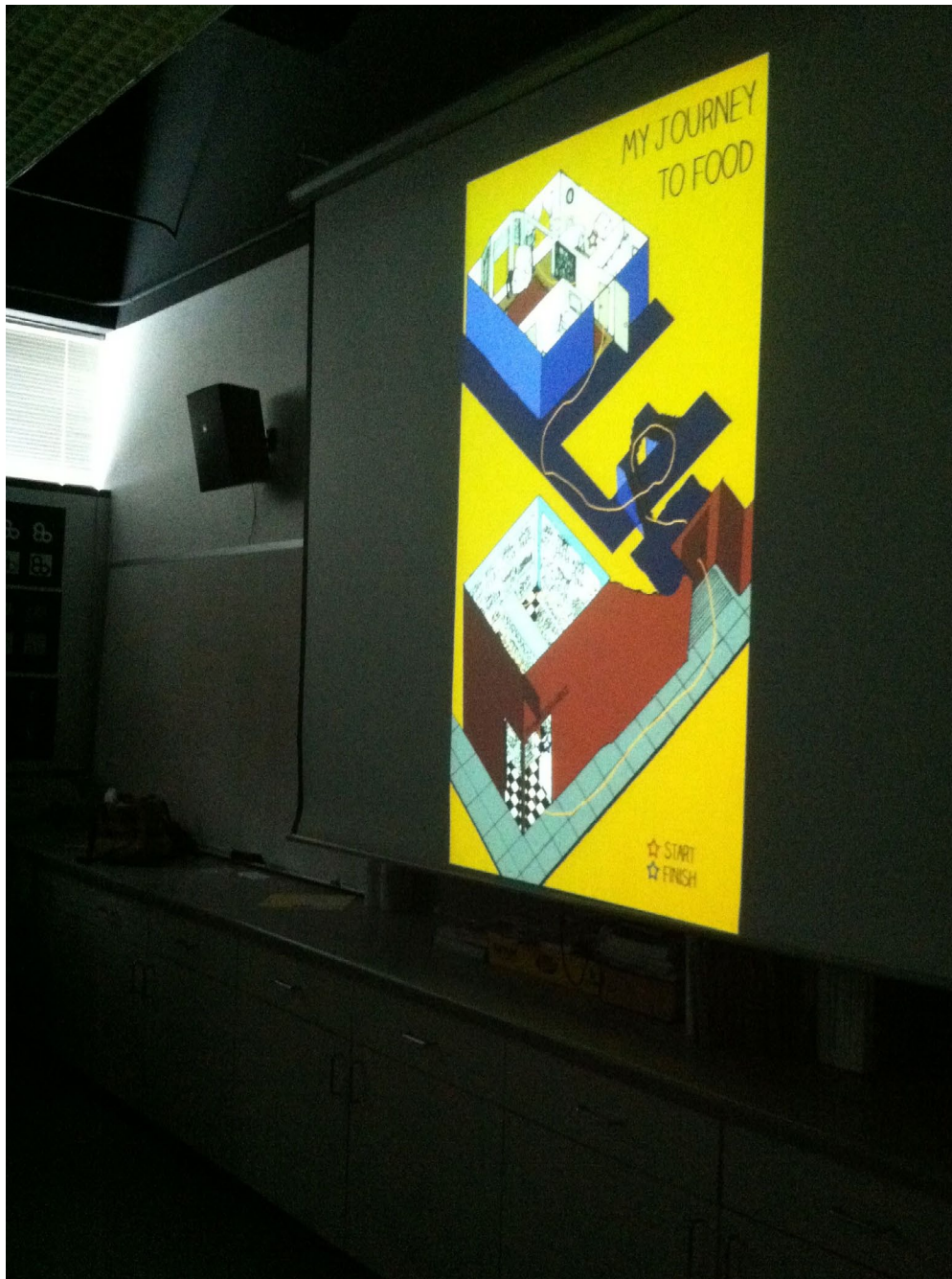


11/27/2012

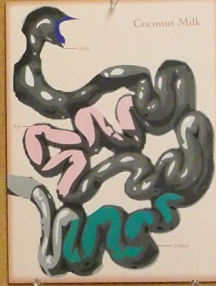
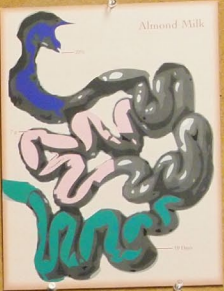
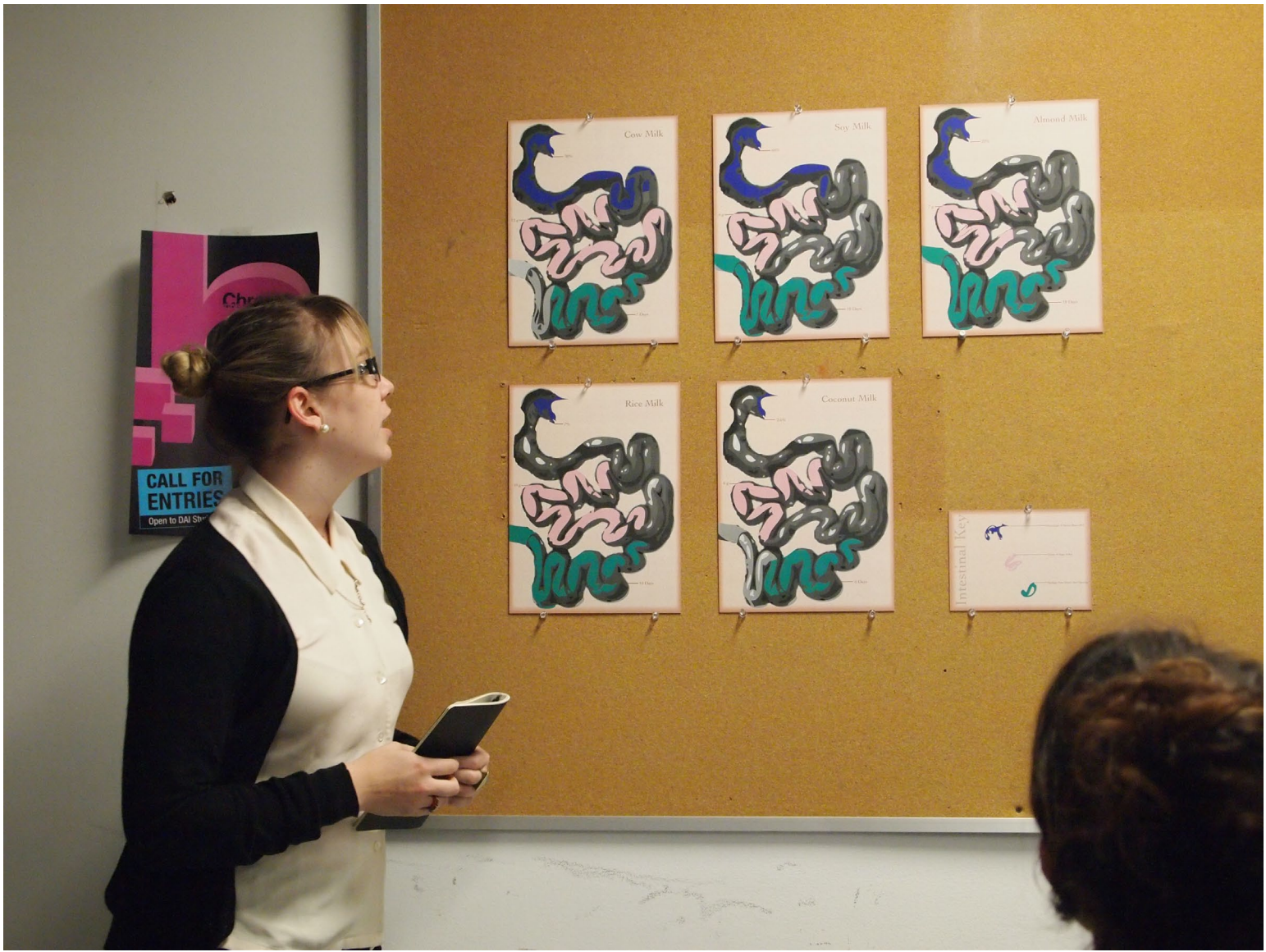
thoughts on aesthetics,
designers as makers of visual culture

the voice of your book as an
educator, informer,
agent of social change?

