GIORGIA LUPI and STEFANIE POSAVEC

PHONES

CONVERSATIONS

TO-DO LIST

GRATITUDE

SMILES

LOVE

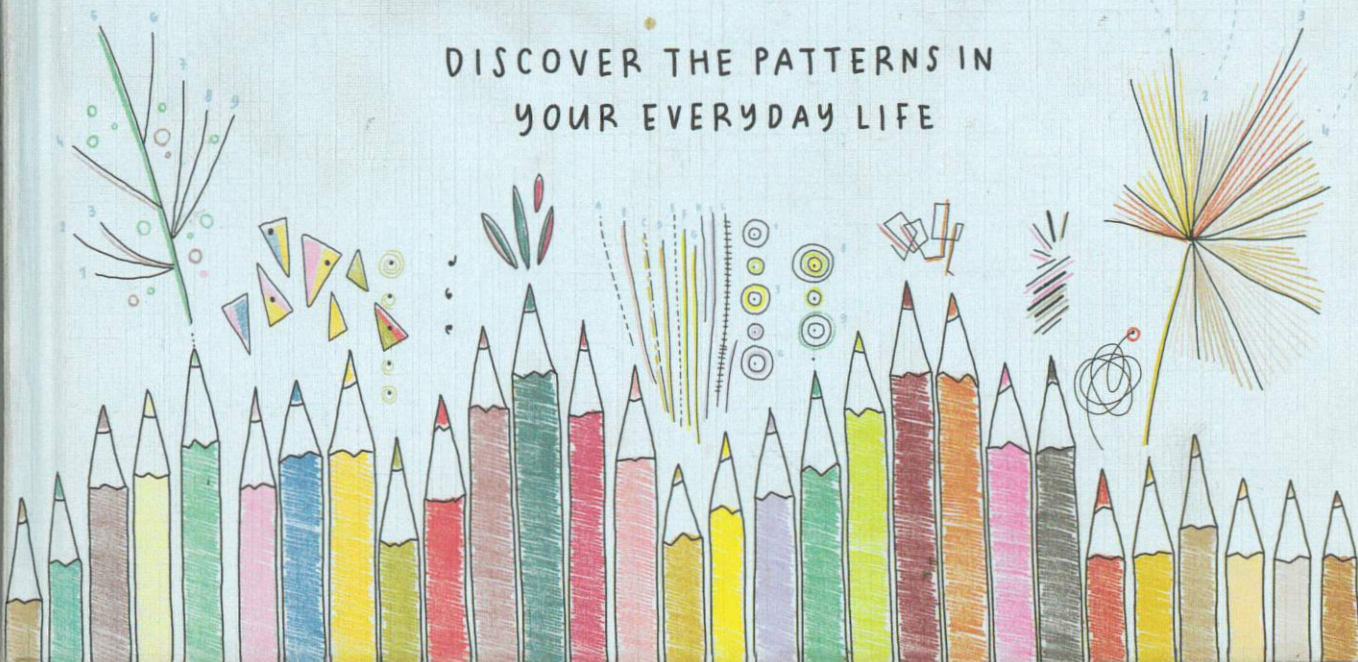DREAMS

DISTRACTIONS

OBSERVE, COLLECT, DRAW!

