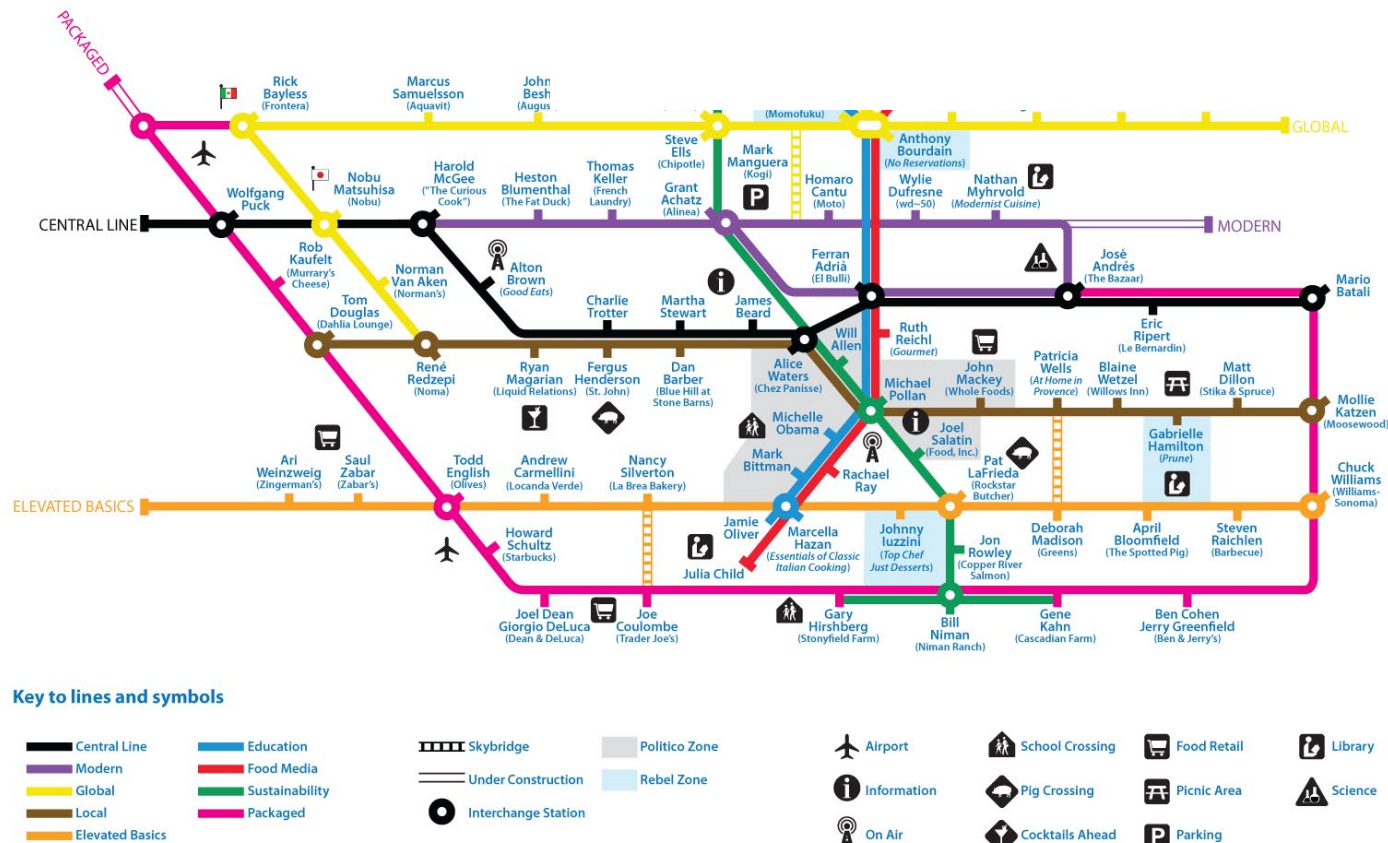


# GRAPHIC DESIGN 03

## SAN FRANCISCO STATE UNIVERSITY

DAI 525



GRAPHIC CREDIT:

<http://www.hartmansalt.com/food-culture-analyzed/greater-food-culture/228>

# GRAPHIC DESIGN 03

## SAN FRANCISCO STATE UNIVERSITY

DAI 525

Marielle Atanacio  
Dana Bondi  
Simone Bradley  
Pichamon Chamroenrak  
Christopher Diaz-Mihell  
Sebastian Diaz-Mihell  
Joshua Gomez  
Nora Gutierrez  
Meg Howie  
Rachael Koffel

Giacomo Lando  
Henry Ngo  
Riccardo Pallicelli  
Ashley Petty  
Roberto Pignataro  
Claudia Rodriguez  
Paul Skittone  
Justin Soong  
Myles Stephens



An invitation to  
EXPLORE A VARIETY OF  
GRAPHIC DESIGN STYLES  
AND VISUAL LANGUAGE



FOOD



# MAP

map/map/

Noun:

A diagrammatic representation of an area of land or sea showing physical features, cities, roads, etc: “a street map”.

Verb:

Represent (an area) on a map; make a map of.

Synonyms:

noun. plan - chart - design - card

verb. chart

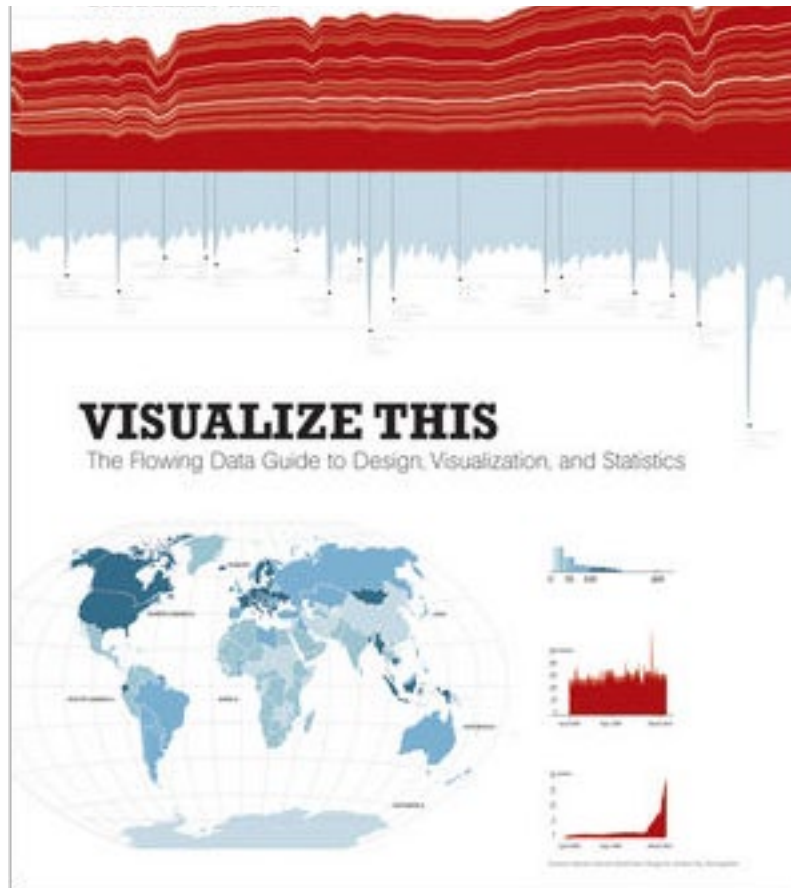
# ATLAS

at ·las

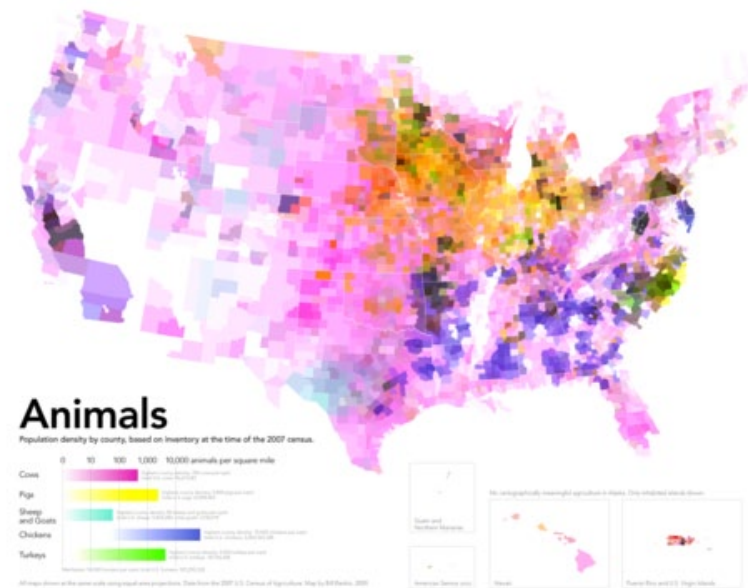
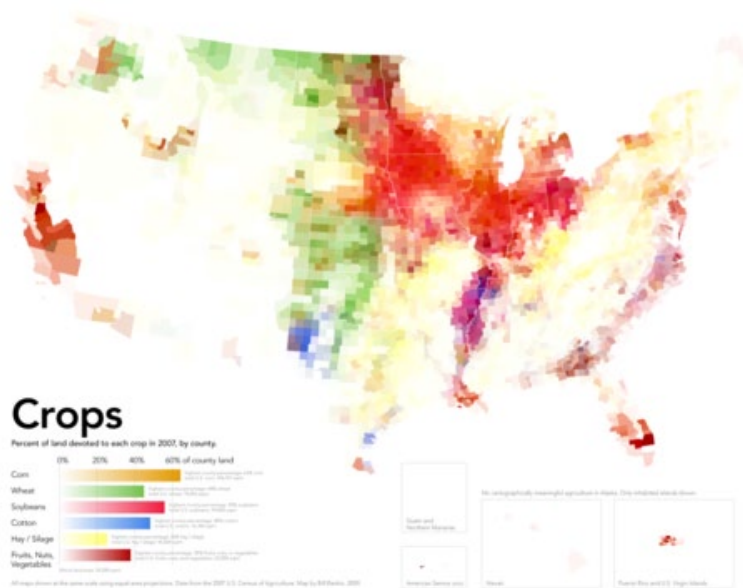
Noun:

A book of maps or charts: “I looked in the atlas to find a map of Italy”; “a road atlas”.