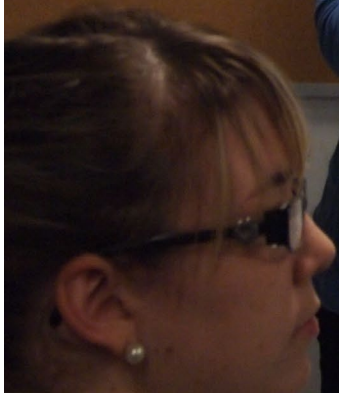
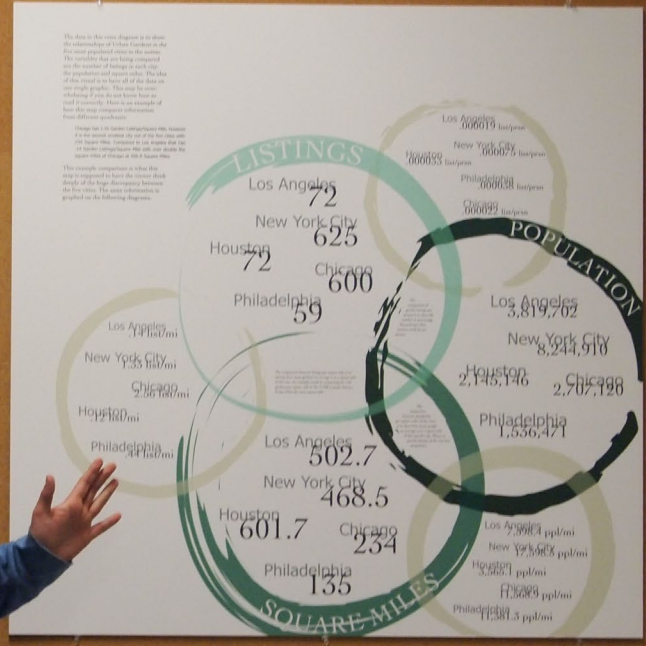








CALL FOR ENTRIES
Open to DAI Students





COFFEECONOMY

DOES THE AMOUNT OF COFFEE AMERICANS DRINK CORRELATE THEIR FINANCIAL WELL BEING?

\$ SPENT PER MONTH



- SEATTLE
- SAN JOSE
- PORTLAND
- PHOENIX
- DENVER
- FRANCISCO
- DALLAS
- DC
- CHICAGO
- SAN DIEGO
- NEW YORK
- HOUSTON
- LOS ANGELES
- BOSTON
- MIAMI
- PHILADELPHIA
- ATLANTA
- CLEVELAND
- PHILADELPHIA
- DETROIT

WHEN DRINKING COFFEE HELPS GROW AN AREA'S ECONOMY



SPENDING ON COFFEE PER MONTH

CUPS PER PERSON PER MONTH

Using

gains

SF.09

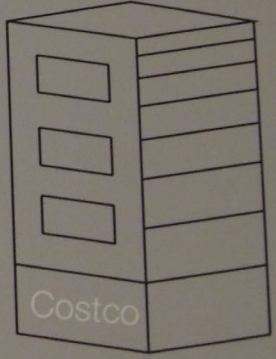
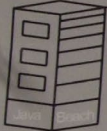
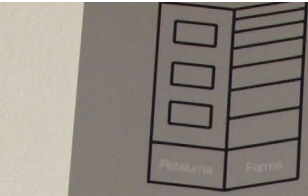
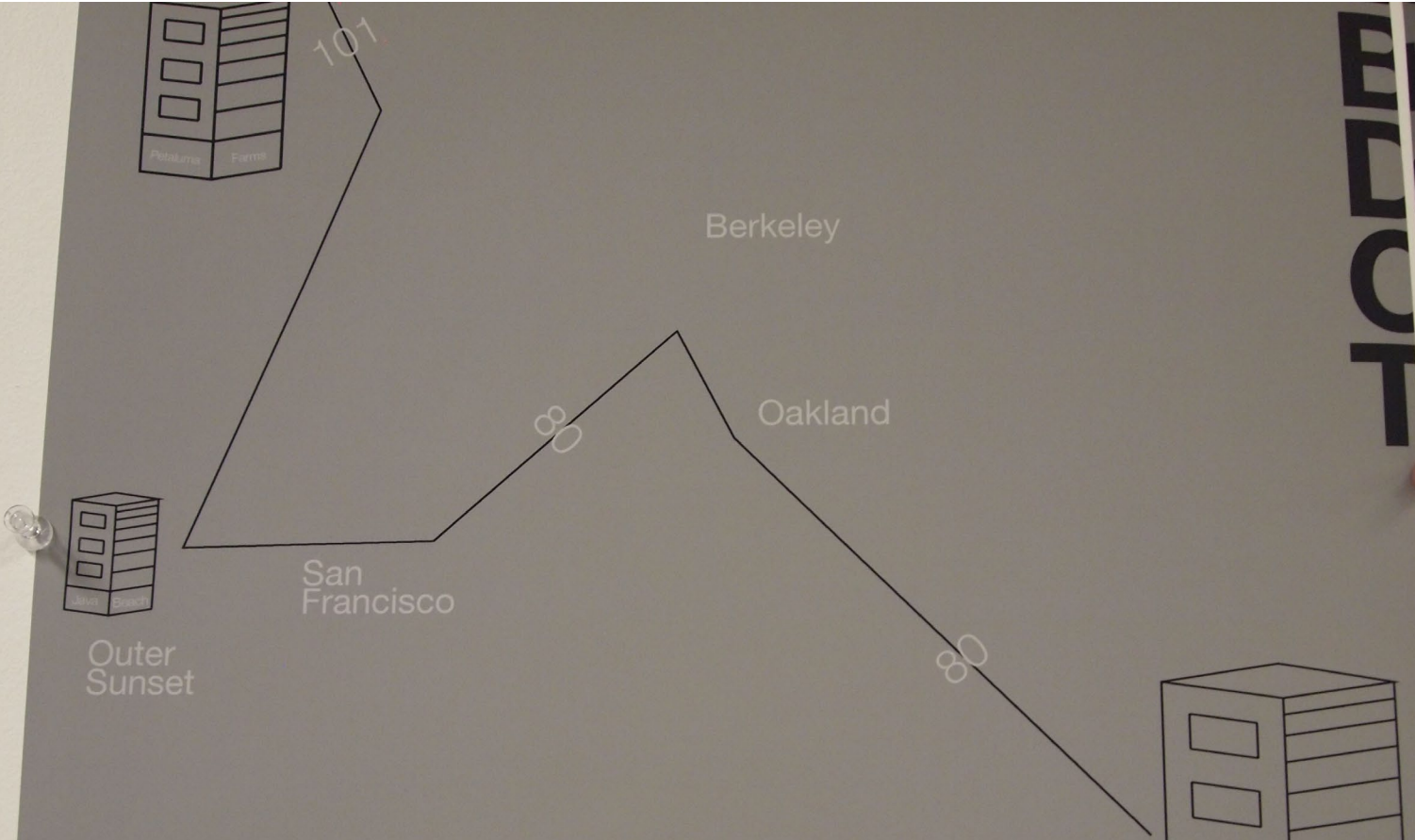
How Low