A VISUAL JOURNAL

DISCOVER THE PATTERNS IN YOUR EVERYDAY LIFE

1 2 3 4 5 6 7 8 9 10
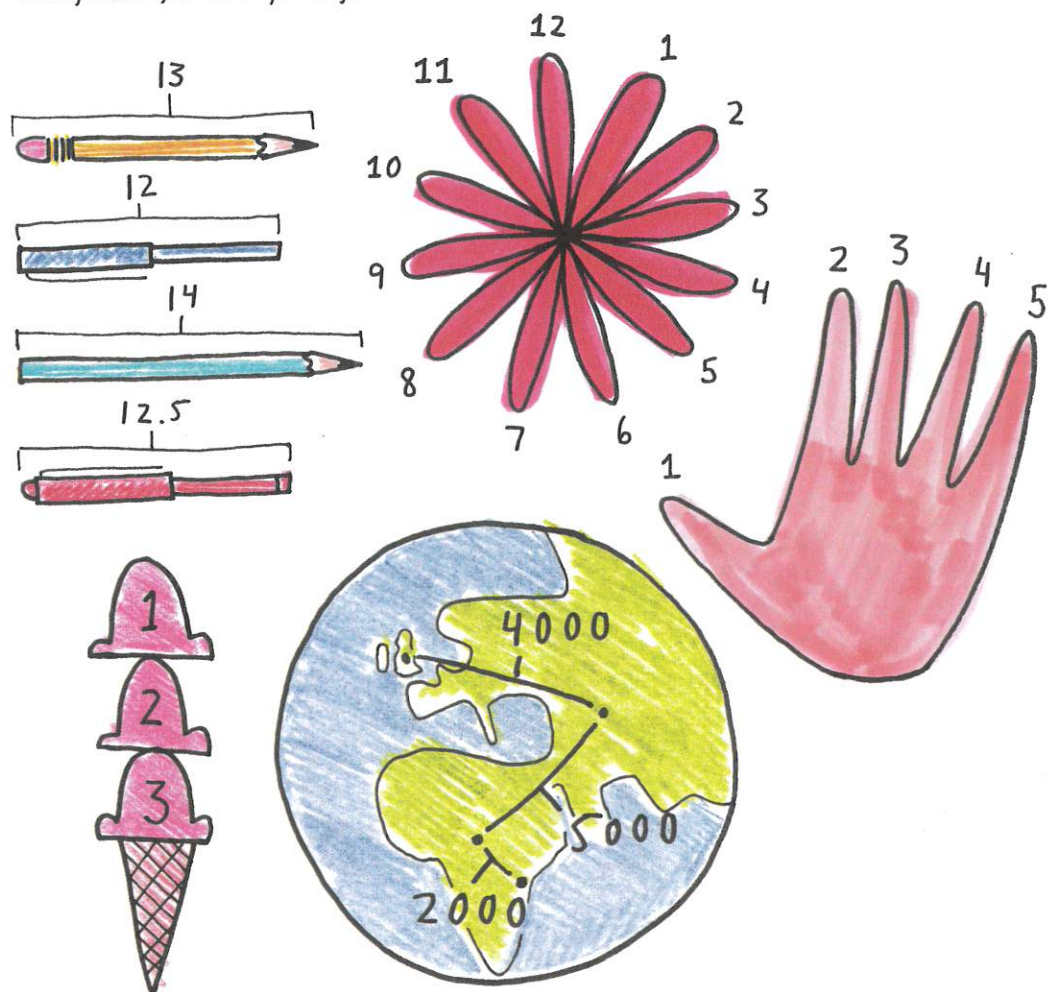
WHAT IS DATA?

Every plant, every person, and every interaction we take part in can be mapped, counted, and measured, and these measurements are what we call data.

Once you know how to find these invisible numbers, you begin to see these numbers everywhere, in everything.

WHY DOES IT MATTER?

DATA COLLECTED FROM LIFE CAN BE A SNAPSHOT OF THE WORLD IN THE SAME WAY THAT A PICTURE CATCHES SMALL MOMENTS IN TIME, AND IT CAN BE USED TO DESCRIBE THE HIDDEN PATTERNS FOUND IN EVERY ASPECT OF LIFE, FROM OUR DIGITAL EXISTENCE TO THE NATURAL WORLD.

BY SEEING THE WORLD THROUGH THE LENS OF DATA, AND SKETCHING THE PATTERNS YOU DISCOVER IN THE DETAILS OF YOUR LIFE, YOU CAN ENCOURAGE YOURSELF TO NOTICE MORE CLOSELY THE LIFE UNFOLDING AROUND YOU, AND BECOME MORE IN-TUNE WITH YOUR WORLD AND YOURSELF IN THE PROCESS.

"... ALL OF THE TIMES YOU HELPED ME LAST WEEK..."

"... THE MOMENTS I FELT GRATEFUL TODAY..."

"... THE TRIPS I'VE BEEN ON... → ALONE → WITH FAMILY → WITH FRIENDS → OVERSEAS

"... MY SLEEPING PATTERNS FOR ONE WEEK..."

