

**THESIS 2:
RULES AND SOCIAL
CONTRACTS**

HOW TO MAKE SENSE OF THESIS II

EXPECTATIONS



<p>We will meet every Monday morning. Lecture will start promptly at 10 AM. Lateness will not be tolerated. Absences must be excused 24 hours in advance.</p> <p>Each week you are responsible for furthering your research and design process while documenting your work publicly. Blog posts are expected to be live by noon on Tuesday each week.</p> <p>If a week's content is missed, it must be made up by the end of the semester to pass this class.</p>	<p>By March 7th you must hire an editor to work with you on the production of your final book.</p> <p>On March 14th you will have a written first draft of your book that will be submitted for peer review.</p> <p>On April 18th you will send your final designed book to the printer.</p> <p>By March 10 and April 28 you must submit one dossier of work completed in this class, according to the standards of the department.</p>	<p>By May 2nd you must provide three professionally printed and bound books of no less than 25,000 words each. Each book must contain the following content:</p> <ul style="list-style-type: none"> Table of Contents Introduction Goals & Objectives Research Methodology Audience & Market Looking Forward Footnotes Bibliography Appendices
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FINAL DATES & BOOK CRITERIA



CLASS LECTURES, WORKSHOPS & MILESTONES



Lecture Schedule

Milestones & Activities

January 11: Information, Content and Data	Where are you going?
January 18: NO CLASS -- MLK Day	
January 25: Prioritize Users & Stakeholders	Who are you serving?
February 1: Establish Meaning	What is good?
February 8: Why, What and How	1:1s with Abby
February 15: Factors, Context & Channels	Who, What, Where?
February 22: Diagram the Damn thing	Diagram Sketch Session
February 29: Fidelity & Resolution	What is your path to completion?
March 7: NO CLASS -- Spring Break	Editor Hired
March 14: Objects to Ecosystems	Peer Review of Book Draft 1
March 21: Storymapping	Storymapping with guest Donna Lichaw
March 28: Taxonomy & Choreography	Book Layout Group Critique
April 4: Categorization & Sorting	Peer Review of Book Final Draft
April 11: Adjusting is part of reality	Final Book Group Critique
April 18: Office Hours	Send Books to Printer
April 25: Office Hours	Office Hours with Abby

CLASS RULES



Class Rules:

- No one is late (this means you are early)
- No existential crises
- No changing thesis topics
- No whining
- No mobile phone use in class
- No note passing

Repeat after me...

I promise to see my thesis work from the fall semester through without questioning all of the other topics I could work on instead. I will not allow my impending post-school life to leak all over my last semester of school. I promise to treat my classmates with the respect with which I would like to be treated. I promise to spread out the writing part of my thesis so as not to screw myself later on. I promise to make decisions about how I use my time with future me's happiness and wellness in mind.

PLEDGE



WHAT YOU WILL MAKE...

- An online record of your thesis work which will be kept up to date weekly
- A 25,000 word book explaining your work including a lexicon of terms used
- Two dossiers for the department to use in talking about your work

