Crafting Data

Task	Time
1. Gathering/Crafting Data	~15%
2. Understanding the Data	~35%
3. Designing with the Data	~50%

Animal Wine ✕	**Crazy Foam** ✕	**Dentyne Fire Gum** ✕
3 Concepts 3 days ago Locking in 15 days	6 Concepts 3 days ago Locking in 12 days	1 Concept 3 days ago Locking in 2 months
Five Gum ✕	**Luchador Wine** ✕	**Nestea Raspberry** ✕
1 Concept 3 days ago Fielding	4 Concepts 3 days ago Results ready	1 Concept 3 days ago Results ready
R Wine ✕	**Stride** ✕	**Trident Splash Refresh** ✕
1 Concept 3 days ago Locking in 1 month	1 Concept 3 days ago Fielding	7 Concepts 3 days ago Results ready

A Simple Project Selection Screen

Name

Crazy Foam

Image

Number of Concepts

6 Concepts

Locking in 12 days

3 days ago

Deadline

Last Updated

Crafting Data

Num	Project	Concept	@Image	Updated	Status	IsNew
3	Concepts	Animal Wine	AnimalWine_01.png	3 days ago	Locking in 15 days	I
6	Concepts	Crazy Foam	CrazyFoam_01.png	Aug 18, 2012	Locking in 12 days	I
1	Concept	Dentyne Fire Gum	Dentyne_01.jpg	Oct 12, 2012	Locking in 2 months	I
1	Concept	Five Gum	Five_01.jpg	Oct 12, 2012	Fielding	I
4	Concepts	Luchador Wine	Luchador_01.png	Oct 12, 2012	Results ready	I
1	Concept	Nestea Raspberry	Nestea_01.png	Oct 12, 2012	Results ready	I
1	Concept	R Wine	RWine_01.png	Oct 12, 2012	Locking in 1 month	I
1	Concept	Stride	Stride_01.jpg	Oct 12, 2012	Fielding	I
7	Concepts	Trident Splash Refresh	TridentSplash_01.jpg	Oct 12, 2012	Results ready	I
1	Concept	Trident Watermelon	TridentWatermelon_01	Oct 12, 2012	Fielding	
3	Concepts	Trident White	TridentWhite_01.jpg	Oct 12, 2012	Locking in 5 days	
1	Concept	Twist Gum	Twist_01.jpg	Oct 12, 2012	Locking in 2 days	
1	Concept	Wrigleys	Wrigleys_01.jpg	Oct 12, 2012	Locking in 1 month	
4	Concepts	Yellow Blue Wine	YellowBlue_01.png	Oct 12, 2012	Fielding	

Crafting Data

- Name + Image need to align

- Deadline – a few will have upcoming deadlines. A few will have ended. There probably won't be any with far away deadlines

- Last Updated – Correlation between deadline and last updated

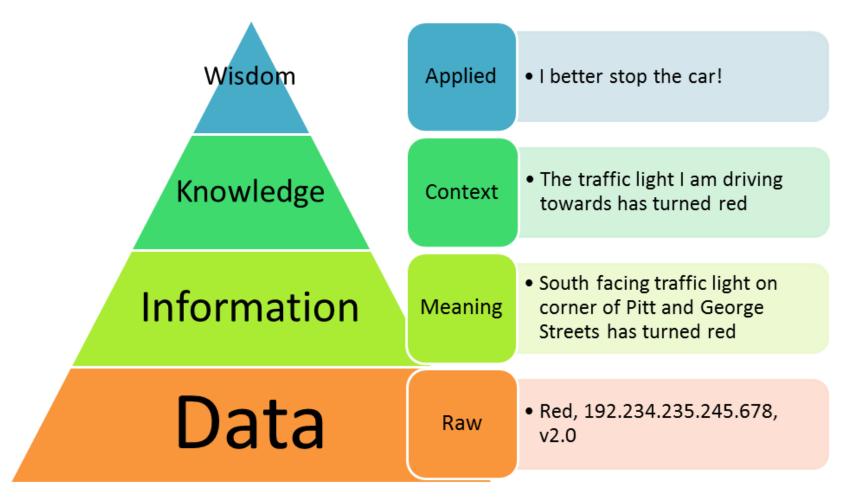- Number of Concepts – Most projects will have 3–5 concepts.

Same Data – Different Design

InDesign DataMerge

1. Export as .indd or .png to include in a comp

2. Export individual elements as .png to include as content in prototypes

Use Layers to create hover states or alternate views of the same content (i.e. deleted view)
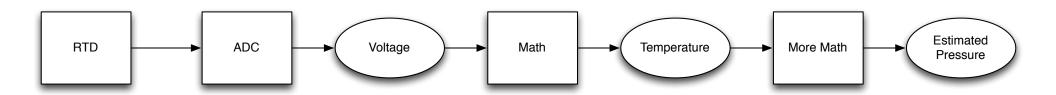
Data Information Knowledge Wisdom

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5 More Topics for Software Designers, Ben Salinas, http://bsalinas.github.io/FiveMoreTopics/

Engineering Example

"Measurement Space"   "State Space"

If we were crafting a dataset for a steam boiler, we'd want a story to be told in bars of pressure but we would be creating data in ohms of resistance.

Some Steps to Crafting Data

1. What are the stories you want to tell?

2. What does the raw data need to look like?

3. How do you jump from the stories (Knowledge) to the underlying information and data?

An Example

In your groups, craft a few Olin students' schedules.

They shouldn't be yours.
They should tell a story.