SLEEPING

AWAKE IN BED

PAINT, PAPER, CLAY... AND DATA!

For centuries, artists have used paper and pencils to sketch the life unfolding around them, but in the digital age, data has become a creative material like paint or paper, offering a new way of seeing and engaging with the world.
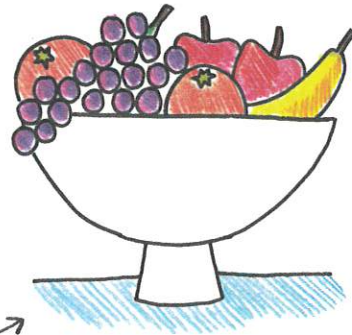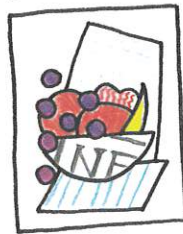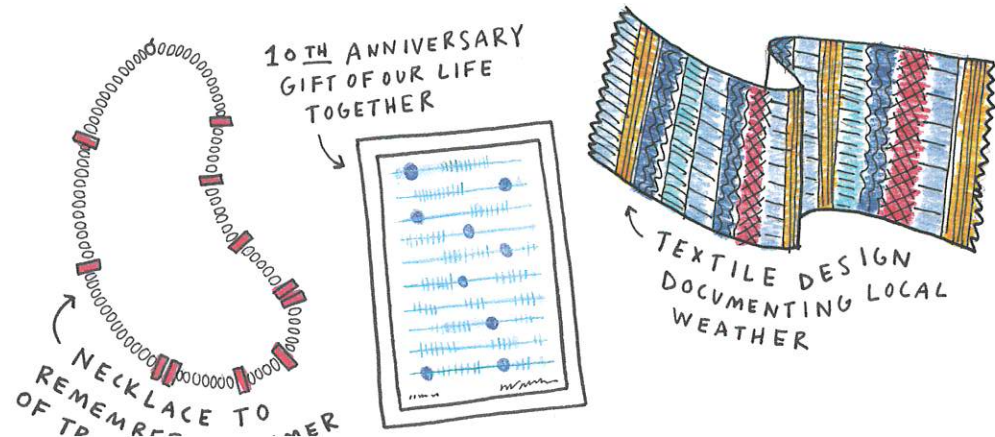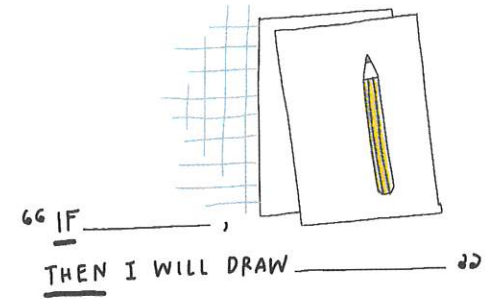
PHOTOGRAPHY

PENCIL

COLLAGE

DATA!

You can use your data as a starting point not only for drawings and discovery, but also in other creative projects, such as jewelry, gifts, textile patterns, sculptures, and more!

NECKLACE TO REMEMBER OF ...

10TH ANNIVERSARY GIFT OF OUR LIFE TOGETHER

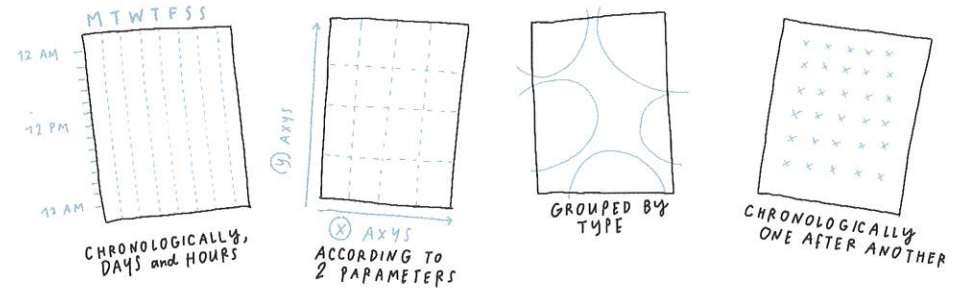TEXTILE DESIGN DOCUMENTING LOCAL WEATHER
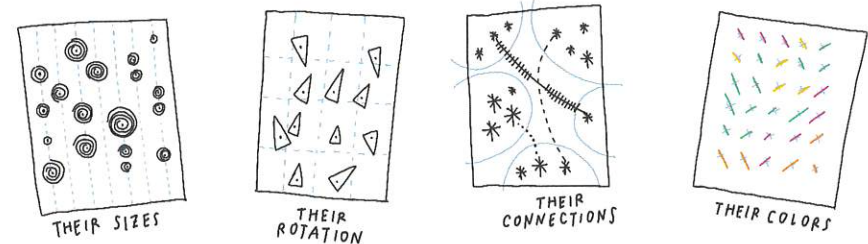
FINDING FREEDOM IN CONSTRAINTS