MILESTONES

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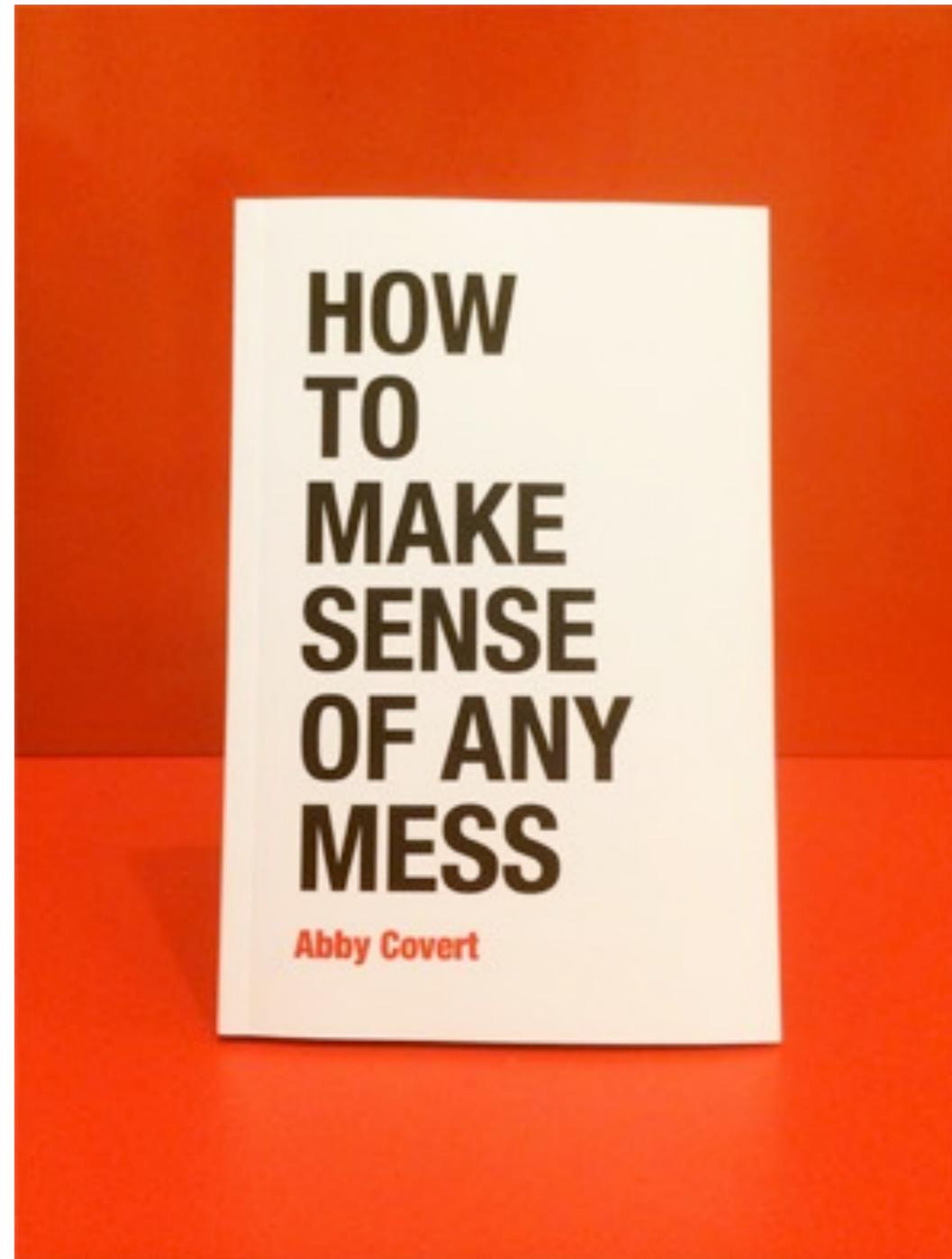
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ROUTINE

- **10-10:15:** Survey Completion (<http://bit.ly/ThesisCheckin>)
- **10:15 - 10:30:** Questions
- **10:30 - 11:00:** Lecture
- **11:00 - 11:15:** Break
- **11:15 - 12:50:** Workshop or 1:1s
- **By Noon Tuesdays:** Post Blog Updates

Class materials will be posted at: http://abbytheia.com/sva_2016/

OUR TEXTBOOK



QUESTIONS?