A book of illustrations or diagrams on any subject:  
“Atlas of Surgical Operation



<http://book.flowingdata.com/>

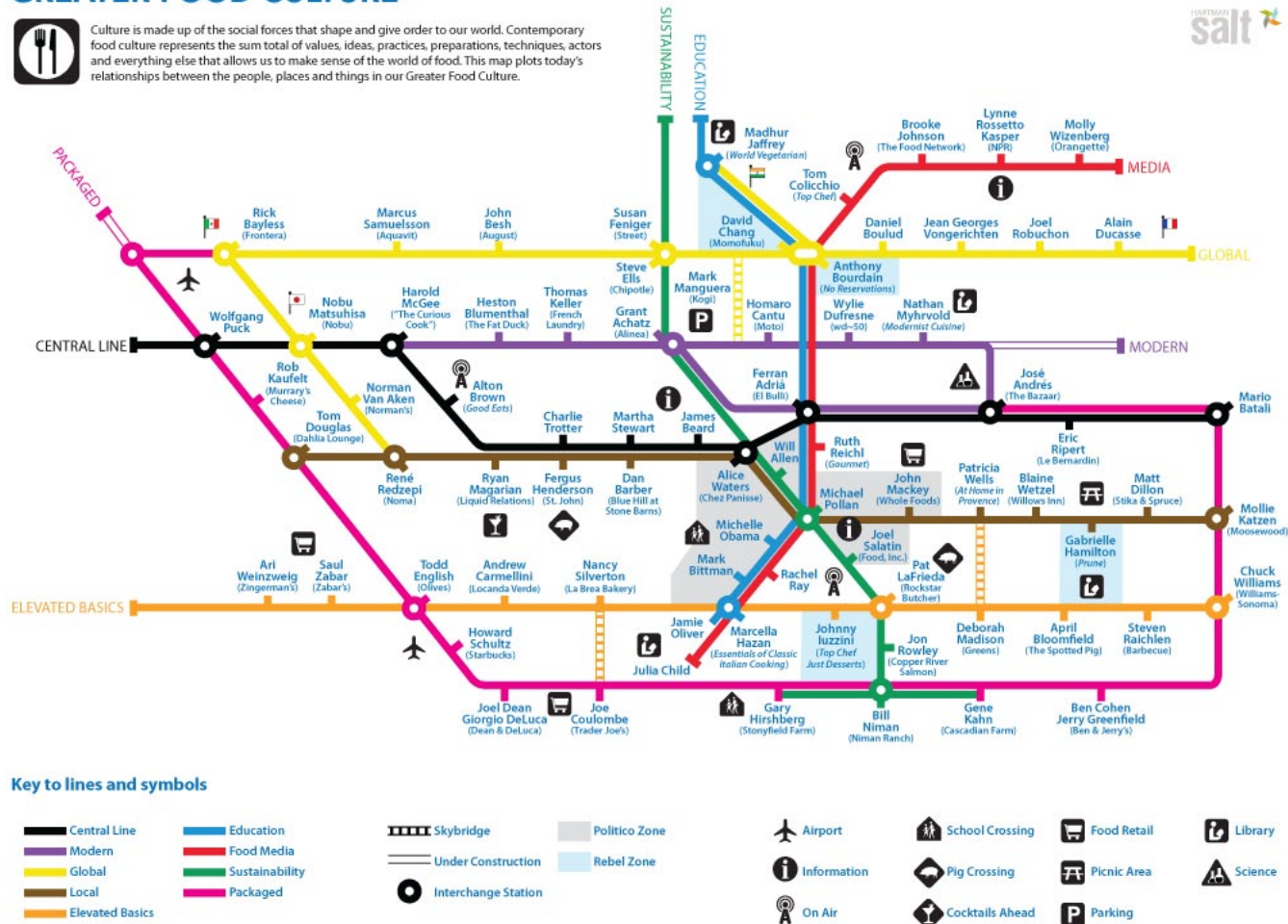


<http://dheyvid.tumblr.com/>

## GREATER FOOD CULTURE



Culture is made up of the social forces that shape and give order to our world. Contemporary food culture represents the sum total of values, ideas, practices, preparations, techniques, actors and everything else that allows us to make sense of the world of food. This map plots today's relationships between the people, places and things in our Greater Food Culture.