AFRAID OF THE BLANK PAGE? DRAWING WITH DATA WILL FUEL YOUR CREATIVITY. AFTER YOU ESTABLISH A SET OF RULES, EVERY SYMBOL, COLOR, PATTERN, OR LINE WILL BE GUIDED BY SOMETHING YOU HAVE NOTICED, COUNTED, AND CATEGORIZED.
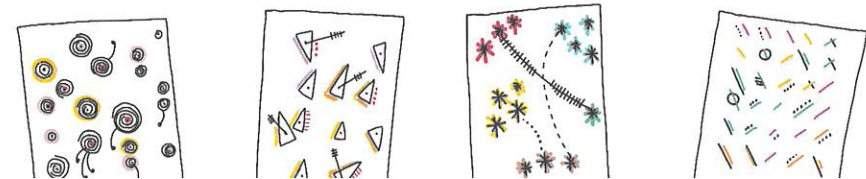
"IF _____ , THEN I WILL DRAW _____ "

RULES FOR ORGANIZING MY DATA ON THE PAGE:

M T W T F S S
12 AM
12 PM
12 AM
CHRONOLOGICALLY, DAYS and HOURS

Y AXYS
X AXYS
ACCORDING TO 2 PARAMETERS

GROUPED BY TYPE

CHRONOLOGICALLY ONE AFTER ANOTHER

RULES FOR THE MAIN SHAPES FOR MY DATA:
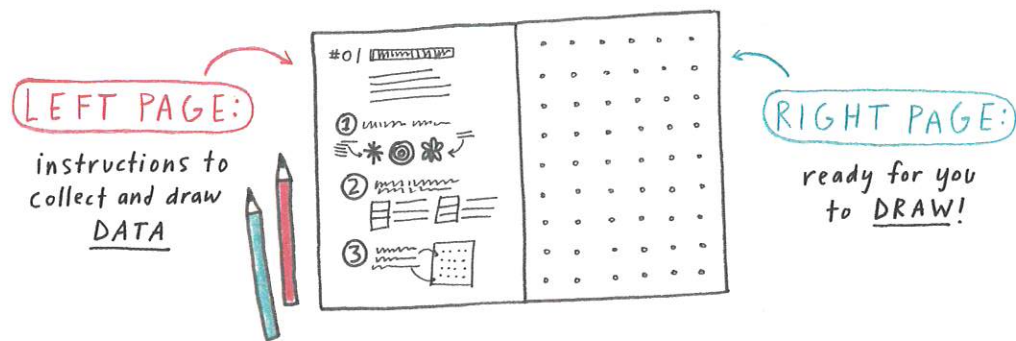
THEIR SIZES

THEIR ROTATION

THEIR CONNECTIONS

THEIR COLORS

ADD COLOR·BASED RULES FOR THEIR ATTRIBUTES:

COLLECTING AND DRAWING YOUR DATA

ALL OF THE ACTIVITIES FOLLOW THE SAME FORMAT:

LEFT PAGE:
instructions to collect and draw DATA

RIGHT PAGE:
ready for you to DRAW!

THERE ARE LOTS OF DIFFERENT WAYS TO COLLECT YOUR DATA. USE WHATEVER WORKS FOR YOU!

PAPER

YOUR PHONE'S CALENDAR

NOTE-TAKING APPS

NOTEBOOKS

TAKING PHOTOS

HMM, WHICH PENS AND PENCILS TO USE?

