

## Project 1

# A User's Guide to You

Information and communication are core aspects of successful interaction design. As designers, we often must visualize multiple layers of information while guiding our users through an experience.

In this project, students will create a self-portrait by gathering information about themselves and then exploring multiple ways to visualize it using **two or more** of Richard Saul Wurman's *hatracks*, also known as "LATCH". As well, you will represent yourself as an interface, with clearly marked signifiers and annotated feedback. It will be revealed to the class via **a large format poster** (minimum of 16x20).

1. Begin by compiling information about yourself in whatever way you like, from looking at your past, surveying friends or family, to tracking your data. Capture as much as possible.
2. Wurman's book *HATs* introduces LATCH: the five hatracks for organizing information—Location, Alphabet, Time, Category, and Hierarchy. Organize your information using at least two of the five hatracks.
3. Consider your affordances, signifiers and feedback systems. How can you message what is and what is not possible?
4. Explore at least 5 wildly different concepts via sketches.
5. Pick one concept and refine this into a large format poster.

While information may be infinite, the ways of structuring it are not. The way you organize your information will be determined by the story you want to tell, as each way will permit a different understanding of the information. Consider your goals for the project, your audience, and their expectations, and what about yourself you wish to communicate. Keep in mind, much can be said about a minute, sometimes more than can be said about a lifetime.

### *Learning goals*

- Learn how to gather information or data in various ways
- Learn how to visually represent information
- Learn how to communicate information & tell a clear story
- Learn how to communicate how to interact with information

## **Deliverables**

Students will turn in a pdf file that contains:

1. A photo of their compiled information
2. 5 concept sketches and any other explorations
3. Final poster
4. A one-page reflection of what they learned about how to communicate information, and what they learned about themselves. 500 words minimum, sketches optional but encouraged.

In addition, students will bring their large-format poster to the final class to be used for the critique. The final poster's size is your choice (minimum of 16x20).

## Grading Criteria

### *Process*

- Did the student effectively generate a broad range of concepts?
- Did the student visually refine the final concept?
- Does the student's reflection piece communicate an understanding of how to communicate complex information?

### *Craft*

- Does the poster effectively and clearly communicate a story about the student, using LATCH as an organizing principle?
- Does the Poster clearly indicate appropriate interaction with the student?
- Is there a good balance of textual and visual communication?
- Does the poster demonstrate a high quality of craftsmanship (an understanding of visual hierarchy and typography)?

## Readings

Design Quarterly "Hats" Richard Saul Wurman

Unfolding the Napkin, Dan Roam

The Design Of Everyday Things, Don Norman

## Schedule

Critique on September 18

All midpoint deadlines on Google Classroom.