**Off the Grid**

**Surviving an "American Blackout" or Zombie Apocalypse**

 

**Mission:** Create a company that designs, creates, and promotes an alternative-energy compound for the consumer to survive off the grid. Your final project will be showcased at a trade show on November 13th, 2015.

**Keep in mind:** Preparedness is the key to survival. The company who addresses a variety of potential concerns will be sought after - consider shelter, sustainable water, food, power source(s), etc.

**Deliverables for Trade Show:**

* Company/product name and logo
* Branding of product
* Print ad/commercial/PSA/animation
* Physical 3D Model of compound with descriptions of features
* Functioning feature of compound (security system, power, etc.)

\*\*\*Additional requirements for English, math, and electives will be addressed in classes\*\*\*

**Resources:** Visit [www.mrfeldkamp.com](http://www.mrfeldkamp.com) for information on alternative energy options to consider

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**Project Timeline**

**Week One:**

* Project Overview
* EMPATHIZE PHASE
  + Interview Questions/Responses

**Week Two:**

* DEFINE PHASE
  + Based on your empathy work, identify a genuine need/needs of authentic consumers. Ultimately, you will design something to meet these needs.
  + Submit the challenge statement to your English Teacher
  + Alternative Energy Options Lecture (Feldkamp & Spry)
* IDEATE PHASE
  + Brainstorming videos
  + Generate a large quantity of diverse solutions, allowing you to step beyond the obvious and explore a range of ideas
* PROTOTYPE PHASE
  + Transform your ideas into a physical form so that you can experience and interact with them
  + Learn and develop more empathy

**Week Three:**

* Continue PROTOTYPE PHASE
  + Share feedback
* TEST PHASE
  + Try out final products
  + Use observations and feedback to refine prototypes
  + Learn more about the user
  + Refine your original point of view

**Week Four:**

* Trade show display tips/suggestions
* Trade Show on 11/13/15