1

**INFORMATION,
CONTENT & DATA**

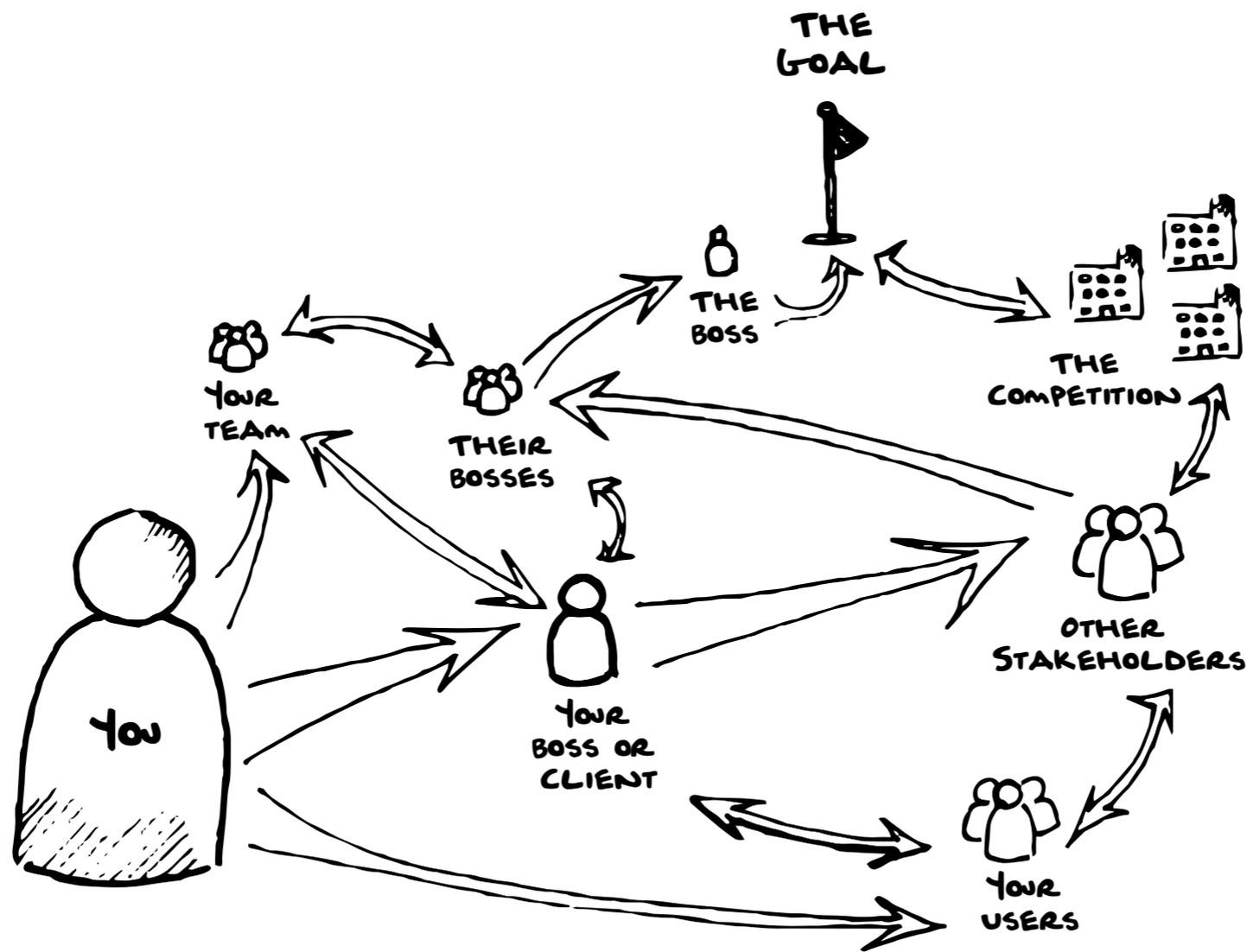


**Every thing
is complex.**

**We have to get
comfortable with
making sense of
complexity**



**RABBIT
HOLE OF
COMPLEXITY**

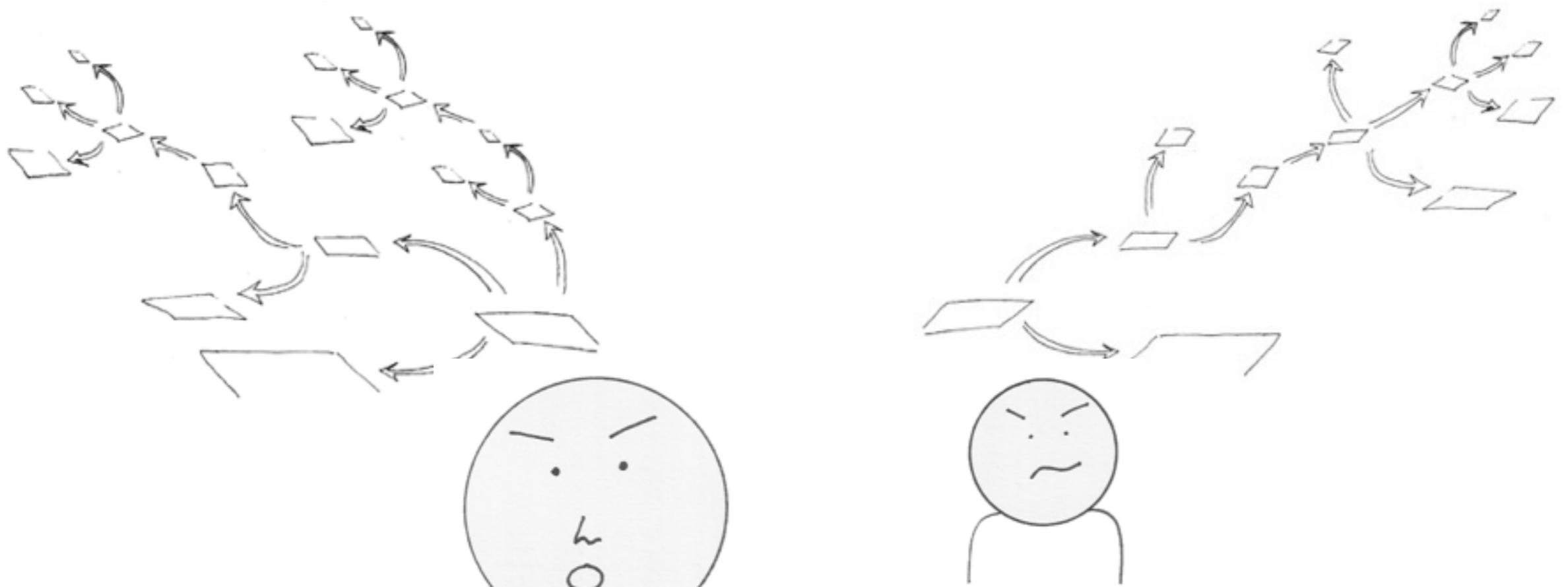