PRE-COLORED LEGEND → USE THE SAME COLORS!

BLANK LEGEND → CHOOSE YOUR OWN COLORS!
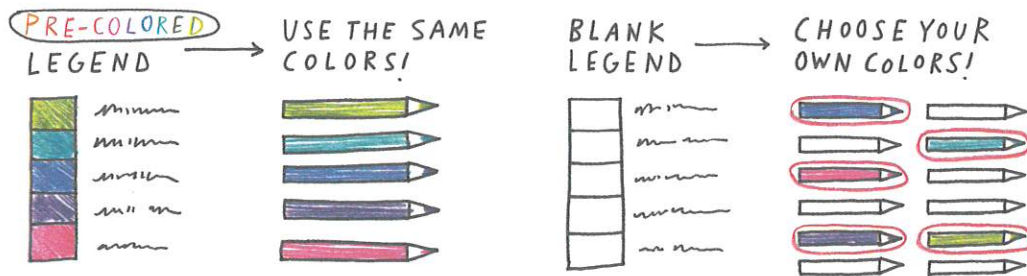
READY TO SHARE YOUR DRAWING WITH THE WORLD?

#DEARDATA

#DEARDATA

#OBSERVECOLLECTDRAW

JOIN OUR COMMUNITY AND COMPARE YOUR DATA WITH OTHERS!

When sharing your drawings on social media, use the hashtags #DEARDATA and #OBSERVECOLLECTDRAW to link your work to the wider community of people documenting their lives through drawing!

#OBSERVECOLLECTDRAW

#DEARDATA

#DEARDATA

#DEARDATA

LEARNING TO SEE

OVERCOME YOUR FEAR OF THE BLANK
PAGE WHILE LEARNING MORE ABOUT
USING DATA AS A MATERIAL.

taking
visual
inspiration ....
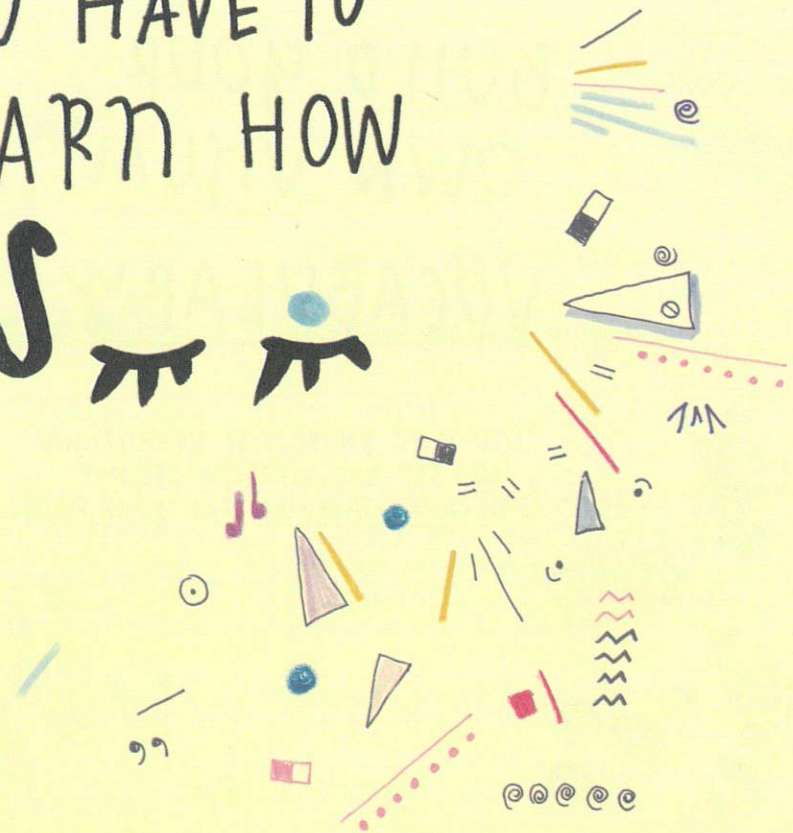and building
your set of tools
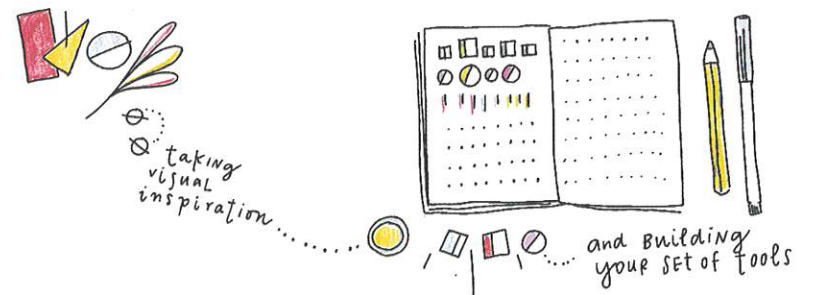
WHAT DO WE LIKE of WHAT WE SEE?
WHAT ELEMENTS, ASPECTS, AND FEATURES DO
WE APPRECIATE and WHY?