Petaluma Farms & Costco

Java Beach Cafe



101

Berkeley

Oakland

San Francisco

Costco

Hayward

80

Erea
Don
Che
Tn

what is
GOOD
design?

PIZZA

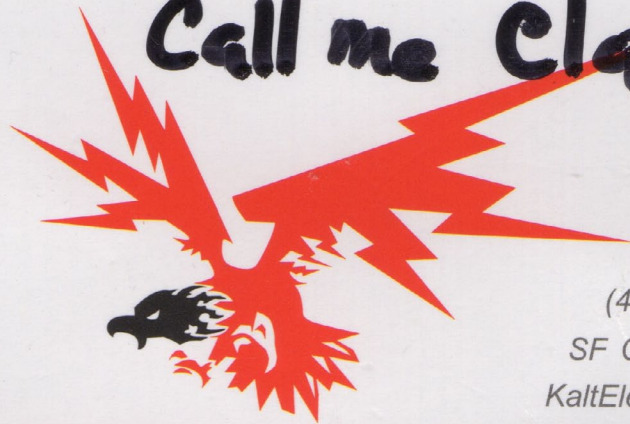
Columbia University
Graduate School of Architecture, Planning and Preservation

SPATIAL
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<http://www.spatialinformationdesignlab.org/people.php?id=18>

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(415) 602 4995

SF CA LIC # 940813

KaltElectric@gmail.com

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|---|---|---|--|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |
| Martin Luther King Jr.
By: OCAL | Martin Luther King Jr.
By: OCAL | Meeting
By: OCAL | Heart 3
By: OCAL | Treble Clef
By: OCAL | Musical Note
By: OCAL | Peace Symbol 4
By: OCAL | Peace Symbol
By: OCAL | Peace Symbol (transparent Fix)
By: OCAL |
|  |  |  |  |  |  |  |  |  |
| Recycling Symbol
By: OCAL | Stop Sign
By: OCAL | No Smoking Sign
By: OCAL | Kanji Love
By: OCAL | Kanji Peace
By: OCAL | Bird Of Peace
By: OCAL | Flying Dove
By: OCAL | Peace Flag (italian)
By: OCAL | Peace Sign
By: OCAL |
|  |  |  |  |  |  |  |  |  |
| Alien
By: OCAL | Father Hug Son
By: OCAL | Tree Vines And Shield
By: OCAL | Treble Clef
By: OCAL | Labor Day
By: OCAL | Eduardo Jubilee
By: OCAL | Warning Sign Orange Rounded
By: OCAL | Embrace The World
By: OCAL | Peace Sign
By: OCAL |
|  |  |  |  |  |  |  |  |  |
| Mahatma Gandhi
By: OCAL | Flying Dove
By: OCAL | Ecuabron Kawaii
By: OCAL | Love And Peace In A Heart
By: OCAL | Dark Reality Dove
By: OCAL | Water Dove
By: OCAL | Dove Out Of Wood
By: OCAL | Olive Tree Branch
By: OCAL | Islamic Symbol
By: OCAL |

**DO IT
MY WAY!**

Anyone can do it the right way

© PHILLY 1978

111

FOOD +
SYSTEM



Chicken
McNuggets

\$4.99





WHOLE FOODS MARKET
SUPPORTS

PROP 37

Mandatory Labeling of Genetically Engineered Food Initiative

YES



wholefoodsmarket.com/non-GMO



Get **4 EXTRA DAYS** of savings!

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18 · 19 · 20 · 21 · 22 · **23** · 24

Because We Like You..

Get a head start with 4 extra days of savings!

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Click "**LIKE**" to get the promo code.







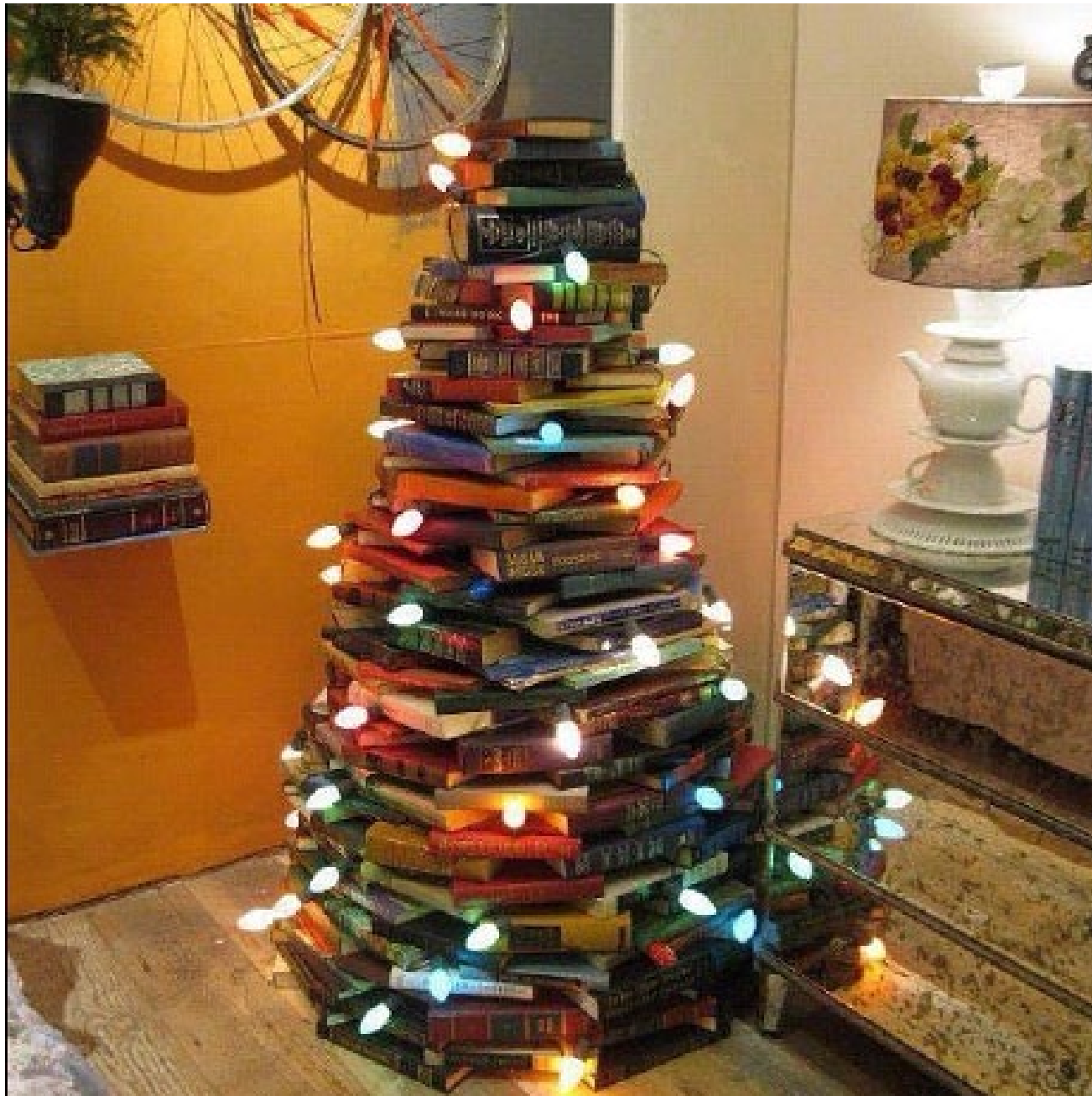
What kind
of designer
do you want
to be?