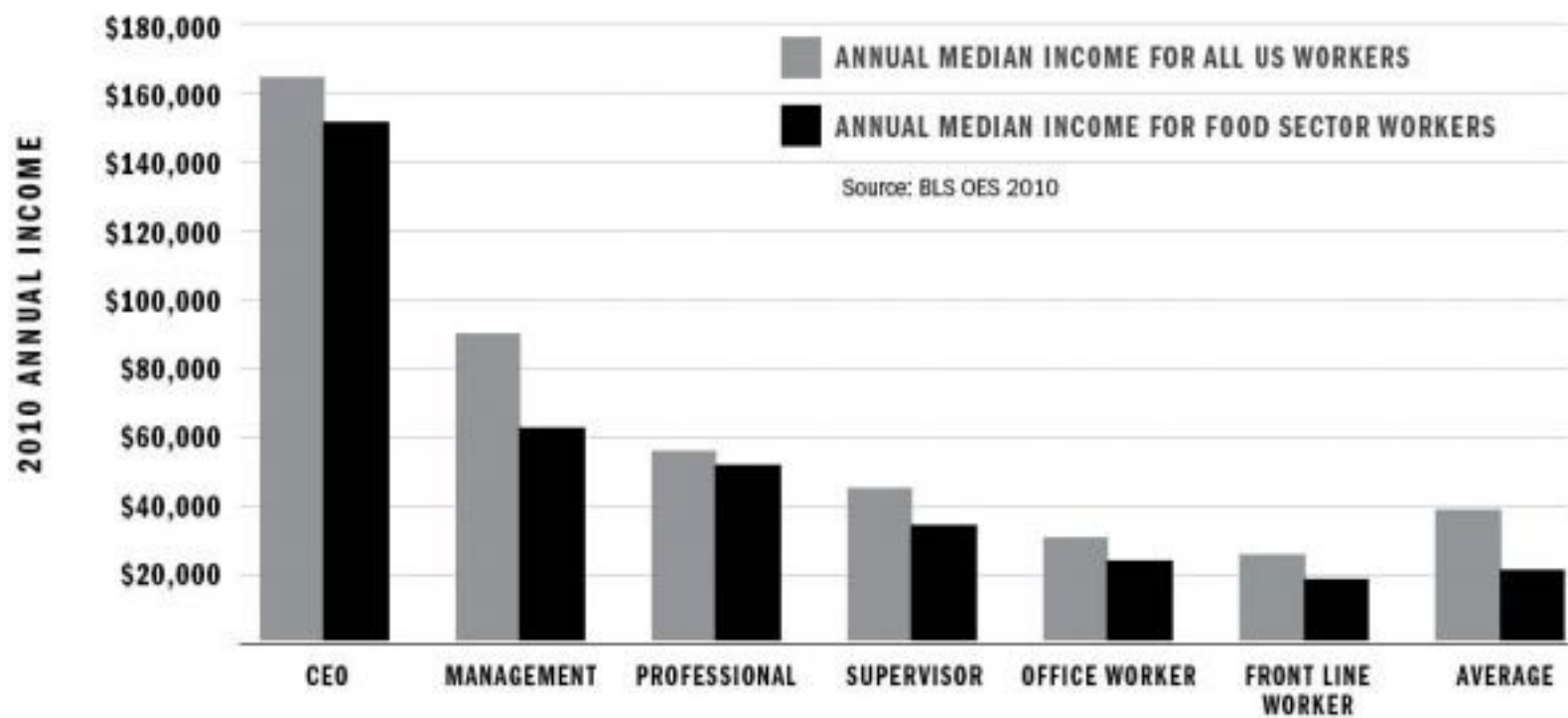


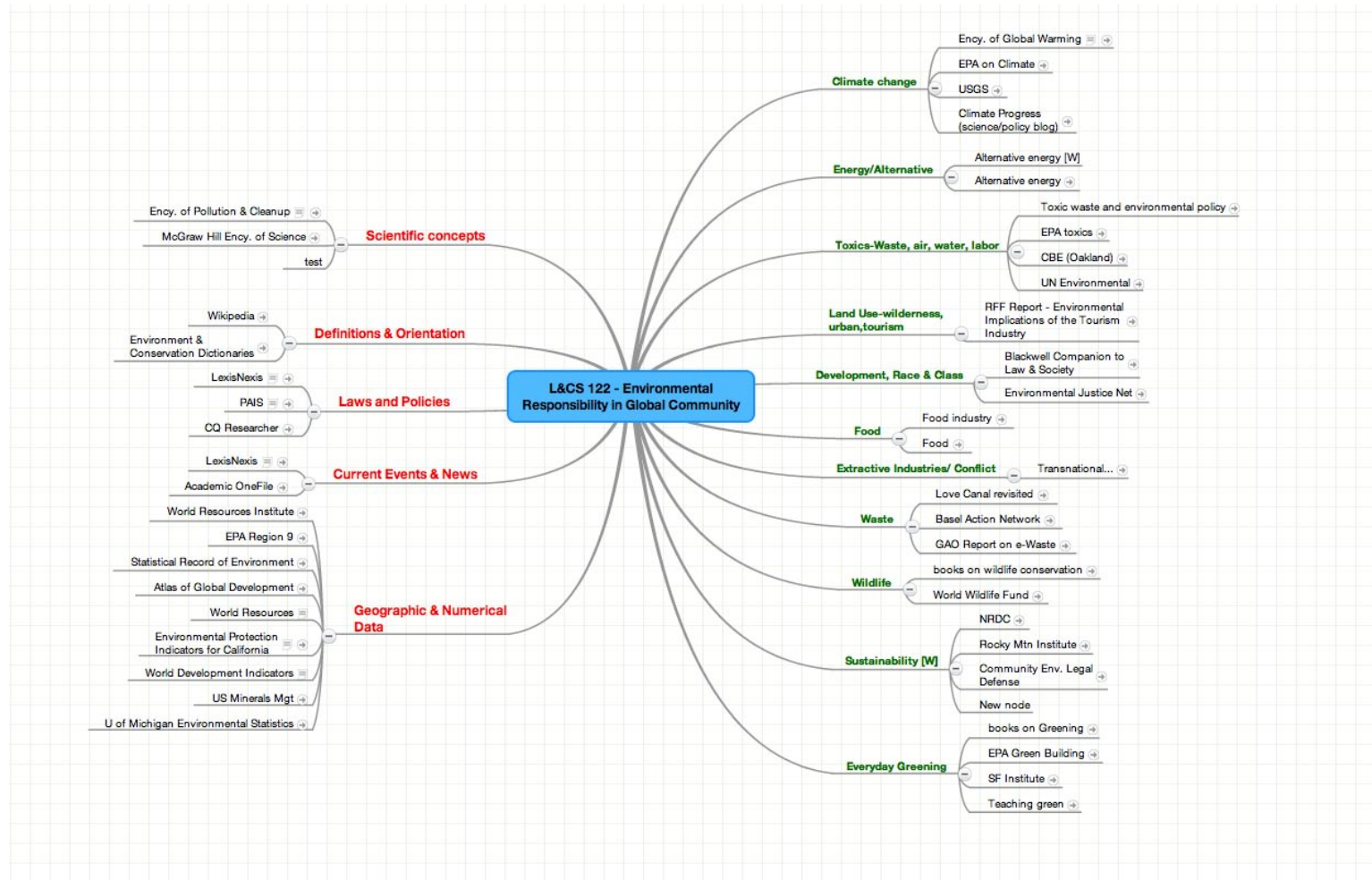
## 2012 Vendors Coming Soon



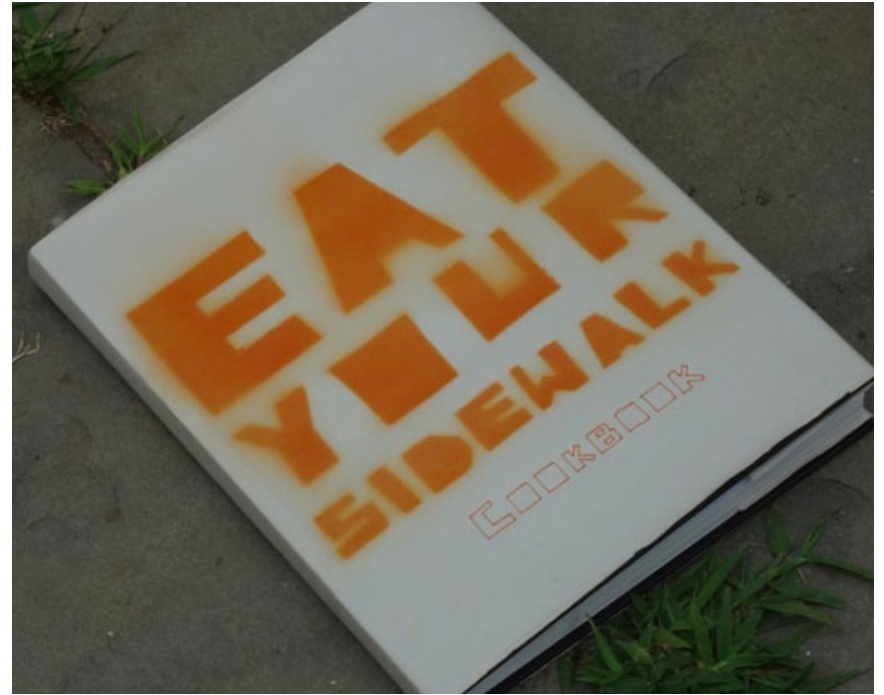


**Fig 8** INCOME IN THE ENTIRE ECONOMY VS. IN THE FOOD CHAIN 2010





<http://www.mindmeister.com/>





We are an independent firm of designers, planners, engineers, consultants and technical specialists offering a broad range of professional services.

# ARUP

<http://www.arup.com/>

# FOOD + DRIVERS OF CHANGE / ARUP

This set of cards identifies key drivers of change associated with food. Not only does food provide life-sustaining calories, it also shapes and preserves family, cultural and religious identities.

Expanding scale is threatening food quality and sustainability; food now accelerates rather than protects against social and ecological decline. Here we identify drivers which are cross-cutting and not particular to contexts, countries or regions.

<http://www.driversofchange.com/>

<http://www.driversofchange.com/make/research/doc/>

## Deliverables

### 1. QUANTITATIVE MAP

Create a visual representation of the structure and form of your site or food pantry. example: a visual chart of the contents of your personal food pantry

### 2. QUALITATIVE MAP

Create a visual representation of the expressive and emotive aspects of your investigation [conceptual] This map illustrates an aspect of your food pantry that extends beyond the physical space where the contents are held.

### 3. SYSTEM

Create a system for the translation of the maps. This should be based on what you have developed and assessed in the first two steps. You can make the system and then describe how it works - probably best. Concept, prototype (see next step) Repeat.

### 4. PROCESS

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

### 5. 4 EXERCISES

These will assist you with your investigation and can provide clues on how to continue with your research

## 5. FINAL ATLAS

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

# Quantitative

From Wikipedia, the free encyclopedia

The term quantitative refers to a type of information based in quantities or else quantifiable data (objective properties) —as opposed to qualitative information which deals with apparent qualities (subjective properties). It may also refer to mass, time, or productivity.

Quantitative research, scientific investigation of quantitative properties

Quantitative verse, a metrical system in poetry

Statistics, also known as quantitative analysis

Numerical data, also known as quantitative data



## QUANTITATIVE

1. involving or relating to considerations of amount or size

Compare qualitative

2. capable of being measured

3. (Literature / Poetry) Prosody denoting or relating to a metrical system, such as that in Latin and Greek verse, that is based on the relative length rather than stress of syllables  
quantitatively , quantitatively adv

## QUALITATIVE

involving or relating to distinctions based on quality or qualities Compare quantitative  
qualitatively adv

# Qualitative

From Wikipedia, the free encyclopedia

The word qualitative refers to descriptions or distinctions based on some quality or characteristic rather than on some quantity or measured value. It can be a form of analysis that yields the identity of a compound. It may also refer to:

Qualitative property, a property that can be observed but not measured numerically

Qualitative research, featuring a high degree of subjectivity

Qualitative data, data that is not quantified

## REQUIRED TEXTS

*The Power of Maps,*  
Denis Wood with John Fels, The Guilford Press, New York,  
London, 1992

*Everything Sings: Maps for a Narrative Atlas,*  
Denis Wood, With and Introduction  
by Ira Glass, Siglio, Los Angeles, 2012

*Visual Complexity: Mapping Patterns of Information,*  
Manuel Lima,  
Princeton Architectural Press, New York, 2011

‘Local food systems’ movements, practices, and writings pose increasingly visible structures of resistance and counter-pressure to conventional globalizing food systems. The place of food seems to be the quiet centre of the discourses emerging with these movements.

<http://phg.sagepub.com/content/31/1/23.short> The place of food: mapping out the ‘local’ in local food systems

UP: San Francisco 2012 is a festival centered around Placemaking Through Prototyping: How Citizen Experiments Reimagine the Public Realm. The festival will foster a wide array of new creative projects which blend the digital and physical to explore new possibilities in public space. Every project produced will be open source, publicly documented, and replicable in any city in the world.



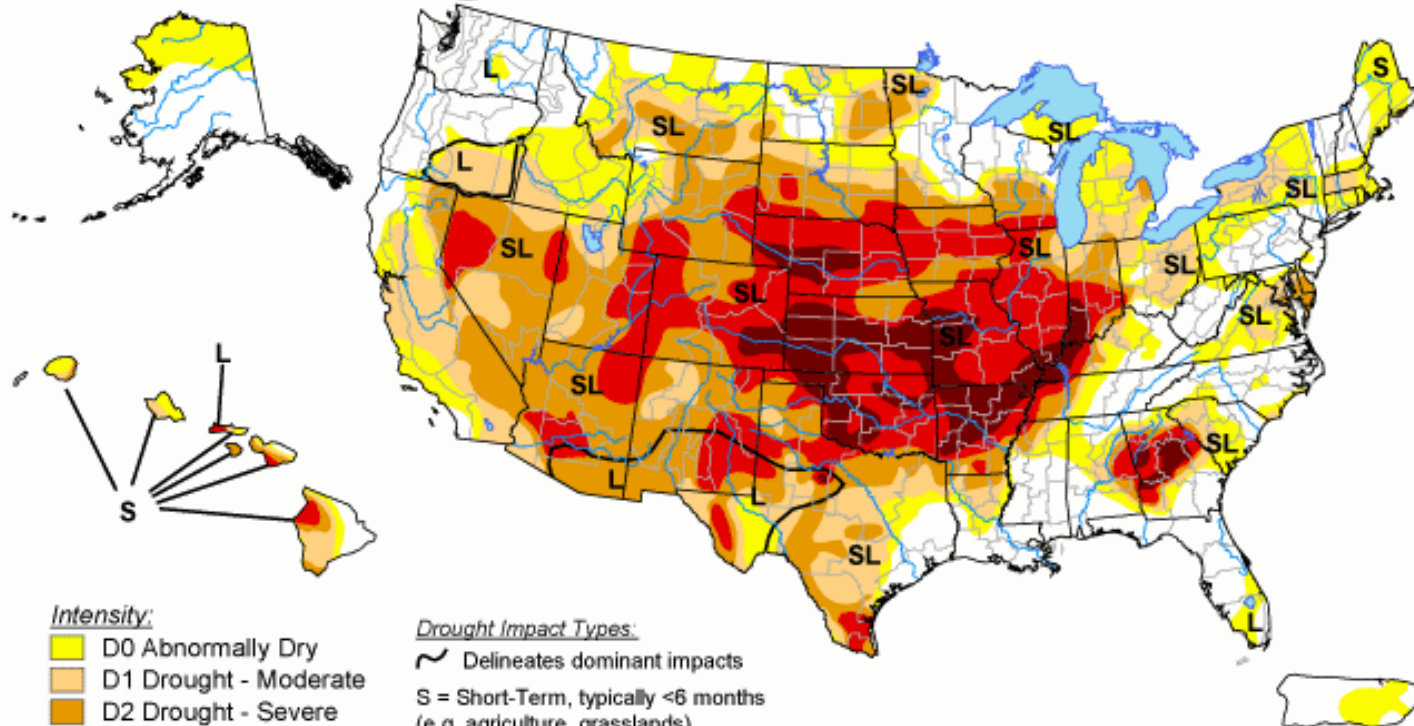
<http://sf.urbanprototyping.org/about/>

# FOOD AND SYSTEM

## FOOD AND SYSTEM

# U.S. Drought Monitor

August 14, 2012  
Valid 7 a.m. EDT



### Intensity:

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

### Drought Impact Types:

- ~ Delineates dominant impacts
- S = Short-Term, typically <6 months  
(e.g. agriculture, grasslands)
- L = Long-Term, typically >6 months  
(e.g. hydrology, ecology)

The Drought Monitor focuses on broad-scale conditions.  
Local conditions may vary. See accompanying text summary  
for forecast statements.

<http://droughtmonitor.unl.edu/>



Released Thursday, August 16, 2012

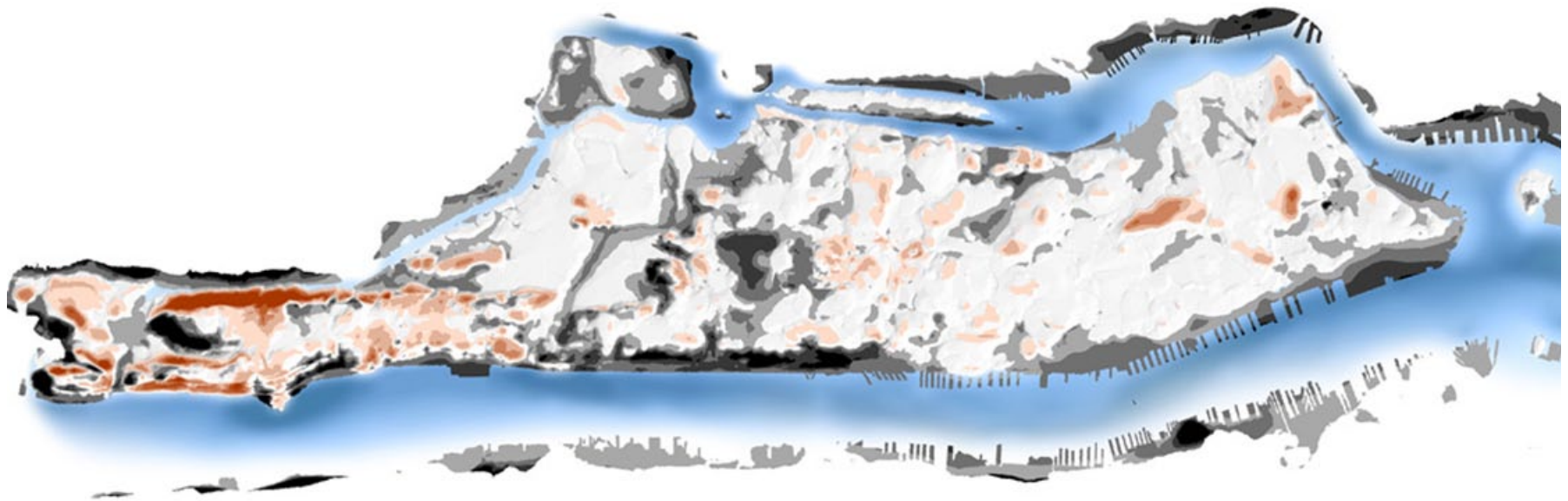
Author: Michael Brewer/Liz Love-Brotak, NOAA/NESDIS/NCDC