LEARNING TO SEE AND TO UNDERSTAND THE AESTHETIC
QUALITIES THAT ATTRACT US IS ESSENTIAL FOR
CREATORS of ANY KIND.

KANDINSKY

MALEVICH

MUSIC NOTATION

OBJECTS IN THE WORLD
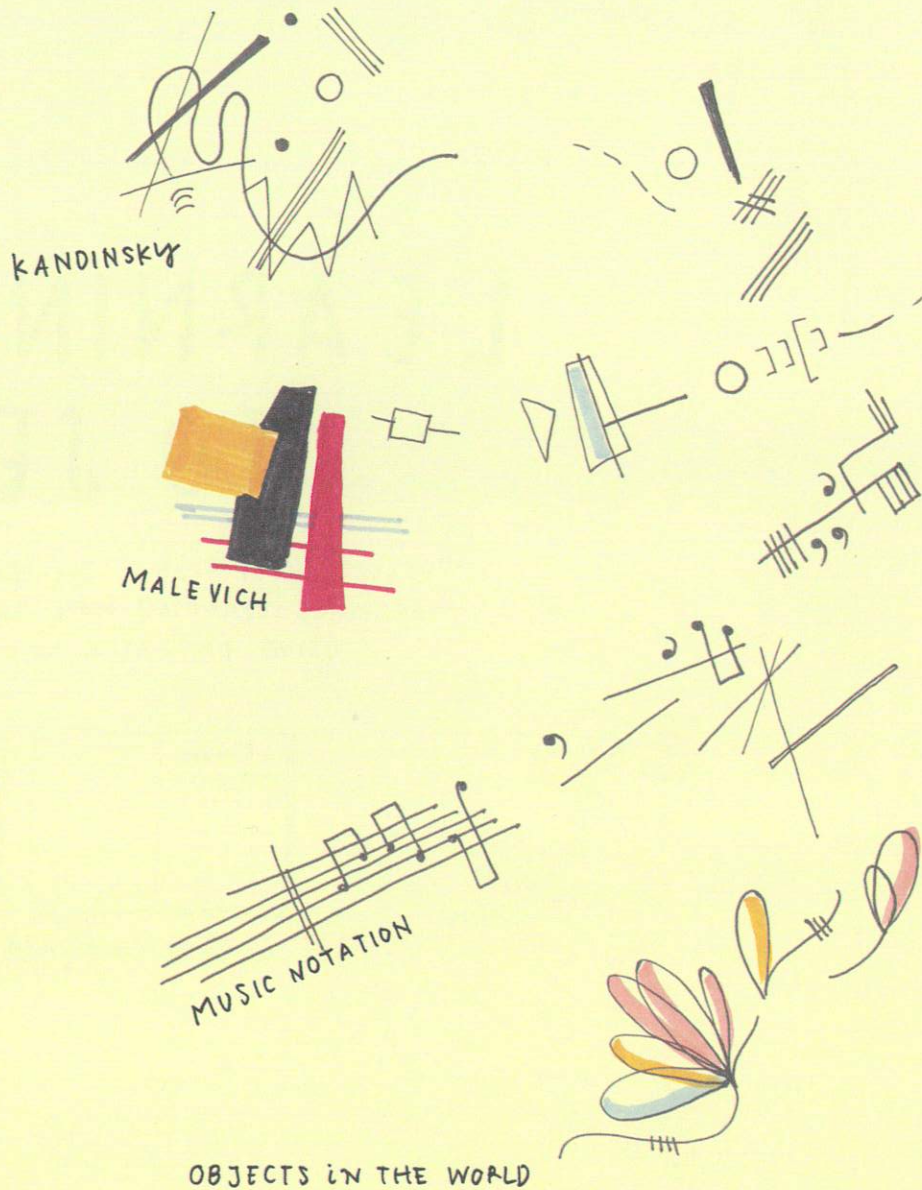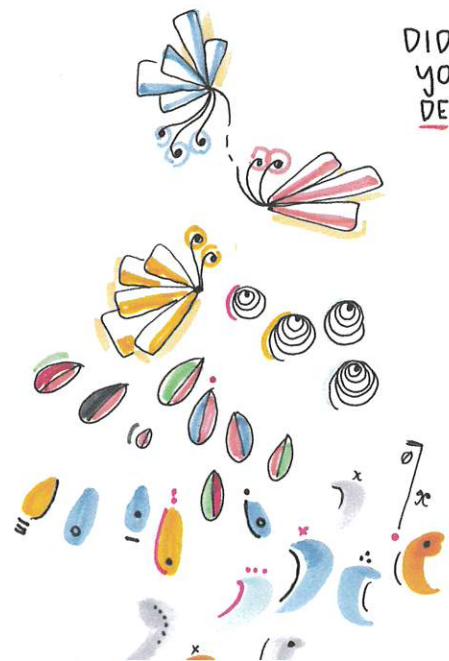
TO LEARN TO
DESIGN
YOU HAVE TO
LEARN HOW
TO S👁👁

