

Final Deliverables

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Engl 4705: Human-Centered Design and Engaged Media

16 December 2023

Website link:

<https://blogs.cornell.edu/mediastudiof23/singular-xq/>

Drive link, with progress work:

https://drive.google.com/drive/folders/1UDzNrAqIP7B2fsCB_b46UH2wVjbaqmW8?usp=sharing

Final Script:

☐ SXQ comic slides Octopus Museum (prototype that is closely aligned but not exact to the final script. This script is updated.)

T= text

I= image

Px= Panel # x

P1:

T: New Worker Training

I: Cheesy 80's style font on black screen with tv buzz

P2:

T: “So, you’re beginning a career at the illustrious Big Tech™! I’m Mr. Octopus, and I’ll be your guide for today. First, let’s take you through our Museum. I’ll point out a few key artifacts as we go through.”

I: Mr. Octopus in a bow tie in front of a large white building. It’s a mix of Classical style and futuristic.

P3-Px:

T: “This museum is dedicated to the amazing feat of Big Tech™ . We’ve successfully managed to become the only company to produce *everything* tech! Your phones, your laptops, your

security systems, your TVs... you name it, we make it. When tech was still developing, they thought the way forward was to “share.” We’ve successfully proved them wrong, and the artifacts you see will show how we managed to get here!”

I: Mr. Octopus speaking at the entrance of the museum directly into the camera.

P4:

T: Customizable based on included examples. Two texts side by side: what Mr. Octopus says, and what the plaque says. Examples:

- Linux: Circa 1991, Created by Linus Torvalds. His idea was to create a free and open-source operating system, something that makes absolutely no sense at all. In 2011, Linux began to be used on a wide range of devices, including smartphones, embedded systems, and cars. All of these are now thankfully controlled by Big Tech™. — VS — “Take a look at your first stop: Linux. That little penguin mascot may look cute, but take heed: this system was open source and widely used. Can you imagine? A software that grew with the people that used it? Awful!”
- GPS: Circa 1999. GPS technology appeared for the first time in cell phones and also began to show up in automobiles. GPS-enabled location-based services such as guidance apps helped American consumers save gallons of fuel that could have given funds to Big Tech™. — VS — “Here we have the GPS. Originally developed for military purposes, it was opened to everyone. For free! Can you imagine the profits they would have made if they had kept it proprietary? My wallet weeps at the thought...”
- Touch Screen: Circa 1965, Created by Eric Johnson. The first finger-driven touchscreen was developed as open source software, allowing for its accessibility on many devices. The technology has undergone many changes since, eventually settling with the touch

technology seen in all the smartphones of the early 21st century. Now, Big Tech has control, meaning only our products can use it. — VS — “Finally, we have touch screen technology. This is one of the best examples of open source that’s used everyday.

Again... why would you give that away for free? If only one company’s items had the touch screen, they would have been set for life.”

- Transition to next page: “Just one last thing...”

I: Mr. Octopus stands in front of display (plaque + item/image) on the discussed archival item.

P5:

T: “One of the most important rules here is that you’re NOT allowed to go to the basement. It’s extremely dangerous. So, keep in mind: you absolutely should NOT go down to the -85th floor. Do NOT go to the end of the hallway, turn right, left, left, right, 34.5869 degrees to the left again, and open the door marked “Janitor’s”....”

I: A teensy drawn Mr. Octopus in a children’s style, in front of a larger diagram of what not to do.

P6:

T: “What would be behind that door is the Chamber of Open Source Mystique. No one knows what’s inside... Except, actually, I do!” “As your official Big Tech™ tour guide, I know all the dark corners of this place.”

I: Mr. Octopus in front of a dusty plaque reading Chamber of Open Source Mystique. The layout mimics the museum introduction panel, except much grimier and darker.

P7:

T: A preformatted question from the audience asks “Mr. Octopus, what’s inside and why it is so dangerous?” Or, alternately (depending on preference) Mr. Octopus can introduce his next text

bubble with “Now, you may be wondering what’s inside and why it is so dangerous.” Either way, Mr. Octopus says “Great question! It’s knowledge— the real stories about Open Source technology. When one person controls all the knowledge, they control all the lives. Think about what you’ve been hired to do. You each control a very small part of the process that runs people’s lives. Some of you will be taught to grow food. Some to make tech. Some to build houses, bridges, cars, and more.”

I: Mr. Octopus in a bow tie inside of the dusty museum, various artifacts and sheafs of paper behind him.

P8:

T: “But outside of this company, you would never have learned anything about making these things. Since the knowledge is owned by this company, they can charge whatever they want for what is produced by the knowledge.” “But don’t worry! As employees, you benefit from this system.* Everyone else... not so much.”

I: A different angle Mr. Octopus in a bow tie inside of the dusty museum, a close up.

P9:

T: * Besides the guilt— therapy available to all employees upon request.

I: Text written very small on a blank screen, like a medical advertisement disclaimer on TV.

P10:

T: “What a tour! Hope you enjoyed it as much as I did. Feel free to poke around later and see what other horrific “open source” masterpieces these primitive people had. Just remember— don’t go to the basement.”

I: Mr. Octopus sitting at a classic office work desk, with a name plate and a mug saying #1 Employee, framed pictures, a computer, etc.