## FOOD AND SYSTEM



# FOOD AND SYSTEM





# FOOD AND SYSTEM



# FOOD AND SYSTEM





## FOOD AND SYSTEM



# FOOD AND SYSTEM



<http://dheyvid.tumblr.com/>

# FOOD AND SYSTEM

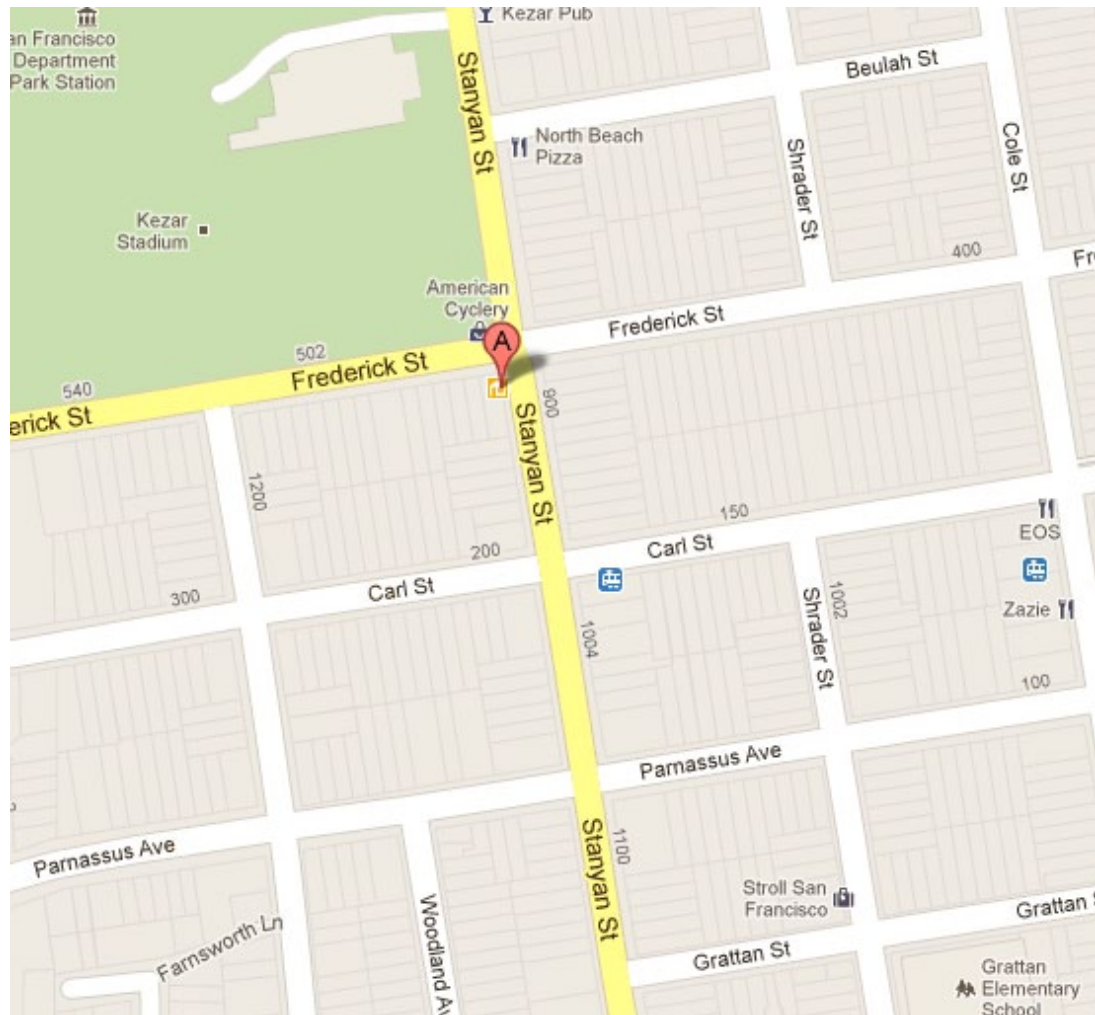
Americans Throw Away 40 Percent of Our Food Every Day



<http://www.theatlanticwire.com/national/2012/08/americans-throw-away-40-percent-our-food-every-day/56060/>



# FOOD AND SYSTEM





# FOOD AND SYSTEM

claire pentecost

(a pedantic confession)

## on nature and imagination

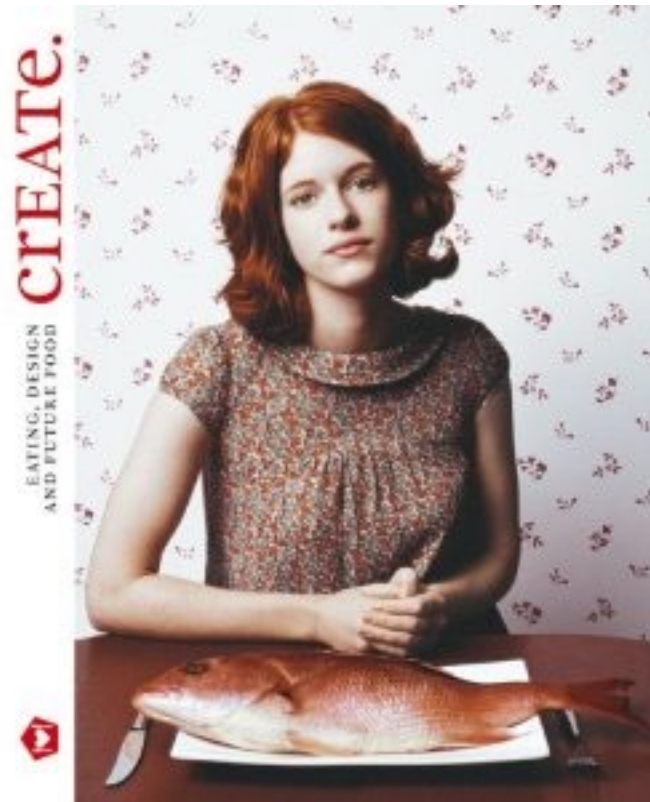
For years I made art work about how the culture negotiates its relationship with the natural world. In 1998 I started looking into biotechnology, specifically the commercial applications of genetic engineering well under way in American agriculture. The more I investigated the more aghast I was at the opacity and complexity of the system that produces and distributes our food, and the overwhelming control of it by increasingly few corporations.

Up until that time "nature" in my imagination did not include food, an ellision I find typical of nature in the American collective imaginary, which is more or less based on a concept of wilderness. Only by accomplishing this separation in our imaginative and aesthetic lives is it possible to accomplish tolerance of a system that pours toxins into the land and water that produces the food we put into our bodies, our most intimate bodily connection with nature.

Since that time I have focused on locating the negotiated definition of "natural" --and the desires we associate with it-- in our daily lives and tried to problematize it there. As long as we believe this boundary is somewhere outside the place and time of here and now, we are poorly served by our imaginations. If we really want to live in a world with maximum natural and cultural diversity, better to see the map of our existence in all its extensions and to imagine how we might want to reroute it.

[http://www.clairepentecost.org/nature\\_imagine.htm](http://www.clairepentecost.org/nature_imagine.htm)

# FOOD AND SYSTEM



<http://www.designboom.com/weblog/cat/17/view/4717/designboom-book-report-create-eating-design-and-future-food.html>

# FOOD AND SYSTEM



<http://www.gestalten.com/new/graphic-design>

<http://www.gestalten.com/new/graphic-design/22451>

# FOOD AND SYSTEM



Source: <http://cal-access.sos.ca.gov/Campaign/Committees/Detail.aspx?id=1344135&session=2011&view=late1>



## FOOD AND SYSTEM



## FOOD AND SYSTEM





## FOOD AND SYSTEM



## FOOD AND SYSTEM





## FOOD AND SYSTEM



## FOOD AND SYSTEM



<http://www.openideo.com/open/localfood/brief.html#collaboration-map>

# FOOD AND SYSTEM

## Challenge Brief

Help us close the gap between rural food production and urban food consumption to create more sustainable, happy and healthy communities. OpenIDEO has partnered with the Queensland Government in Australia and the IDEAS Festival 2011 to create a closer connection between local food production and consumption that can make a dramatic impact on sustainability efforts.

Food, glorious food: a fundamental need yet how often do we take it for granted? We've come to expect the convenience of plucking the very best in fresh produce from our supermarket shelves or local markets all year round – but at what cost to our farmers, our environment and future generations?

The Challenge asks us to consider ways to improve and enhance the relationships and interactions between producers and consumers, rural and urban communities, growers and retailers, retailers and consumers. We'd like the community to consider issues such as energy use, transportation, biodiversity, food security, nutrition, obesity, the health of rural economies and the strength of inter-generational and intercultural knowledge sharing.

<http://www.openideo.com/open/local-food/brief.html#collaboration-map>

# FOOD AND SYSTEM

At the heart of this challenge lie issues of global sustainability and local happiness to improve life for rural and urban communities. We hope to cast a wide net for inspirations and concepts that will address the challenge in a holistic way. Think about new services, campaigns, policies, products, systems that could address these issues.