WITH TIME WE CAN LEARN TO NOTICE
AND RECALL THEM WHILE CREATING SOMETHING NEW.
THIS IS AN OPEN INVITATION TO THE ART OF
OBSERVATION.

BUILD YOUR OWN VISUAL VOCABULARY

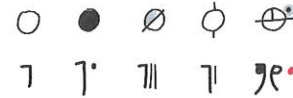DID YOU KNOW THAT EVERYTHING YOU SEE AND LIKE CAN BECOME DESIGN MATERIAL FOR YOUR DATA?
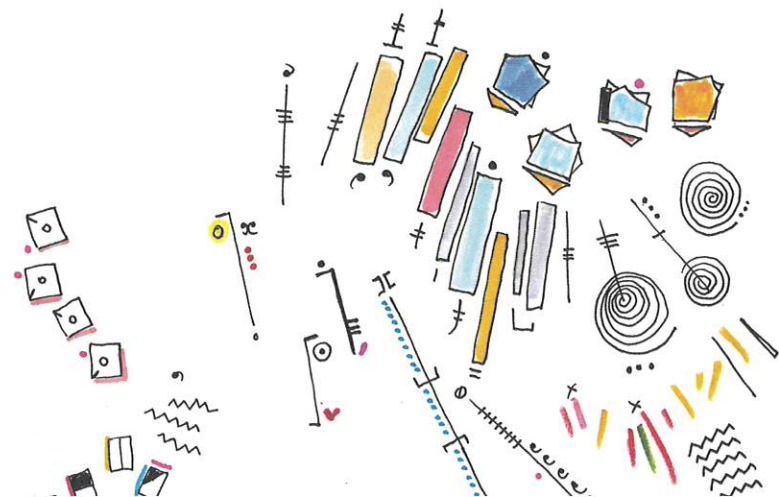
COLOR VARIATION

TO INDICATE GROUPS OR CATEGORIES OF ELEMENTS

SYMBOL VARIATION

TO INDICATE DIFFERENT INSTANCES OF THE SAME TYPE WITH TINY EXTRA SYMBOLS TO REPRESENT A SPECIAL ENTRY

THICKNESS and LENGTH

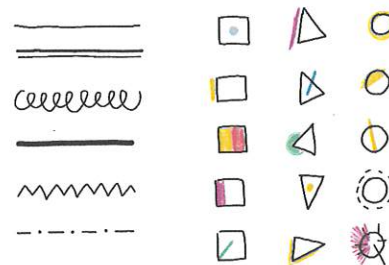TO VISUALIZE INCREASING DURATIONS OR INTENSITIES

LEFT and RIGHT

FOR INDICATING A BEFORE-AND-AFTER SITUATION

Before → after

SHAPE VARIATION

LOOK AT HOW MANY VARIATIONS THERE ARE FOR A LINE, A SQUARE, A CIRCLE, OR A TRIANGLE!