What is the
purpose of
the book?



Who is your
audience?





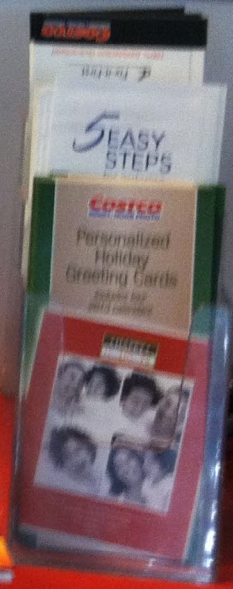
PHOTOBOOK

Every photobook tells a story.

- Archival quality paper
- Choose from two sizes
- Ready in about a week!

STARTING AT

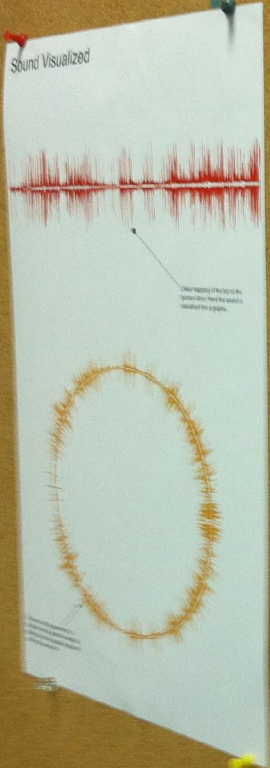
24.99

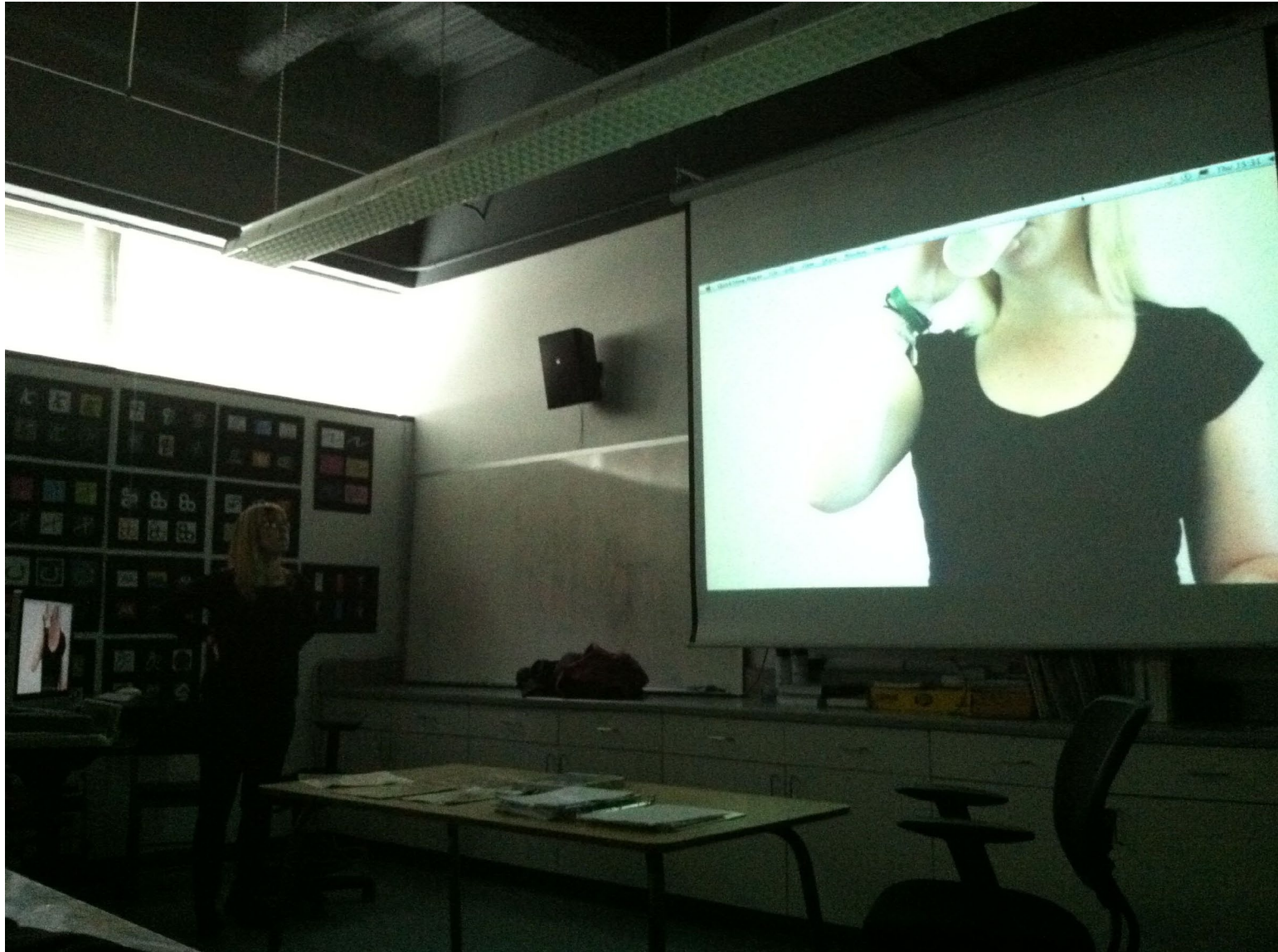


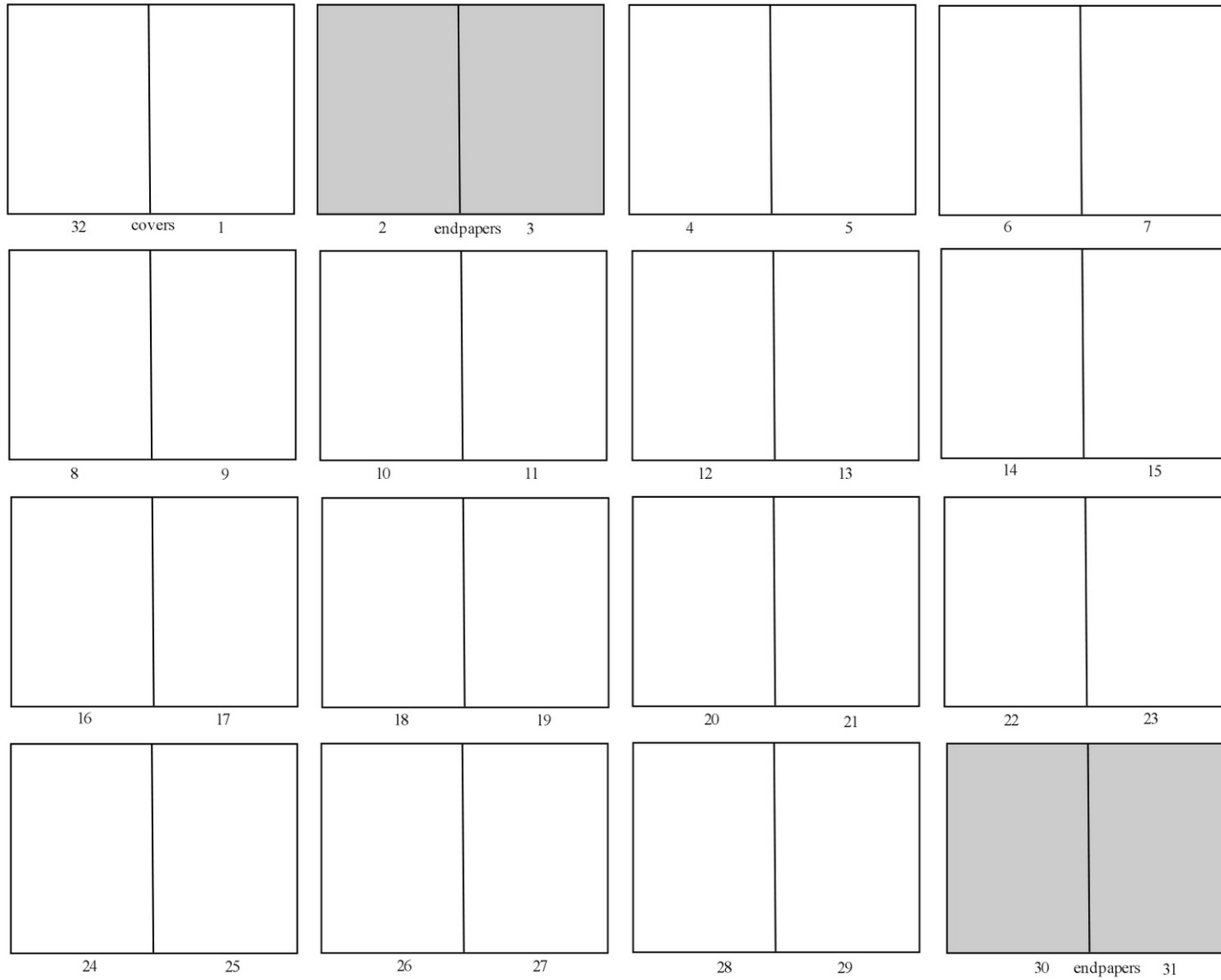


FOOD +

SYSTEM







tool for
teaching +
educating
informing

how many recycled products do you buy?



McDonald's spent more than 1,000,000 on recycled content packaging between 2000 - 2009 including paper, metal, cardboard and packaging.

green procurement

ARUP

drivers of change waste

ARUP

is recycling always the best option?



impact awareness



74%
Eat after
their late night events

25%
spend
>\$10
on food





COURSE DESCRIPTION

index

Service & Self

PJIC 2810; CRN 5667

Spring 2011

Professor: Steven Dean [Email](#)

This course will explore the role of self-monitoring technologies and habits in relation to the experience of an individual's desire to transform the self. Think of a newly diagnosed patient, a person wanting to make a major lifestyle change, or someone focused on achieving a particular goal.

We will examine the space between the more instrumental monitoring that an individual does in participating in their own diagnostic work and the more personal change components of self-awareness and mindfulness.

The aim of the project is to enable individuals to convert the experience of tackling their condition/situation/goal/behavior from one of 'detour' - attempting to return to 'normal' life as it was before suffering a deficit - to one of 'transformation' - an opportunity to become someone else.

The course will draw on design research to connect aspects of behavior change and technologies of *The Quantified Self* to the human experience of self-transformation.

The overall class goal is for students to become experts in designing product-service systems to help everyday people transform their lives.

January 2011 [CourseLink](#) (188 views)

System

KEY



STORE



HOME

This is a map of my trip to and from the grocery store on my skateboard. This is not a traditional map, it can only be used if the viewer is riding a skateboard or walking. The inspiration for this piece stems from a book called "Portraits of the Mind" which displays the evolution of neurological photographs. While studying the book I noticed that the more activity the human body endures, the more complex and dominant the neuron is. So I decided to depict the amount of activity and intensity of my trip through the transparency, size and color of depicted neurons. Each color is a different shape and stands for a different activity, with many activities overlapping. The intensity and speed of the activity is shown by the opacity/ transparency and the frequency of the depicted neurons. I also show when I am walking through plots red and orange plots, this information is important because it tells the viewer when I am traveling uphill and when I have reached my destination.