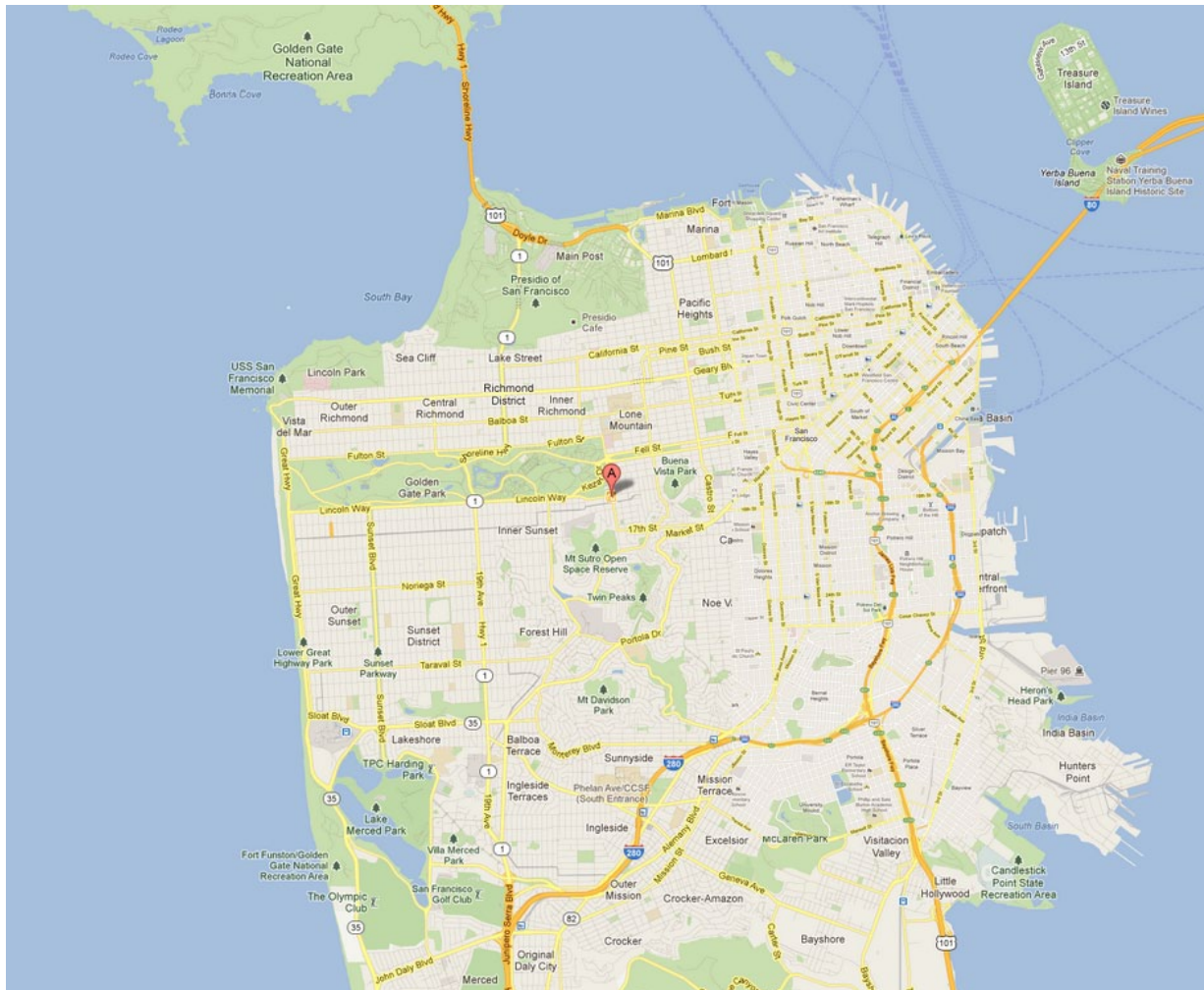
The concepts that we create together through this process will be as good or as bad as the community that gets involved. Please do share what we're up to in your social networks and if you're on Twitter you can use our

# FOOD AND SYSTEM

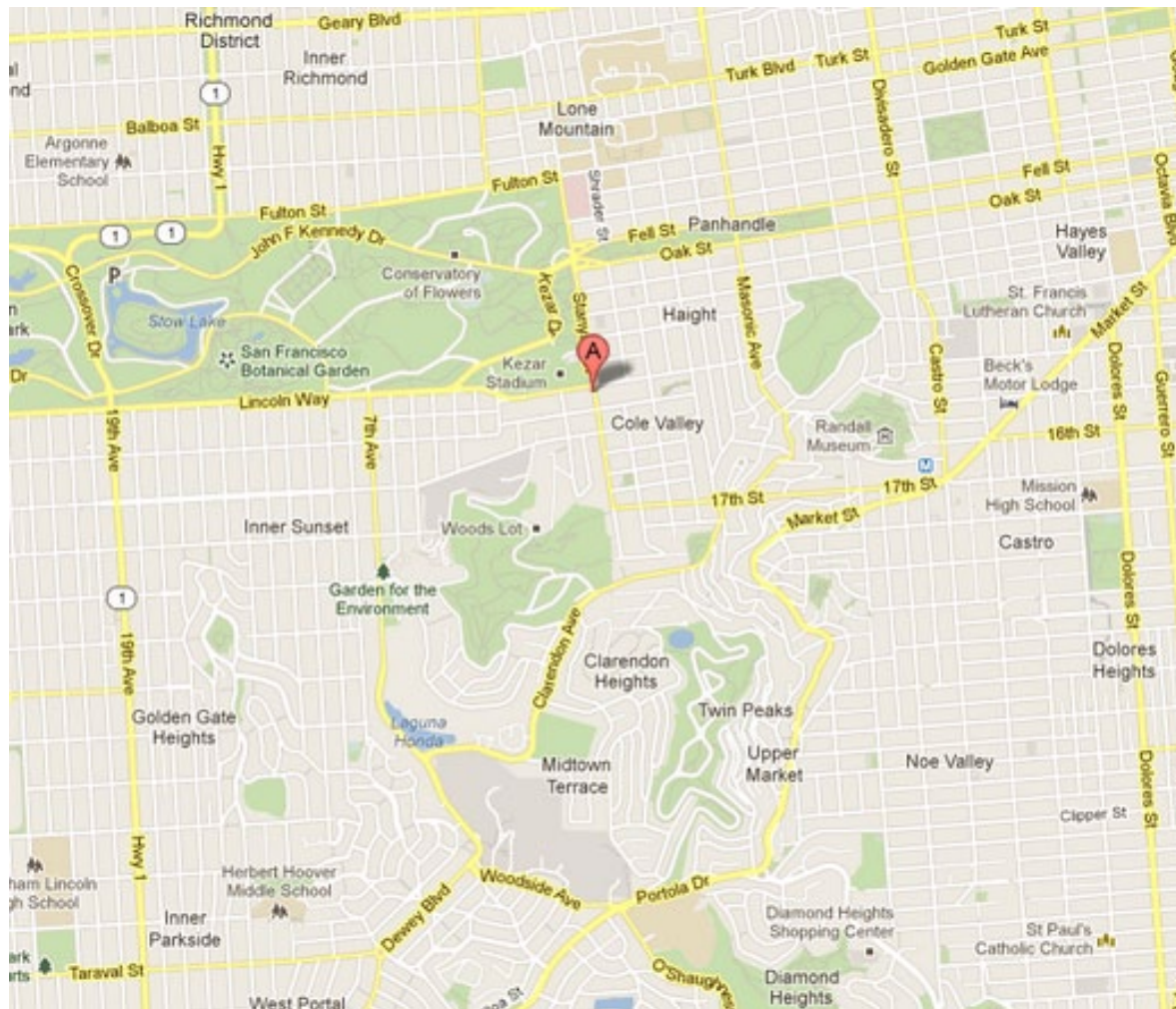


<http://www.ecouterre.com/how-many-slaves-work-for-you-new-online-tool-measures-your-impact/>

