software studio

on powerpoint etc

Daniel Jackson
joseph campbell’s "monomyth" (1949)
The Hero's Journey

ACT 1

1. R2D2 plays a portion of Princess Leia's call for help. Luke is smitten by the vision and wants to help the maiden in distress.

2. Luke refuses to follow Obi-Wan because he feels obligated to stay and help his aunt and uncle on the farm.

ACT 2A

3. Luke is tested in the cantina, where he is saved by Obi-Wan's use of the Force. The two hire Han Solo and Chewbacca, who become their allies. They evade Imperial Stormtroopers who try to prevent their escape.

ACT 2B

4. Luke's aunt and uncle are killed, so he is free to deliver the secret plans to Alderaan. He and Obi-Wan travel to Mos Eisley to hire a ship for their journey.

5. Preparing for a big change

6. Experimenting with first change

7. On the Millennium Falcon, Obi-Wen teaches Luke about the Force. The ship is captured by the Death Star, and the group finds itself inside the enemy's stronghold.

8. Attempting a big change

9. Consequences of the attempt (improvements and setbacks)

10. Reeducation to change

11. Final attempt at a big change

12. Final mastery of the problem

ACT 3

13. In the final battle, Luke hears Obi-Wan's voice and uses the Force to make an impossible shot that destroys the Death Star.


15. In the trash compactor, Luke is pulled underwater by a creature but is rescued by his friends. They begin to work together as a team to escape the Death Star.

16. On the Death Star, they dress as Stormtroopers, discover the princess, and attempt to rescue her. They are discovered and tested as they engage with enemy troops.

gray text = inner journey
green text = outer journey (character transformation)

Factoid: When George Lucas came across Joseph Campbell's work, he modified Star Wars, Episode IV to map more closely to this model.
Lincoln’s Gettysburg Address just over two minutes long

2 hour oration by Edward Everett

Standing beneath this serene sky, overlooking these broad fields now reposing from the labors of the waning year, the mighty Alleghenies dimly towering before us, the graves of our brethren beneath our feet, it is with hesitation that I raise my poor voice to break the eloquent silence of God and Nature. But the duty to which you have called me must be performed; — grant me, I pray you, your indulgence and your sympathy...
Gettysburg Cemetery Dedication

Abraham Lincoln
(with help from Peter Norvig)

11/19/1863
Agenda

- Met on battlefield (great)
- Dedicate portion of field - fitting!
- Unfinished work (great tasks)
Not on Agenda!

- Dedicate
- Consecrate
- Hallow (in narrow sense)
- Add or detract
- Note or remember what we say
norvig on powerpoint

powerpoint
› designed to close down debate, not open it up
› raises the floor but lowers the ceiling

autocontent wizard
› “a rare example of a product named in outright mockery of its target customers”
on bulleted lists

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