FOOTSTEPS



OLLIES



LEDGES/RAILS



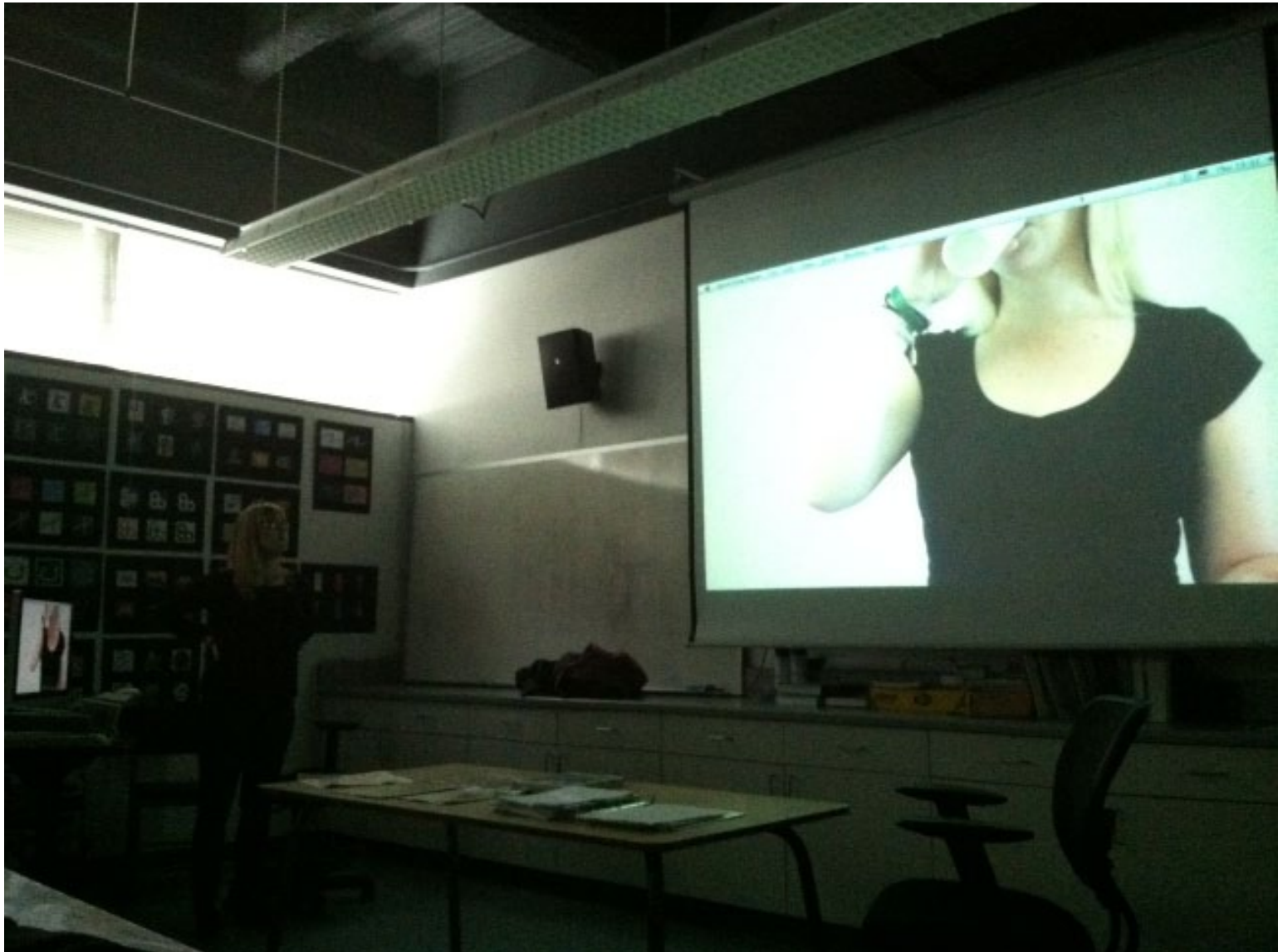
GAPS/STAIRS



FLIP TRICKS



"BOMBING" A HILL
(SPEED)



ripened cheese as a way of preserving surplus milk. By the year 1477, it was regarded as one of the most famous cheeses of Italy. It can last a long time without

different regulations and controls. Other grana cheeses are also made in Lombardy, Piedmont, Trentino, and Veneto.

from the Apennines to the river

unique texture.

almost always easy to discern in the mouth. It begins with the cattle, which usually dine on specially formulated feed. The milk is pasteurized. Non-animal rennet is usually used, as well as storebought starter cultures rather than whey from

more moist. Domestic wheels are smaller which often produces saltier cheese. Finally, they can be aged for as little as six months so full flavor has not had time to develop. The result is a texture that is usually drier, rubbery, and without the crunch of the original.

PARMIGIANO REGGIANO

GRANA PADANO

American Parmesan



FACTS

The name "Grana" comes from the ancient Latin word for grainy. These cheeses both

"Grana" and "Regg" are excellent sources of protein, calcium, phosphorus, vitamins A, B2, B6, B12, E, D and K, pantothenic acid, biotin, magnesium, zinc, copper,

FROM POLAND TO SAN FRANCISCO

A FAMILY'S JOURNEY WITH FOOD

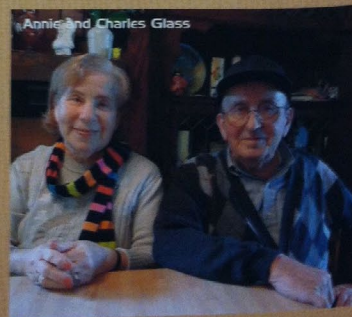


My grandmother, Annie Glass, was 15 when the German army invaded her central Poland town of Wierzbnik in 1939. She and her 3 sisters were taken to work camps, and eventually Auschwitz, surviving many close encounters with death. They lived off of small peices of bread, jam, soup, water and sometimes grass.



Eventually the Germans were defeated and the war was over. They travelled to a resettlement camp in Bergen-Belson and there, by grandmother met my grandfather and got married. In 1950, the sisters and newlyweds came by ship to the United States, eventually setting in San Francisco.

After living for so long on barely any food and in such harsh, devastating conditions, you can imagine my grandparent's relationship with food was different than most. They were very strict about food, never wasting anything. But they did not eat Kosher until later in life. This mentality was instilled in my father, who was born in 1951, and passed down through the generations, all of whom are still living in San Francisco.



d sauce)

the
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and
served at
e stores.
e rules.



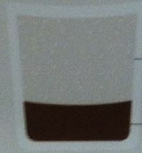
LAMINGTON

ICONIC FOOD

APPLE PIE



re usually served
r sports in their



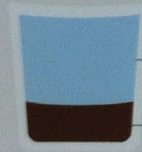
Microfoam

Espresso

PLAT WHITE

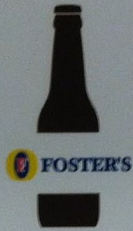
COFFEE

AMERICANO



Hot water

Espresso



FOSTER'S LAGER

BEER

BUDWEISER LAGER



UNITED KINGDOM, CHINA, ITALY

CULTURAL INFLUENCES

FRANCE, MEXICO, ITALY



MAP

IT OUT ~ !