# FOOD AND SYSTEM

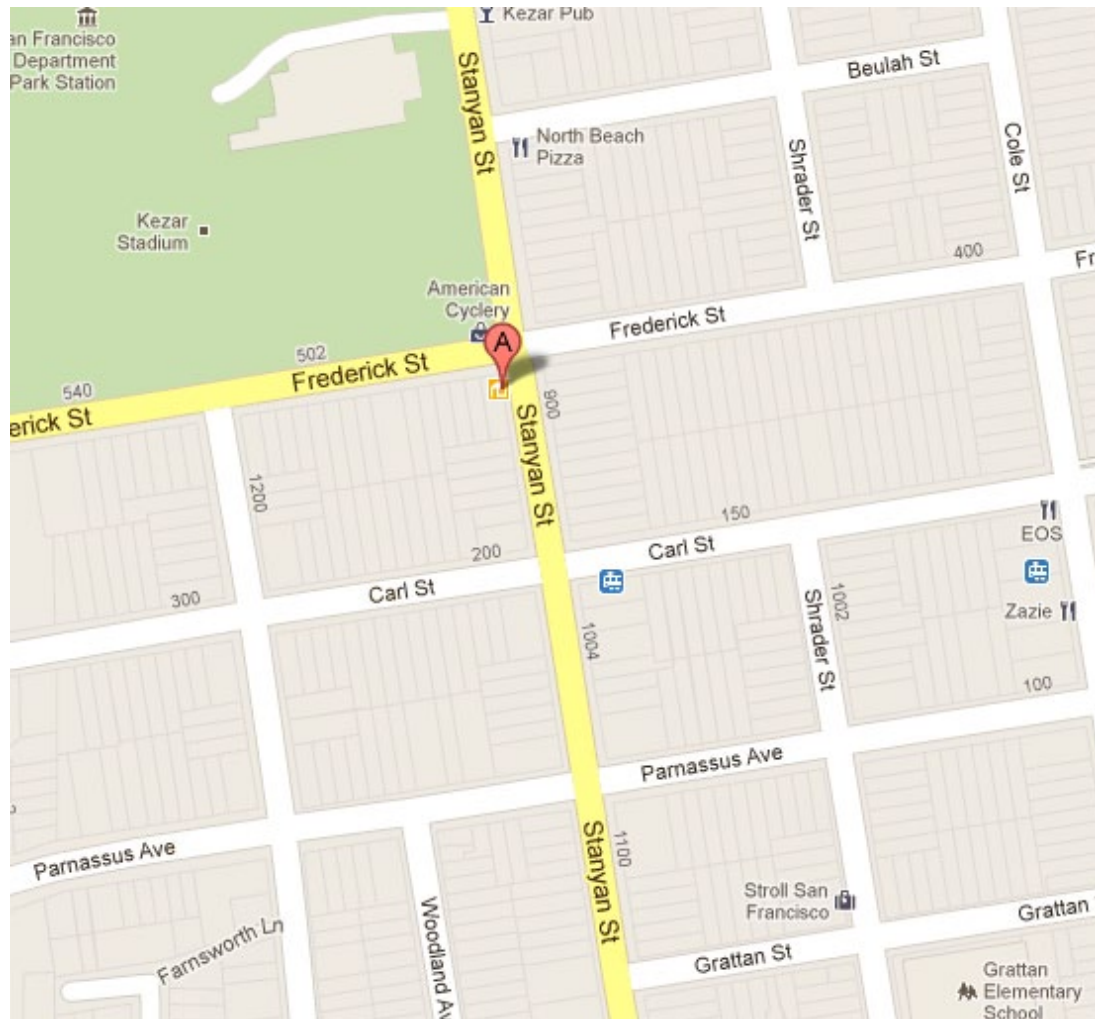


# FOOD AND SYSTEM



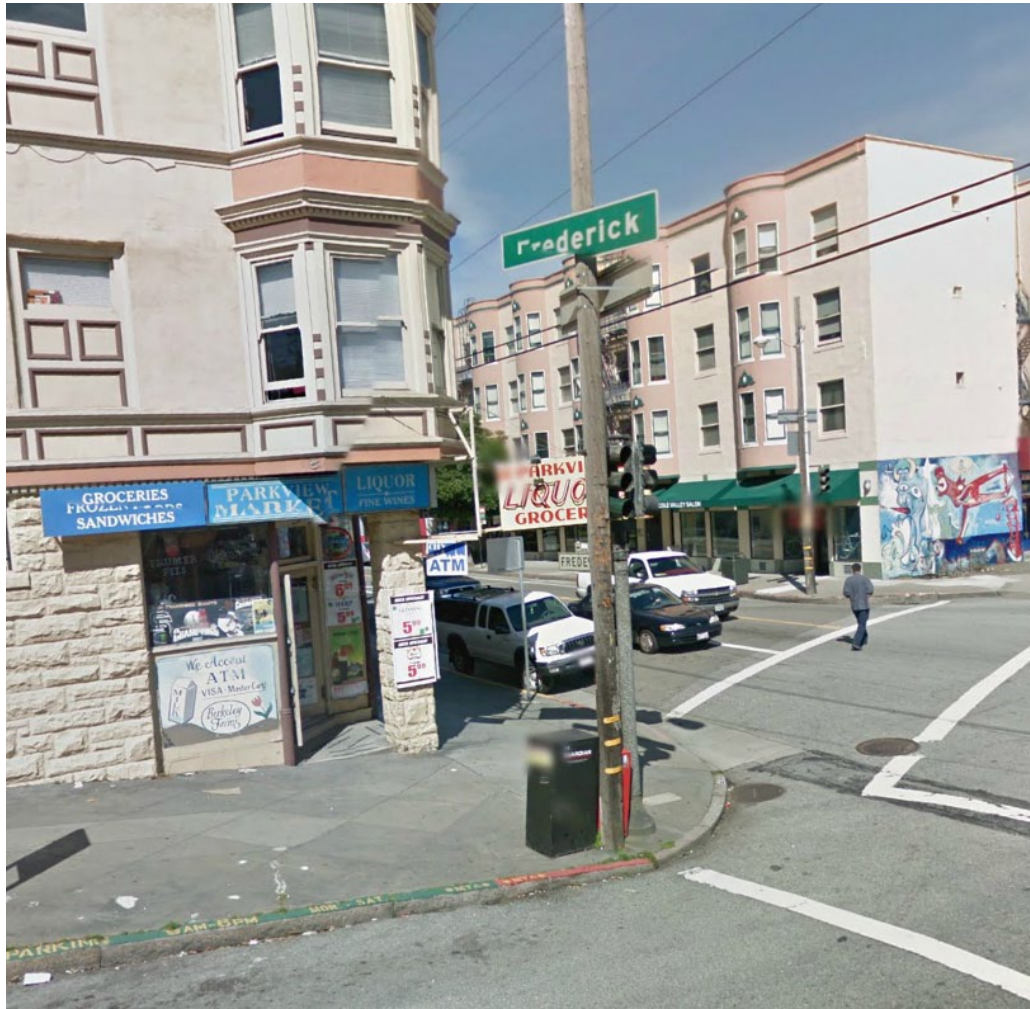


# FOOD AND SYSTEM





# FOOD AND SYSTEM



FOOD

# From FARM to FORK

## DO YOU KNOW WHERE YOUR FOOD COMES FROM?

Not all tomatoes are created equal.

Hunt's tomatoes are grown in sunny  
Oakdale, California, and picked  
when ripe to give the best tasting  
tomatoes all year round.



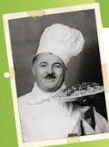
Hunt's tomatoes are naturally  
steam peeled (without chemicals)  
and contain no artificial  
preservatives or ingredients.

Real eggs, pure and simple.

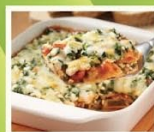


Egg Beaters are a heart-  
healthy option to shell eggs  
and provide the energy and  
nutrients your body needs  
without all the fat, calories and  
cholesterol of shell eggs.

Pasta made with simple, high quality ingredients.



Chef Hector Boiardi wanted to  
make the best sauce and pasta  
dinner, like he served at his  
restaurant in Cleveland, Ohio, more  
accessible for every family.



More than 85 years later,  
Chef Boyardee continues the  
tradition of sharing quick and  
easy meals made with quality  
ingredients, no preservatives  
and authentic recipes.

FOOD AND SYSTEM

Macrocosm

Microcosm

# FOOD AND SYSTEM

Macrocosm and microcosm is an ancient Greek Neo-Platonic schema of seeing the same patterns reproduced in all levels of the cosmos, from the largest scale (macrocosm or universe-level) all the way down to the smallest scale (microcosm or sub-sub-atomic or even metaphysical-level). In the system the midpoint is Man, who summarizes the cosmos.

The Greeks were philosophically concerned with a rational explanation of everything and saw the repetition of the golden ratio throughout the world and all levels of reality as a step towards this unifying theory. In short, it is the recognition that the same traits appear in entities of many different sizes, from one man to the entire human population.

# FOOD AND SYSTEM

Macrocosm/microcosm is a Greek compound of “Macro-” and “Micro-”, which are Greek respectively for “large” and “small”, and the word kósmos which means “order” as well as “world” or “ordered world.”

Today, the concept of microcosm has been dominated by sociology to mean a small group of individuals whose behavior is typical of a larger social body encompassing it. A microcosm can be seen as a special kind of epitome. Conversely, a macrocosm is a social body made of smaller compounds.

[http://en.wikipedia.org/wiki/Macrocosm\\_and\\_microcosm](http://en.wikipedia.org/wiki/Macrocosm_and_microcosm)









## FOOD AND SYSTEM















# FOOD AND SYSTEM

## Telling Stories with Data

Handling Data

Choosing Tools to Visualize Data

Visualizing Patterns over Time

Visualizing Proportions

Visualizing Relationships

Spotting Differences

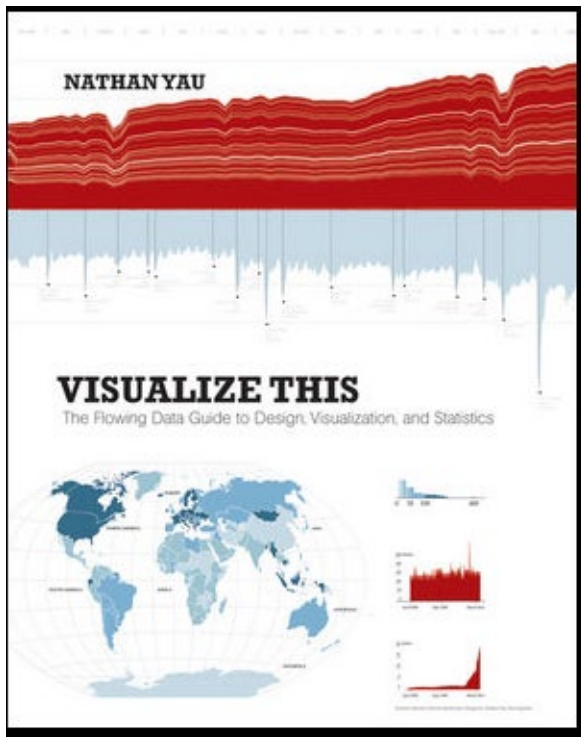
Visualizing Spatial Relationships

Designing with a Purpose

<http://book.flowingdata.com/>

# FOOD AND SYSTEM

Create graphics that tell stories with real data, and you'll have fun in the process.



Learn to make statistical graphics in R, design in Illustrator, and create interactive graphics in JavaScript and Flash & Actionscript.

# FOOD AND SYSTEM

network visualization

Create graphics that tell stories with real data for a quantitative representation. Create graphics that tell stories that are abstract, subjective, or qualitative. This can be done in any process, any media, any methodology for sending and receiving information.

iphone app

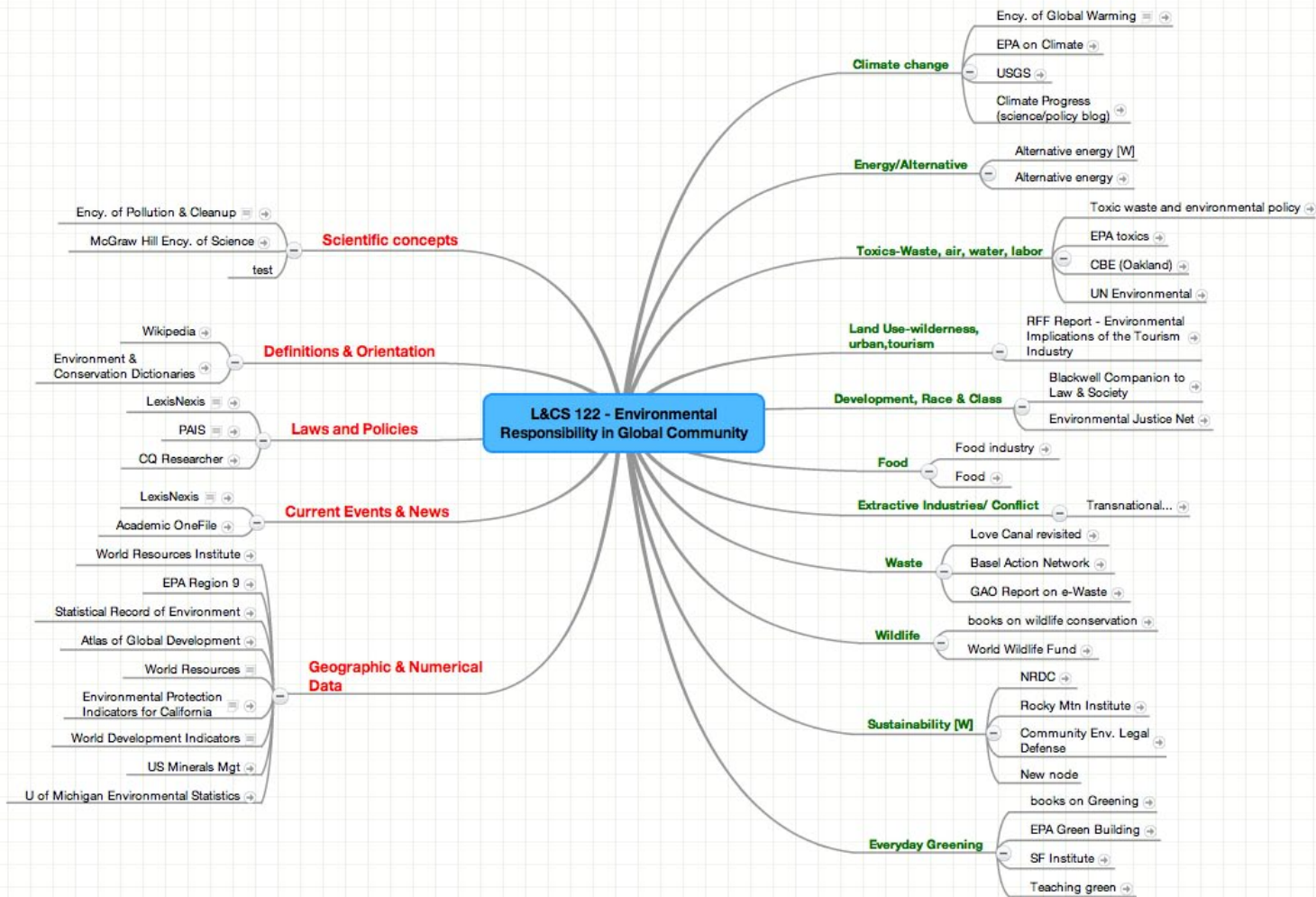
hand drawn

painted

collage

charts

graphs



<http://www.mindmeister.com/demo/198105874>





FOOD +  
SYSTEM



distribution

sources

resources

analyze

compare and contrast

what do you eat?

where does it come from?

what is in it?

critical analysis

content

how we eat.

what we eat

when we eat

why eat?

