

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





Making A New Reality: A Toolkit for Inclusive Media Futures

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

Mapping Media

Smart Environments

Social Art Practice

Tactile Digital Media

Transmedia Storytelling

Virtual Reality

IMMERSE



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.

Remember the future.
Imagine the past.

20
DECADES
1920-2020



PORTALS

to beautiful futures

Trends to Watch in 2021 & Beyond

*An invitation from
Omidyar Network &
Guild of Future Architects*



OUR COMMONS

Are we ready to move
from an era that rewards
extraction to one that
prioritizes regeneration?

iSeeChange





A platform for sharing experiences and collecting data to investigate our environment and help communities change.

Impact Pack

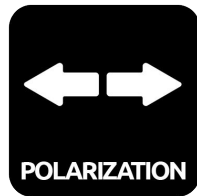


A strategy deck for producers, artists, and funders

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.



Give it a shot!

bit.ly/sciencecommunications

Password: science**2021**

Want to connect?

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