THE POLITICS of MAKING SENSE

Everyone has an opinion
and it can be frustrating to
really talk things out



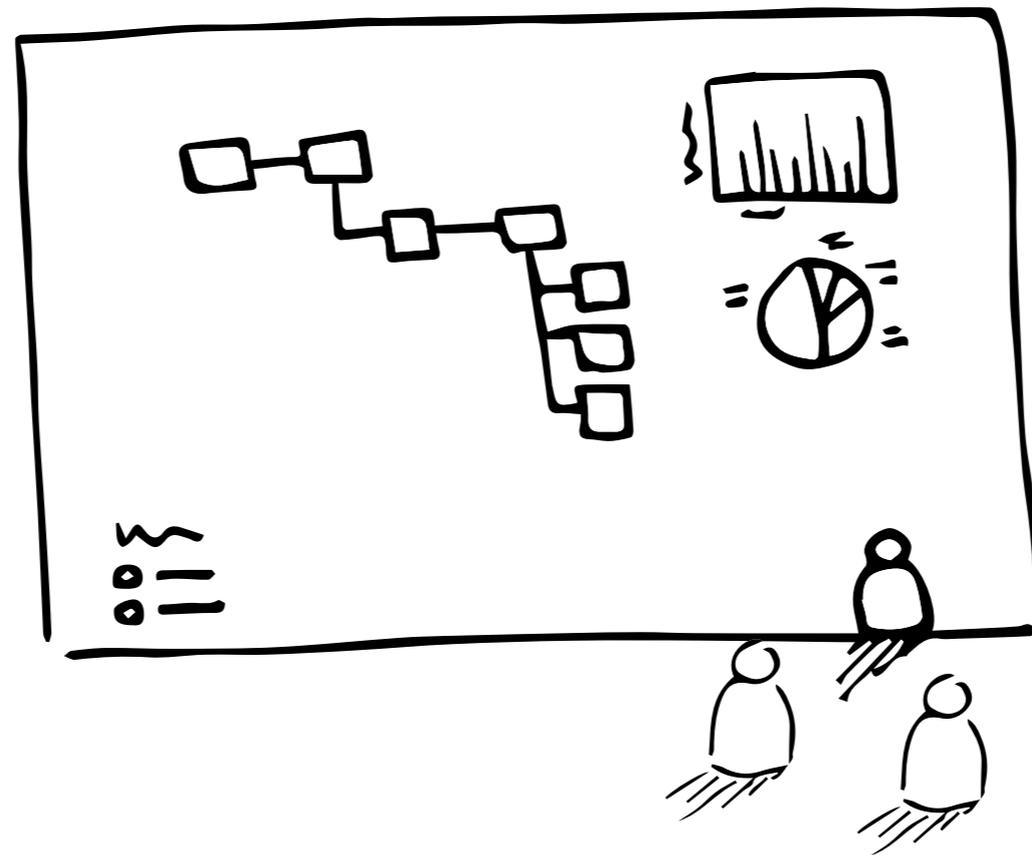
Frustration occurs when people have different mental models





**Creating objects
allows us to
discuss &
compare
differing models**

**When we have
something in common to point to
we can reach agreement more
easily**



**With agreement
comes momentum**



Information Architecture

is the way we arrange the parts of something to make it more understandable as a whole.