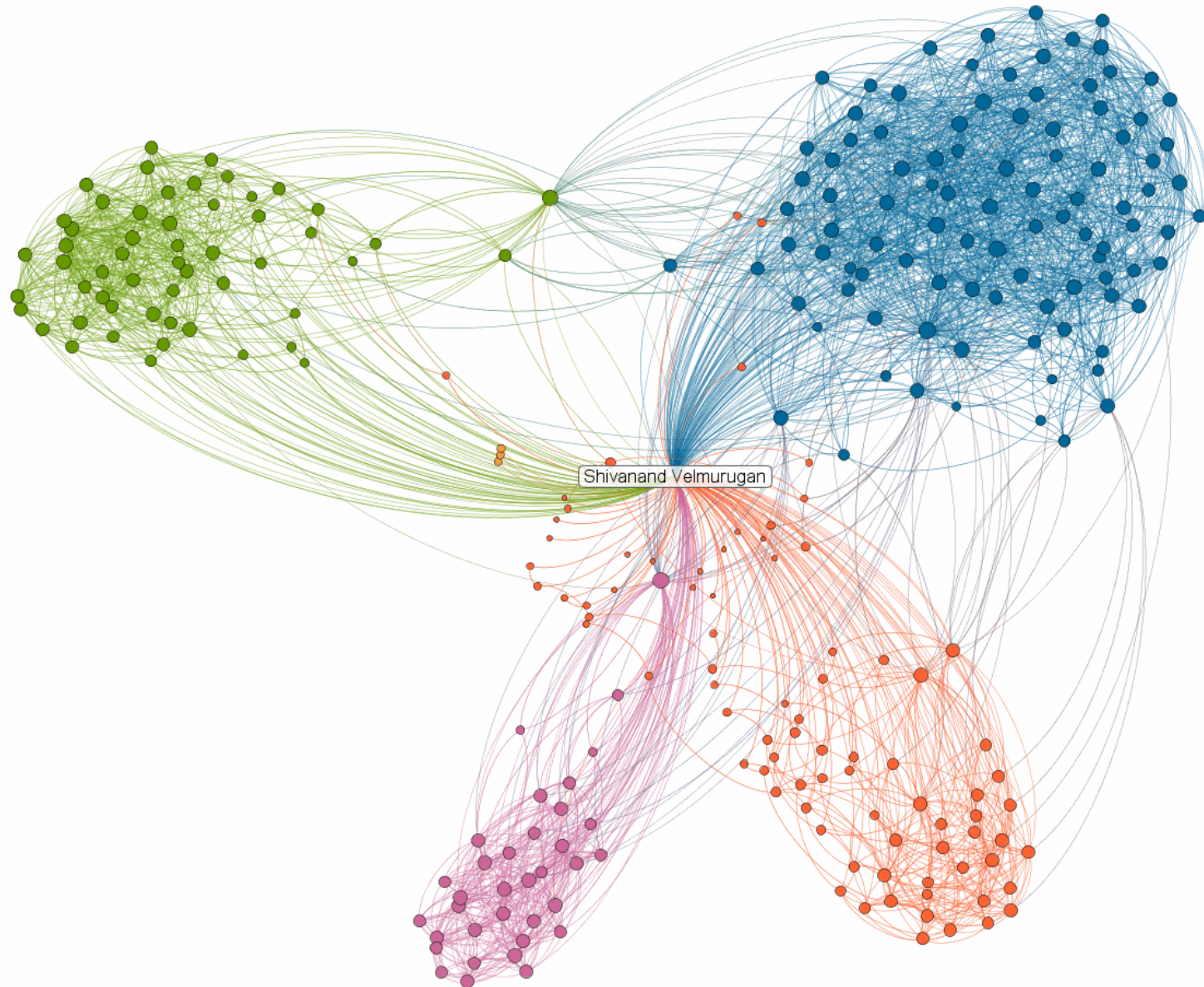
meatrix

free range graphics

factory farming

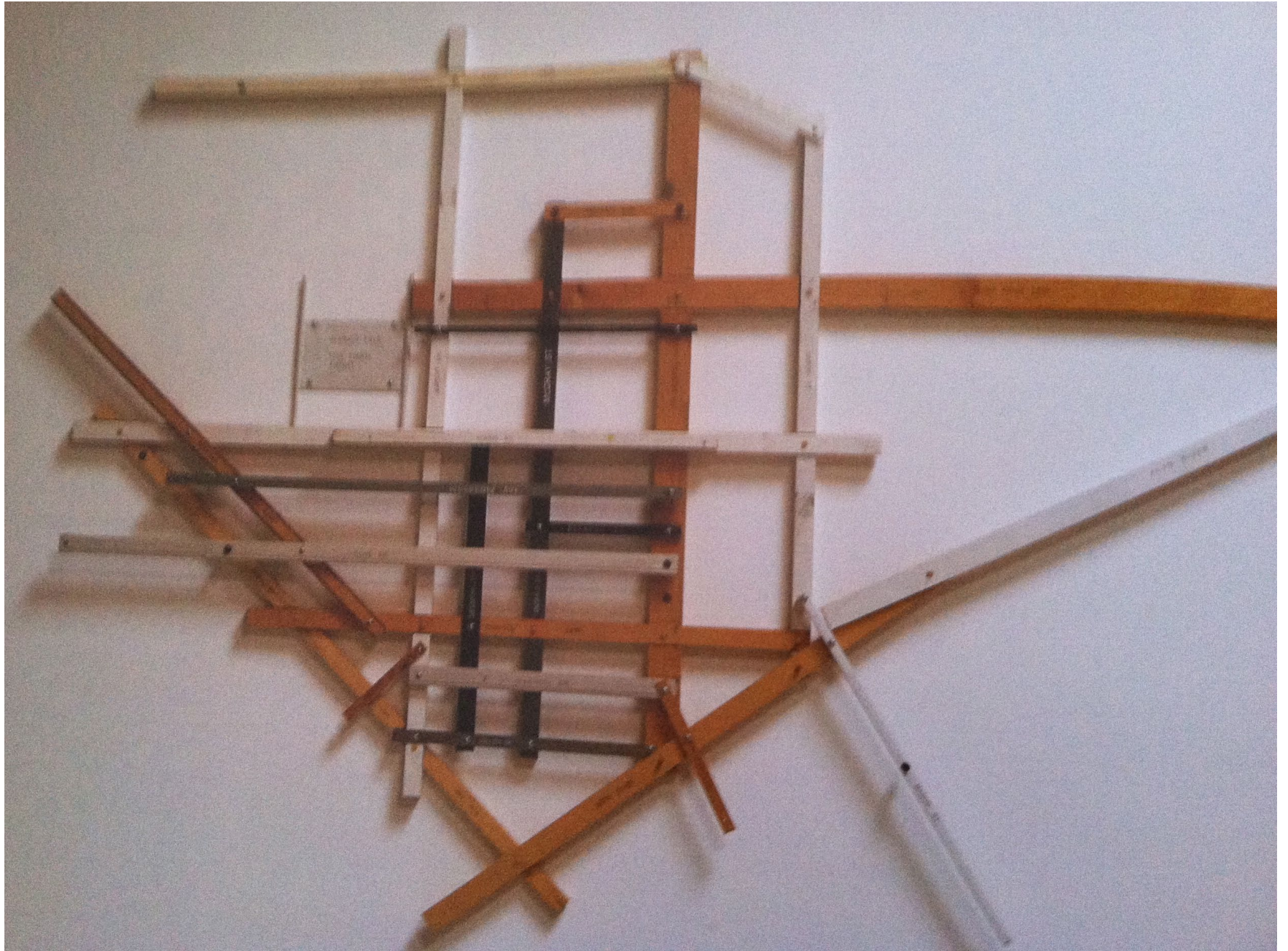
# PRINCIPLES OF NETWORK VISUALIZATION

document  
clarify  
reveal  
expand  
abstract

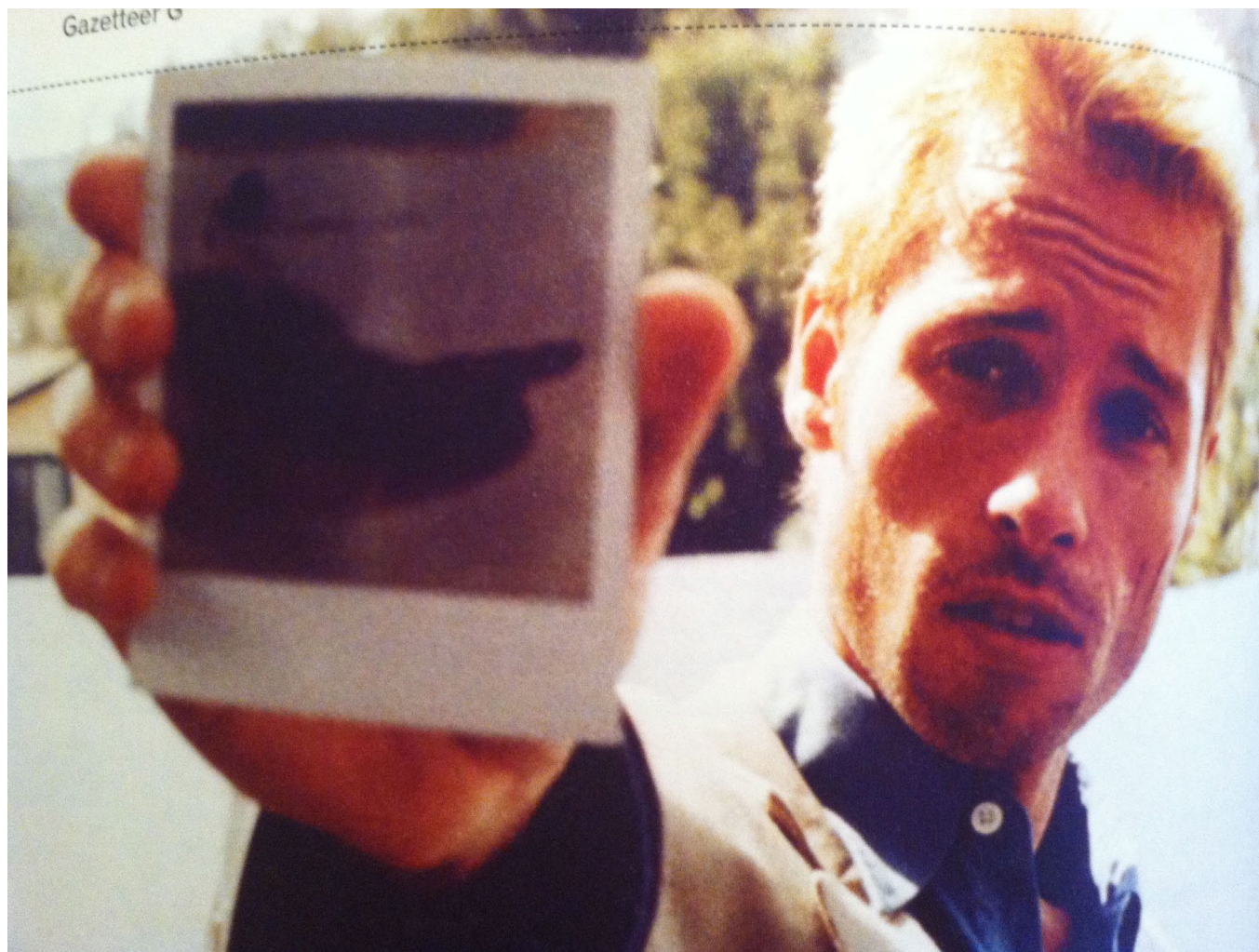


CRAFT











## LEARNING OUTCOMES

### Objectives, Criteria & General Parameters

The objectives of the project are, to varying degrees and dependent on your interests, as follow:

- to develop your abilities in research and advanced problem solving
- to develop a methodology for a design process driven by research.
- to craft information, including data, narrative, qualitative, quantitative and otherwise.
- collaboration with other disciplines and experts
- to understand visual communication design as having the ability
- to provide knowledge and social capital.

