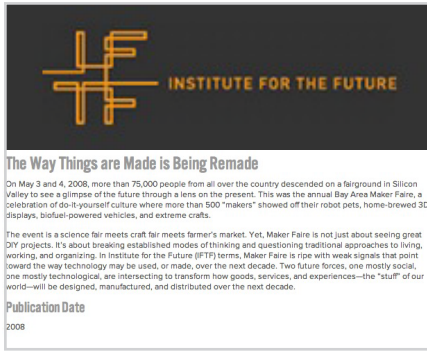


Transmedia Projects (partial semester work) including research, community website with embedded video and branded social media with editorial calendar for future product or service.

FA102B, Social Media and Web Design, Brandon Chivers, Professor Klinkowstein



How do you believe social media and technology will change the way goods, services, and experiences are designed, manufactured, and distributed in the next decade? Edit
Add Question Details
Comment Share

John Fossey
1 Vote by Brandon Chivers.

Designing will become a telecommuting job, done from anywhere in the world. Distribution will see the end of the middleman distributor. Technology will connect the manufacturer directly with the consumer. Manufacturing will be all about short runs, made to order, lean manufacturing with no inventory. Reshoring and "nearshoring" will bring the manufacturer closer to the consumer.

Research using Institute for the Future website and Quora

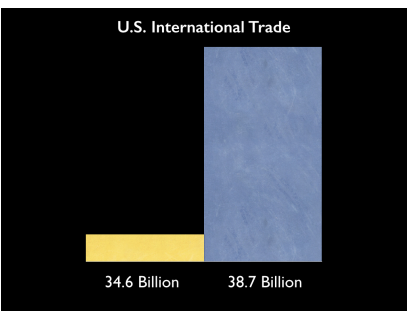
Ethical Consumerism

If it's in people's interest to invest in renewables and...

Invest in clean technologies I'm convinced it will happen!
-Sally Jewell

U.S. international trade deficit in goods and services increased

To \$38.7 billion in December from \$34.6 billion in November (2014).



Discuss the following question below:

Why do you believe that an overall increase of international trade is either beneficial or detrimental?

Website embedded slide show video

Conscious Consumerism

Home My Page Video Forum & Poll

Main Page

Ethical Consumerism

Ethical Consumerism

Discussion Question:
Posted by Brandon Chivers on March 4, 2014 at 12:24pm

Why do you believe that an overall increase of international trade is either beneficial or detrimental?

Reply

Stop Following - Don't email me when people reply - Close Discussion

Brandon Chivers · March 6, 2014 at 12:29pm

More so if you believe this to be beneficial, are you not considering, how America outsources these products by paying for cheap labor while taking a higher profit for our nation. Such as Disney and Walmart are notorious for this, at one point they were sourcing their production in Sri Lanka, and paying their workers \$0.17 an hour at a rate of 107 hours/wk. This job creation by America in foreign countries may seem beneficial, but the sad reality is that the only reason that international trade has increased so much is because of issues like this, big named companies are increasing their profit by exploiting their workers at horrendous conditions, hours, and pay for their OWN benefit.

And if you believe that America can't get these products within the nation, this is false. Much of the products we outsource are due to the relative cheapness compared to that within the nation. The only reason many of the products we buy are cheap, is because we employ sweatshops and you could say, 'slave labor'.

Breana Burek · March 6, 2014 at 12:08pm
I think an overall increase of international trade is beneficial because we could items that we don't have in America and we could increase partnerships with more countries.

Stephanie Buscemi · March 6, 2014 at 12:05pm
I think an overall increase of international trade is beneficial because it will help us get the items we are in shortage of. This then will create a friendly relationship with these countries, who will help us when we are in need of items they might possess.

Christine O'Dea · March 6, 2014 at 11:50am
It could be beneficial because it might strengthen our relations with other countries, but it could be detrimental because we might end up relying too much on international trade.

Courtney McKain · March 6, 2014 at 11:44am
I think that international trade is beneficial in ways where we don't have everything we need here in America.

Should the US increase its international goods/services deficit?

Yes
 No
 I don't know

Other: _____

Vote View Results PollDaddy.com

Should the US increase its international goods/services deficit?

Yes 50%
No 10%
I don't know 40%

Like Share Tweet

Comments (0) Return To Poll Create Your Own Poll

Ning Community website for research

- Like-minded
- **Transform**
- Distributed
- **Manufactured**
- Experience
- Change
- Design
- Consumer
- Develop
- Direct
- Service
- **Ethical**
- Interact
- Connecting
- Discover

Design

Manufactured

Transform

trans ethical.

Branding elements

Logo / Logotype

Date	Type of Post/Full Link	Message	Visual
Friday 3/28	Teaser	In six more days, fashion will have never been greener.	
Saturday 3/29	Teaser with visual, [ON FILE: t-shirt tag]	In five more days, you'll learn why shopping on a national scale is better for you!	https://scontent-b-lga.xx.fbcdn.net/hphotos-prn1/t1.0-9/1150168_606178616139204_1773125498_n.png
Sunday 3/30	Teaser, link to video:	In four more days, not only will you look your best, but also so will everything around you!	SlideShare
Monday 3/31	Teaser with visual [...]	Here's a SNEAK PREVIEW of an upcoming storefront! --- COMING SOON	https://scontent-a-lga.xx.fbcdn.net/hphotos-ash3/t31.0-8/1909391_608694182554314_1791830337_o.png
Tuesday 4/1	Engagement	Opening day, with every purchase a \$25 gift card will be given towards Transethical. --- STORE OPENING: APRIL 3, 2014 1 MORE DAY UNTIL WE OPEN NATION WIDE!!! --- The countdown begins:	Gift Card
Wednesday 4/2	Teaser with visual	Transethical opens! Make sure to visit a location near you for the best deals and greenest apparel around.	https://fbcdn-sphotos-d-a.akamaihd.net/hphotos-ak-prn2/t31.0-8/1912508_609298325827233_1918589189_o.png
Thursday 4/3	Last Post—Visual		

Editorial calendar for proposed product or service Facebook page.

Facebook product page.