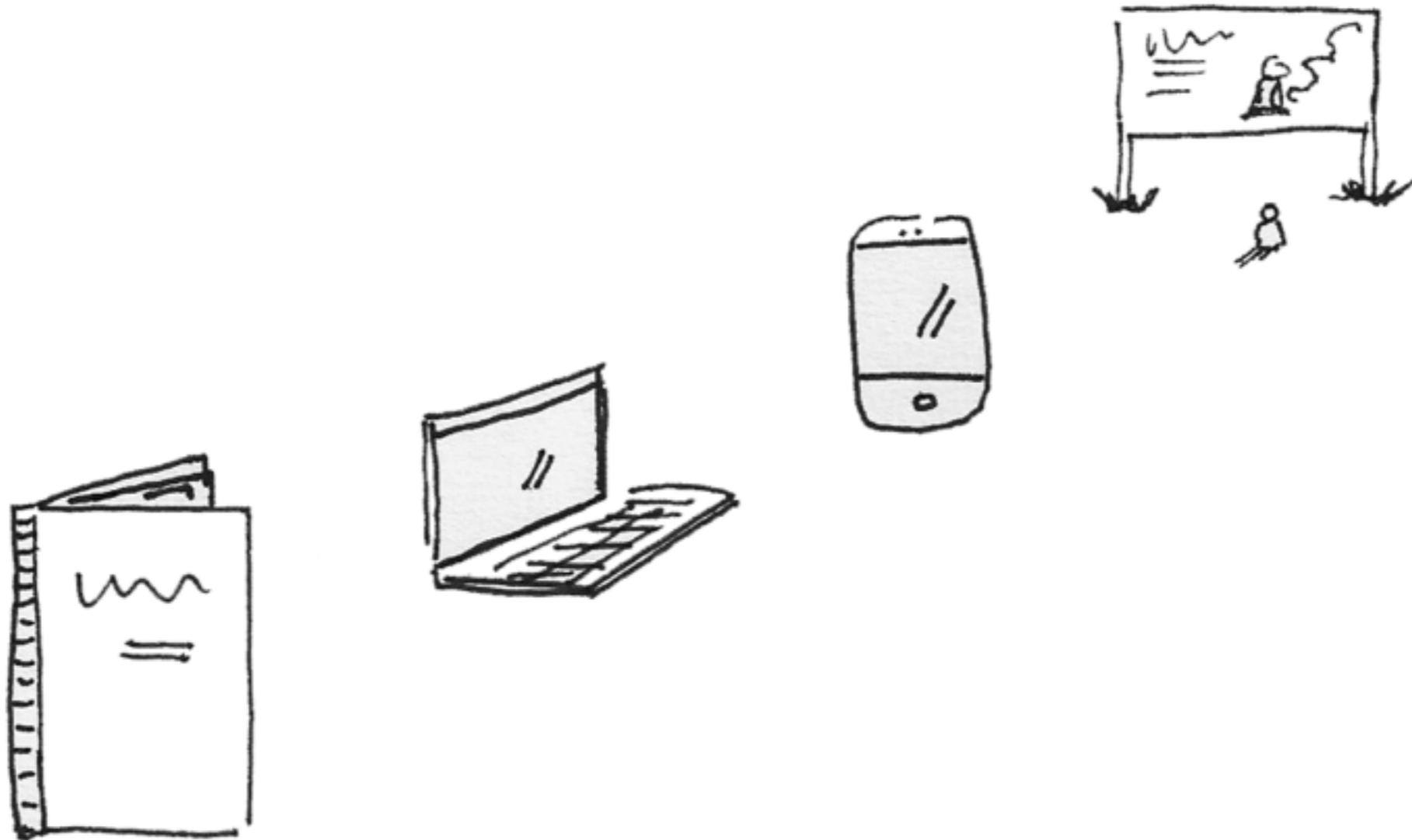
Everyone

Architects Information

**Thinking about
information
as material is hard**



Every thing has **information**



**But information is not a
thing itself.**



OATMEAL RAISIN
Large House Cookie

2.70

**DOUBLE
CHOCOLATE**
Large House Cookie

2.70

**DOUBLE
CHOCOLATE**
Large House Cookie

2.70

Let's dissect this scene.

Data is facts, observations, and questions about something.

The individual pieces of context, knowledge, assumptions and questions each viewer considers during their judgement of the cookie arrangement.

Content is whatever you're arranging or sequencing.