Build

a prototype ~





CRAFT



Little
BOY
by Ruby Jagel

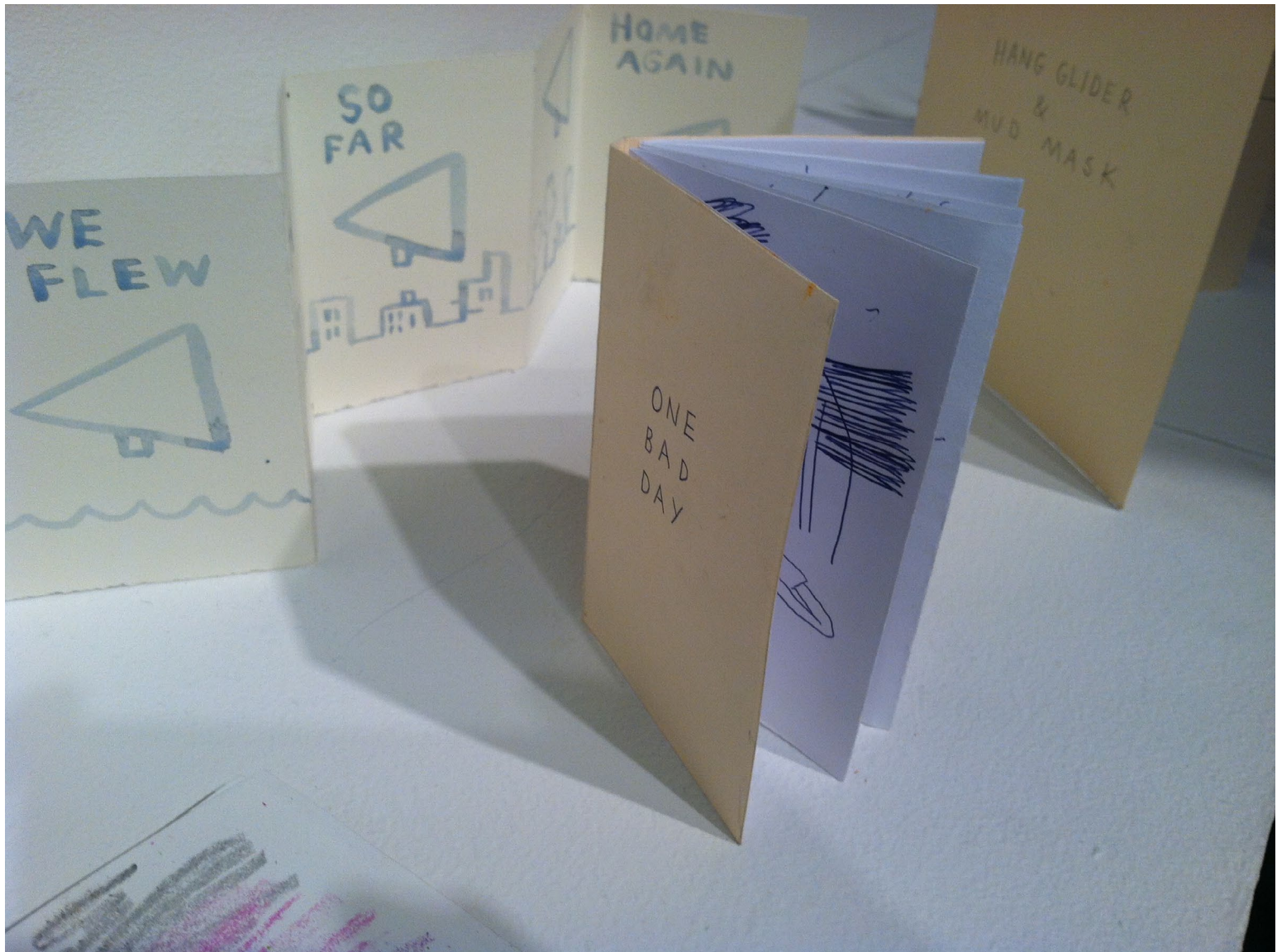
ONE
NIGHT

WE
FLEW

SO
FAR

HOME
AGAIN

ONE
BAD
DAY



WE
FLEW



SO
FAR



HOME
AGAIN

HANG GLIDER
&
MUD MASK

ONE
BAD
DAY



Review

contents ~

- WESTERN FAST FOOD
- WESTERN RESTAURANT
- ASIAN TAKEAWAYS
- MEXICAN RESTAURANT
- WESTERN CAFE
- RESTAURANT STREET
- WESTERN RESTAURANT
- ASIAN RESTAURANT
- SUPERMARKET
- STREET STREET

travel to acquire different types of food, and to provide insights into the socio-economic and ethnic make ups of the districts. The map takes as a premise that accessibility is as significant a barrier to healthy eating as cost.

MANY LOW INCOME URBAN RESIDENTS IN THE UNITED STATES HAVE DIFFICULTY ACCESSING A SUPERMARKET AS A RESULT OF FOOD INDUSTRY CONSOLIDATION AND SUPERMARKET REDLINING OF LOW INCOME AREAS, WHICH RESULTS IN SIGNIFICANT BARRIERS TO THEIR FAMILIES OBTAINING HEALTHY FOOD



CLOCKWISE FROM TOP
 GARBAGE IN THE MISSION DISTRICT
 EMPTY PRODUCE STAND IN OCEAN VIEW
 BELL PEPPERS FOR SALE IN OCEAN VIEW
 PROCESSED MEATS FOR SALE IN THE SANCT



(IRAQUEL PINDERHUGHES, PP. 189, 2004)



RULE #1: HEALTHY REPLACEMENTS

COMPLEX CARBS/LEAN MEAT VS. SIMPLE CARBS/FATTY MEAT

WHOLE WHEAT
SWEET POTATO
GREEN VEGETABLES
TURKEY/CHICKEN
FISH

WHITE RICE/BREAD
SOFT DRINKS
CANDY
RED MEAT (IE. RIBEYE)
SYRUPS

SIMPLE CARBS AND FATTY MEAT ARE HIGH IN SUGARS AND SATURATED FATS WHILE COMPLEX CARBS AND LEAN MEAT PROVIDE A GOOD SOURCE OF PROTEIN, CARBS, AND IRON FOR ENERGY.

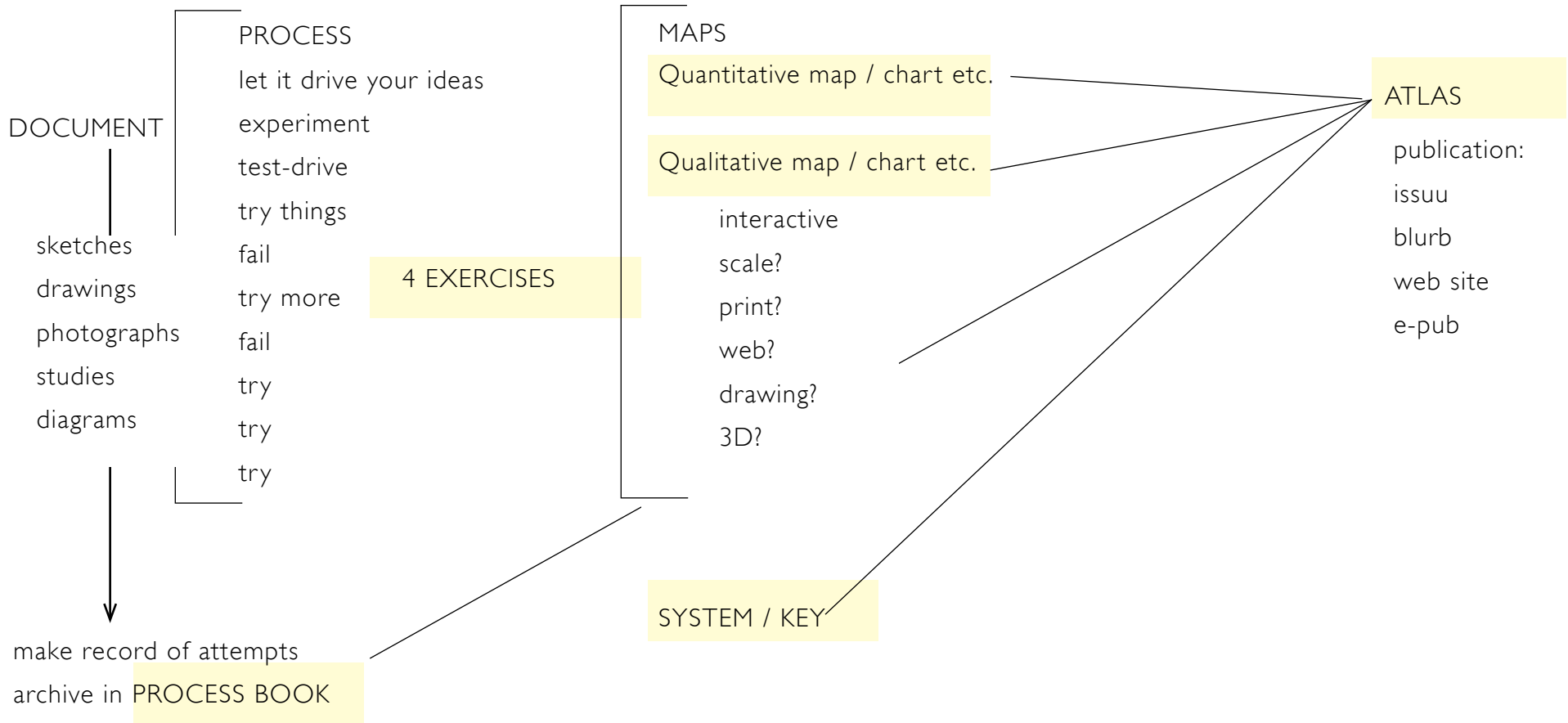
DAI 525 GRAPHIC DESIGN 03
SAN FRANCISCO
STATE UNIVERSITY

Look around you....

