INNOVATION ENGINEERING®

Blue Card™

Purpose: To maximize alignment between leadership's strategy and how employees invest available time & energy.

1. Very Important Opportunity *Innovations for current or new customers*		**OR**	Very Important System *Innovations for how we work*	x
2. Looking for LEAP Innovations *Potential for High Impact & Risk*	X	**OR**	CORE Innovations *Low Impact & Risk*	
3. Long Term Blue Card *"years"*	X	**OR**	Short Term Blue Card *"months"*	
4. This is for Entire Organization	x	**OR**	for Specific Division/Department	

VIO/VIS Name: *Give this VERY Important Blue Card a name that is suggestive of the mission.*

Algae as Art: Micro to Macro

[Art & Science Installation]

Narrative: *Tell the story of WHY it is VERY IMPORTANT that we focus energy on this Blue Card. The Narrative should be so clear that if employees get no further direction they will be motivated to work on this Blue Card and will know exactly what the Leadership's strategic and tactical intent is.*

Artistic imagination and visualization of scientific information and inspiration can not only help to increase science literacy of the general public by at least 25%, but also becomes a way to inspire at least a 25% increase in community engagement with (and awareness of) science. (http://www.nytimes.com/interactive/2013/09/02/science/science-education-voices.html)

From its inception to its completion, it is very important for this Art & Science installation to: 1) make the invisible visible; 2) reflect the research and exploration of a world of microscopic phytoplankton through an artistic lens, while learning the emerging technologies used in an Intermedia approach to art-making; 3) create a prolific body of work and establish a praxis of art-making that contributes to creating community connections and awareness around matters of science that affect humanity as a whole; and 4) ultimately visualize (and spatially create) an interactive journey that will allow the artist and audience to experience the wonder of phytoplankton as art form, together.

Strategic Mission: *Finish the sentence with ONE mission, "We need ideas for _____"*

We need ideas for making the invisible world of phytoplankton and microalgae visible through artistic visualization that takes the audience on an emmersive journey under the microscope.

Strategic Exclusions: *Ideas or types of ideas that we are NOT interested in.*

There are no exclusions at this point as we are interested in all ideas, however, big, small or complex. This is also a learning process for the artist, so all ideas are welcome.

Tactical Constraints: *Design, time, resources, investment, regulations, people, etc., etc.*

Design and technical skill of artist is at a beginner level, but self-instruction and technical assistance via the MFA program and IMRC is available; funding for materials is mostly out-of-pocket through my financial aid package (i.e. Grad PLUS loans) but will be submitted for reimbursements through grants, art commissions, or sponsorships as they become available; venue logistics with installation mobility.

Exploration Areas: *Areas for stimulus mining when working to accomplish the mission including any relevant live project work that is already going on.*

1. Venue/Space and Display Logistics for the AP/PE space at the IMRC; also, the mobility of being able to "take the show on the road" to venues.
2. Types of Phytoplankton and microalgae that exist (including research at Bigelow Labs and the course materials from IMD 530:Art & Science)
3. Ways to incorporate interactivity, connectivity, and immersion throughout a sensory experience of sight, sound, smell, taste, and touch.

Autograph: CreativeSoul∞ Date: 08/08/17

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