

This is the assignment guide for the Creativity and Storytelling lectures. We ask you to read through this guide, and finally deliver a **one-page** document by submitting it to [milena.stoycheva@unitn.it](mailto:milena.stoycheva@unitn.it) cc [andrea.capaccioli@unitn.it](mailto:andrea.capaccioli@unitn.it) and [lorenzo.angeli@unitn.it](mailto:lorenzo.angeli@unitn.it).

You can use this template and make a copy of it by clicking on [this link](#). Of course, you should remove the first page and the assignment guide.

For Trento students: We remind you that the “evaluation” is pretty simple: if you deliver something reasonable by the deadline, you get one point; if you miss the deadline or deliver something unreadable/off-topic/irrelevant, you don’t get the point. The deadline is the 22nd of October 2018 at 13:30 CEST (i.e., before the next class).

We hope you enjoy the experience!  
The teaching team

YourName YourSurname - Assignment 1

### Part 1: “The New Life of Tareq Ozman”

Did you like the idea about “The New Life Of Tareq Ozman”? It’s not particularly original and – true or fake – the news circulates that someone is actually trying it. To duplicate a human mind in digital form asks many questions.

Is the digital double just archived memory, or will it be able to process new thoughts? Will the double have a virtual reality simulation to live in? Would he be willing to change that reality, and be able to do so? Will the double keep contact with the real world or not?

Human beings don’t have a perfect memory. We learn new things and forget old ones. Sooner or later, the digital double will run out of memory space. What will he choose to forget? On the long run, how much will the double remember of his old flesh and bones life? May we talk of immortality? The biologic original will die anyway, and how long will the digital double last?

Hardware and software evolve continuously, and we are often unable to read old, outdated files. You are knowledgeable about computers, and surely can think of more questions. Choose some of these questions, or devise new ones on your own and **write a short story outline**. Try to tell a story around these questions. It’s not necessary to propose solutions, but it’s important to spur pondering and thinking on the topic.

Try to justify the events. For example: Is Tareq Ozman the first human being to be doubled? If yes, why is he chosen? Is he simply rich enough to pay for the duplication? Is he a scientist and we want him continuing his research? Is he a great artist, and we don’t want to lose his creativity? Then, apply Murphy’s Law. What will go wrong?

Lastly, if you can, find a surprise for the story’s end. It’s not easy, we know, and if you can’t get it, don’t worry!

### Part 2: “Back to Earth”

Your story defined a new plausible world - much like what we're doing for the Battles. This world creates a different context in which life is different. Maybe, if digital duplication is commonplace, nobody fears death anymore and the criminal system collapses. As a brighter example, maybe there would be no more need to write academic papers as a way to condense knowledge, since all knowledge in the “minds” of the doubles would be indexed and easy to retrieve.

In this second part of the assignment, we ask you to **describe a new marketable artifact for this world (again, in half a page)**. Alternatively, if you prefer, you can shoot a 30-seconds “video-pitch” and upload it on YouTube or attach it to your email delivery.

In other words, now it is the time to be entrepreneurial! You are probably familiar with the [“Five Ws of journalism”](#). Starting from this framework, we ask you to describe simply the “what, why and how” of your proposed artifact. First, “what” are we talking about? Is it a new commodity? A consumer product? A chain of stores? A software? Then, “why” is this artifact needed? Is there a new scarcity in this world? A radical change in moral code? A new indispensable need? As in many other cases, context matters as much as content. Finally, “how” does it work? Does it require additional technology aside from the duplication, that we take as a “black box”? Of course, you cannot write a full science fiction novel or a scientific whitepaper, so you will just have to give a few lines that make your artifact *plausibly* possible in this new world.

Again, the focus here is not on making something “real”, but to explore a new space of possibilities, so... give us a movie that we want to buy the ticket for :)