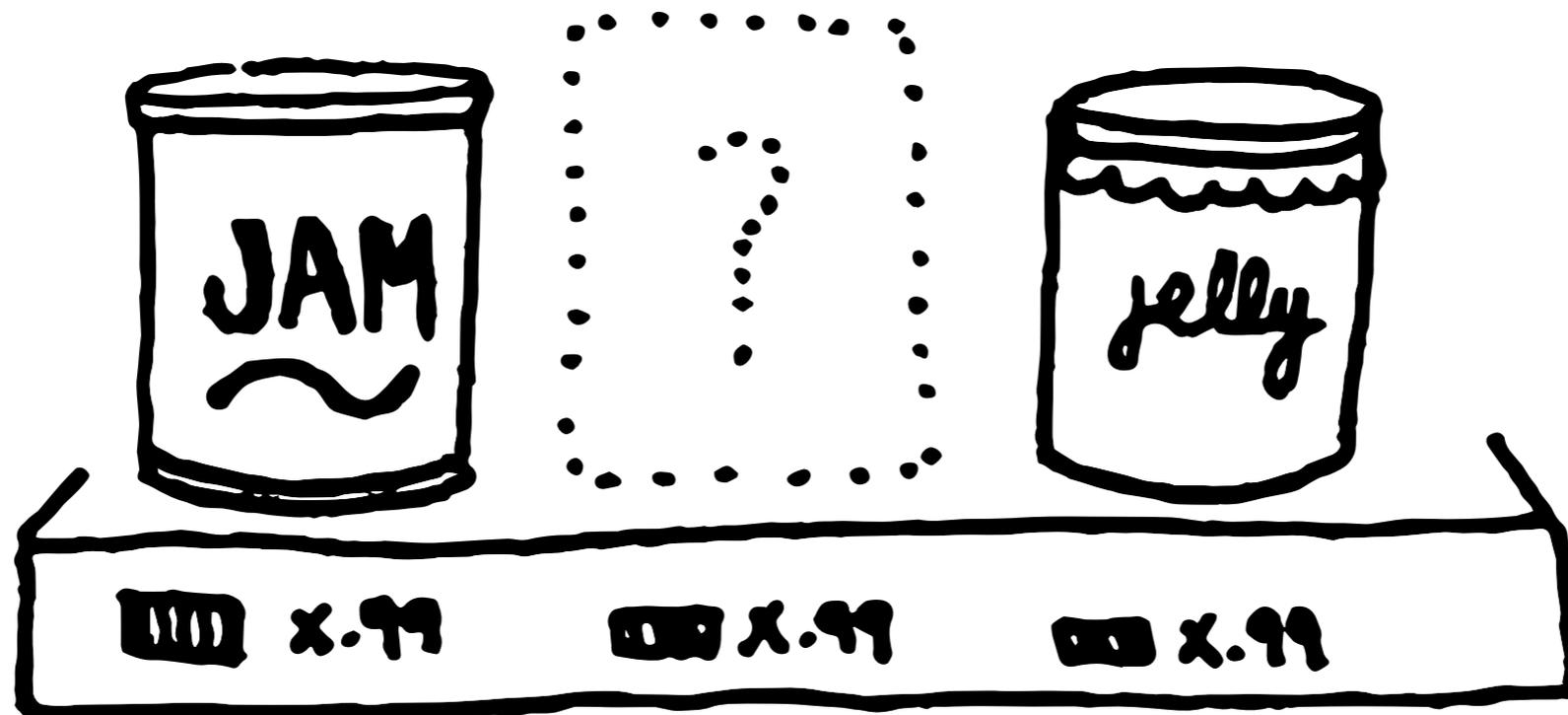
The cookies, the plate, the signage, the crumbs, the smells in the air, the other products in the case and items on the menu et al...

Information is is whatever a user interprets from the arrangement or sequence of things they encounter.

Each viewer's:

- Belief or non-belief that other cookies were on that plate.
- Subjective reasoning for the unequal amount of cookies.

Information can be
made from the lack
of physical material



There is no true information



There is only spin

Meaning is **subjective**

Meaning is **demographic**

Meaning is **socio political**

Meaning gets **lost in translation**

Meaning is **complex**

QUESTIONS?

WORKSHOP:

“WHERE ARE
YOU GOING?”

DRAW YOURSELF A MAP

- **20 min discussion:** In pairs, discuss the hopes and fears involved in undertaking your thesis project.
 - What obstacles will you deal with?
 - What actions are most outside your skill-set or just the most dreaded?
 - What are the risks you will have to take?
 - Which parts do you fear most? Why?
 - Which parts are you most excited about? Why?
 - What is your mental model of the problem you are working on? what are competing mental models?
- **20 min individual work:** Make a map of the territory you will be crossing in your final semester. Focus on being honest with yourself about the intent you have, outcomes you seek and timing you require.
- **20 Min discussion:** Share with your partner and discuss

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BLOGS DUE TOMORROW BY NOON →

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NO CLASS NEXT MONDAY →

BLOGS STILL DUE TUESDAY 1/19!