The end result should be a project that tells us something new about a site with extensive observation, research, exploration and experimentation.

It should visualize this through (including any or all, but not limited to):

- maps, diagrams (quantitative, qualitative)

- text (list, itinerary, story, poem, forecasts, projections)

- images (photo, illustration)

- motion

- sound

- texture

- experience

- etc.

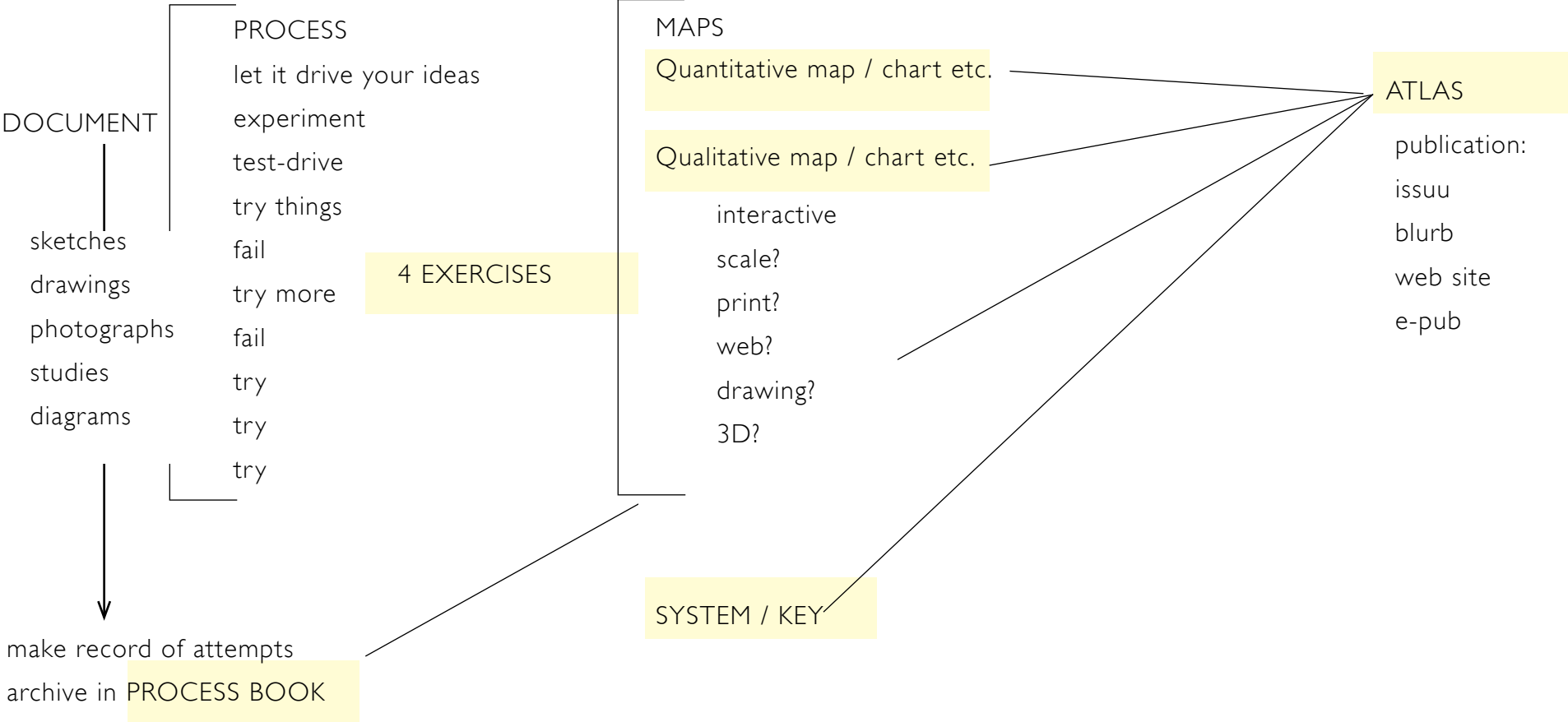
We will be creating a collection of maps. They will be compiled into an atlas. Each map must address some significant aspect of the concept for your investigation. Various methods should be considered and students are expected to explore multiple a wide variety of methods. These methods should be evaluated on their effectiveness as generators of good information relative to your project goals. You will present these methods during reviews. You should examine and determine these methods during your investigations, design explorations and reviews.

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

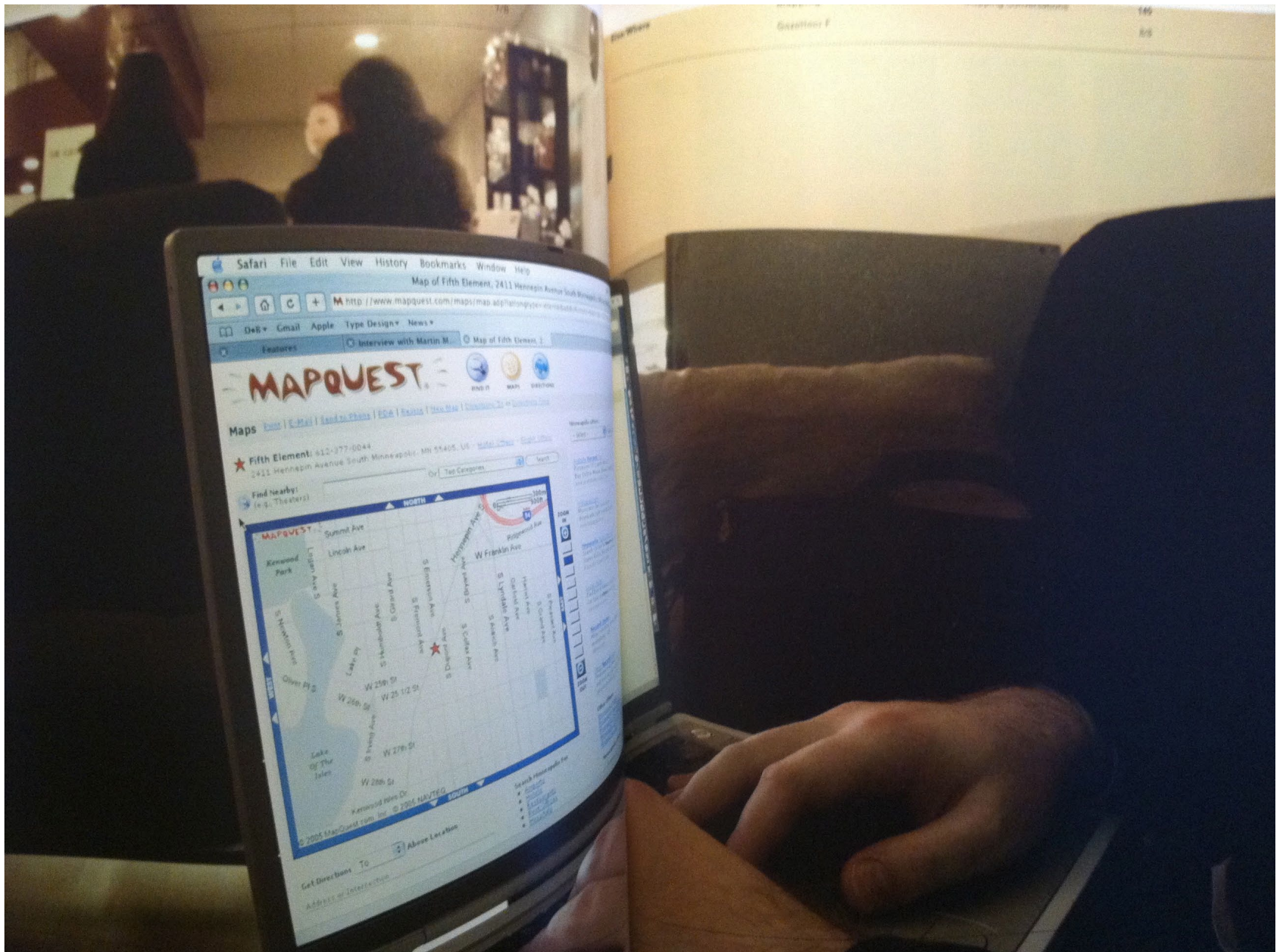
found objects

maps that already exist to help you navigate

screen shots of street views

sketches of path to source of food

shape of path





FRANCIS ALYS

*Fairy Tales, 1995–98*

Photographic documentation of an action in Stockholm.  
Courtesy of the artist and Galerie Peter Köttermann,  
Zürich

*The Leak, 1995*

Photographic documentation of an action in São Paulo.  
Courtesy of the artist and Galerie Peter Köttermann,  
Zürich

Among many other artistic projects, Alys makes *paseos* (walks) through urban landscapes, exploring political aspects of poetic actions. Perhaps the most famous of these is his fifteen-mile walk through Jerusalem in 2005, with green paint streaming from a hole in a car as he retraced the Green Line representing the demarcation on a map drawn at the 1949 armistice of the Arab-Israeli war. Ten years earlier, in 1995, Alys mapped a route through a working-class neighborhood in São Paulo with blue paint, called *The Leak*, and began a *paseo* through Stockholm, *Fairy Tales*, with an unraveling sweater drawing sinuous lines on his personal map. He has pushed a block of ice for nine hours through Mexico City streets (*Painder of Praxis I*, 1997); flown around the world, touching down in seven countries, to travel between Tijuana and San Diego without crossing the U.S.–Mexico border (*The Loop*, 1997); and walked through Copenhagen for a week, each day under the influence of a different drug (*Narcotourism*, 1996). While Richard Long (see next page) navigates the most desolate landscapes, Alys follows man-made roadways through densely inhabited surroundings, embracing serendipity along the way. In each case, the lines he leaves as he walks reflect the transient and mutable nature of mapmaking.





Phase 02

Present solutions on Tuesday, September 04

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~!