary audience?

What was your primary audience thinking?

How do you know this?

What was your primary audience feeling?

How do you know this?

What was your primary audience doing?

How do you know this?

How do you know if you reached your secondary audience?

What was your secondary audience thinking?

How do you know this?

What was your secondary audience feeling?

How do you know this?

What was your secondary audience doing?

How do you know this?

Who did your unintended audience turn out to be?

What was your unintended audience thinking?

How do you know this?

What was your unintended audience feeling?

How do you know this??

What was your unintended audience doing?

How do you know this?

Impact: was it ethical?

How did your creative process and product follow your ethical code?

How did your creative process and product fall short of your ethical code?

Impact: what was its long term impact?

What might be the long term effects of your project?

How might you evaluate these?

Impact: did you reach your aims, goals, and objectives?

Given your original objective, how does your outcome compare to your intent?

Given your artistic aim, how does your outcome compare to your intent?

Given your activist goal, how does your outcome compare to your intent?

Next Steps

Iteration: what comes next?

Knowing what you know now, how might you change your project?

What do you want to do next?

