From At to With
Designing inclusive science communications experiences
Who am I?

Hi, I'm Jessica Clark. I founded Dot Connector Studio in 2013. We are a creative collaboratory that works with makers, funders and technologists to create new forms of media and art and forge more just and joyful futures.
What do we mean by “inclusion”? 
Inclusion is one piece of a complex process

Diversity
The presence of difference within a given setting.

Equity
Addressing historic imbalances; putting those “closer to the pain” closer to the power.

Inclusion
Insuring that underrepresented groups feel welcome, valued, and want to stay.
Inclusion is one piece of a complex process

- Pluralism: Celebrate difference
- Liberation: Freedom to reach our full human potential
- Co-production: Ask audiences to create with us
Narratives to support transformations require transformations in the way narratives are conceptualized, produced and applied.

— “Transforming knowledge systems for life on Earth: Visions of future systems and how to get there,” *Energy Research and Social Science*
We need new people, processes, and power relations
Making A New Reality
We analyze the lack of diversity, equity, and inclusion in emerging media and art, and provide resources for personal, institutional, and systemic change.
Personal change
Institutional change
Systemic change
Emerging media examples

Alternate Reality
Augmented Reality
Bio-responsive Story
Cosplay
Crowdsourcing
Data Storytelling
Docugaming
Esports

Generative art
Geolocative Experiences
Gestural Interfaces
Immersive Theater
Interactive Film & Books
Internet of Things (IoT)
Live Cinema
Mixed Reality

Olfactory Experiments
Projection
Smart Environments
Social Art Practice
Tactile Digital Media
Transmedia Storytelling
Virtual Reality
Sweet dreams

A VR experience by Marshmallow Laser Feast about human appetites — of greed and restraint, guilt and desire.
The Guild of Future Architects
Collaborating with the Guild of Future Architects, we have been contemplating today's challenges and crafting fictional narratives to imagine future solutions.
Our Commons

Are we ready to move from an era that rewards extraction to one that prioritizes regeneration?
A platform for sharing experiences and collecting data to investigate our environment and help communities change.
Impact Pack
A strategy deck for producers, artists, and funders

Use it to:

● Prototype your media strategy
● Tell or iterate your impact story
● Weigh different options
● Elicit feedback
● Teach media strategy
Impact Pack

*Unintended Outcomes* helps users understand how even those media projects with the best intentions can cause problems.
Want to connect?

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