What do you want to investigate?

How do you know what to investigate it?

DELIVERABLES



Grading / Deliverables

4 Exercises relating to Map process @ 25 points each = 100 points

2 Maps @ 100 points each = 200 points

System / Key @ 100 points each = 100 points

Process Book = 100 points

Final Deliverable ATLAS / Presentation = 100 points

Total possible points: 600

DELIVERABLES

4 Exercises

Each exercise will assist you with the development of your project maps. They are intended to introduce methodologies for data visualization

Quantitative Map

Create a visual representation of the structure and form of your site. example:

a visual chart of the contents of your personal food pantry

Qualitative Map

Create a visual representation of the expressive and emotive aspects of your investigation [conceptual]

example: a map that illustrates an aspect of your food pantry that extends beyond the physical space where the contents are held.

System / Key

Create a system for the translation for one of your maps. This should be based on what you have developed and assessed and included in the map's presentation.

Process

Records of your investigations, sketches, drawings, photographs, written notes, found imagery and objects. Some process highlights will be included in your Atlas. All process will be included in your process book.

ATLAS

1. A compilation of your research and production of the maps.
2. Multi-page PDF (upload to iLearn) including:
 - a. Documentation/image of final pieces. Include previous images of quantitative, qualitatively prototypes.
 - b. Written introduction to the project
 - c. Essay (~1000 words)
 - d. Guideline explaining and demonstrating the system used to translate (visual if applicable)

EXERCISE 01

Visualize Information:

Create a visual representation of your path to the grocery store or the place you are most likely to buy food.

A  B

“Map a system that has never been depicted before. A result of our inherent human curiosity, this goal is tied to the most ancient cartographic ambition: portray a new unfamiliar territory.”

Visual Complexity: Mapping Patterns of Information,
Manuel Lima

EXERCISE 01

Present research and initial explorations or process
on Thursday, August 30

Present phase one
DOCUMENTATION:

photographs of journey

drawings

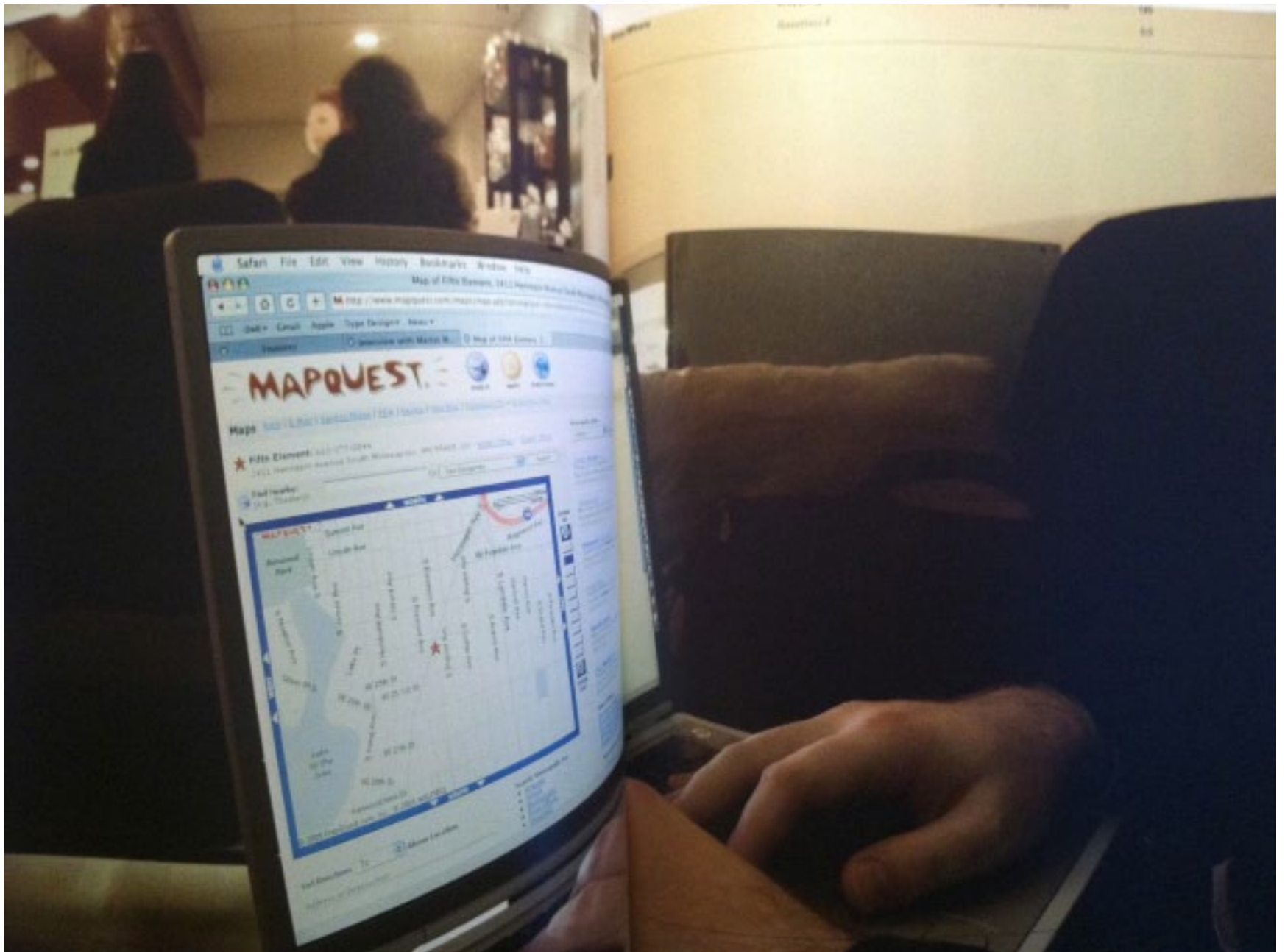
found objects

maps that already exist to help you navigate

screen shots of street views

sketches of path to source of food

shape of path



Phase 02

CLARIFY

- make the system understandable, intelligible, and transparent. Communicate in a simple, effective way, the network visualizations become powerful means for information processing and understanding

REVEAL - Find a hidden pattern in or explicit new insight into the system, or in other words, a polished gem of knowledge from a flat data set.

EXPAND - Serve as a vehicle for other uses and set the stage for further exploration. This simple structure might become a complementary part of a larger work, ie. Map 01 or Map 02

ABSTRACT - Explore the networked schema as a platform for abstract representation [Qualitative Map]

Network visualization can be a vehicle for hypothetical and metaphorical expression, depicting a variety of intangible concepts that might not even rely on an existing data set

INTRODUCTION TO MAPPING FOR A NARRATIVE ATLAS

<http://www.thisamericanlife.org/radio-archives/episode/110/mapping>

MAP

IT OUT ~ !