BY STARTING SIMPLE, YOU CAN COMBINE ELEMENTS, ASSIGN LENGTHS ACCORDING TO YOUR DATA RULES, AND CREATE BEAUTIFUL AND COMPOUND SHAPES.

WHAT CAN WE LEARN FROM:
ABSTRACT ART

THOUGH APPARENTLY UNRELATED, ABSTRACT ART AND DATA VISUALIZATION ACTUALLY HAVE A LOT IN COMMON. WHILE CLEARLY PURSUING DIFFERENT GOALS, ABSTRACT ARTISTS AND DATA-VISUALIZATION DESIGNERS DRAW ON COMMON PERCEPTION PRINCIPLES AND APPLY THEM TO SIMPLE SHAPES AND A DEFINITE RANGE OF COLORS TO CREATE BASIC VISUAL COMPOSITIONS THAT PLEASE THE EYE AND DELIVER A MESSAGE.
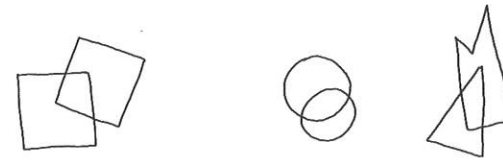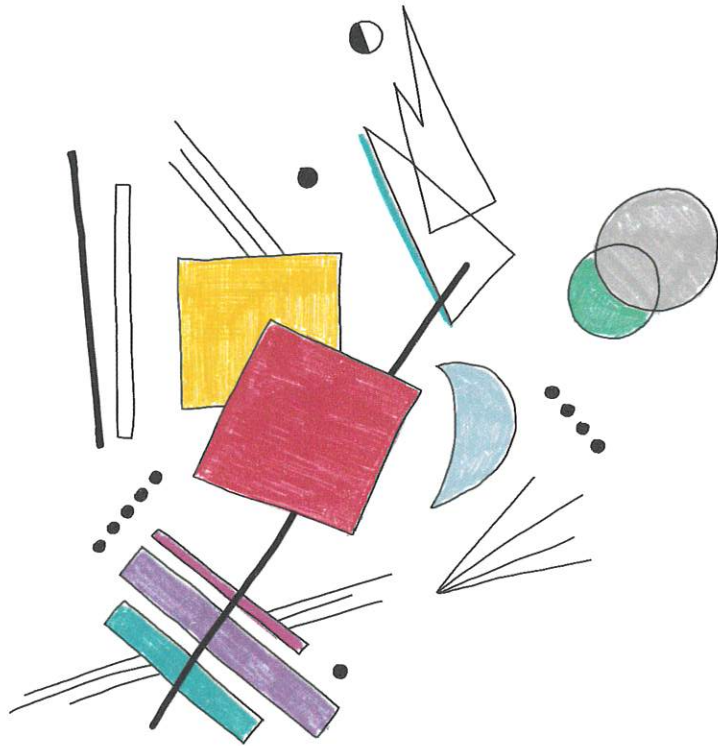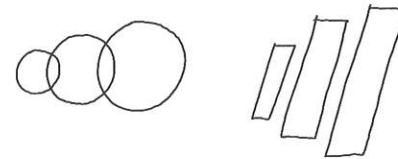

COMPOSITION: OVERLAP, ROTATION, AND JUXTAPOSITION OF SHAPES
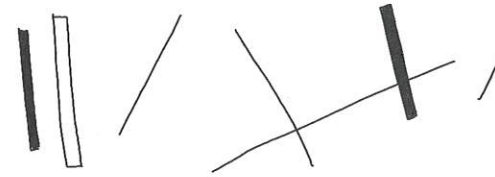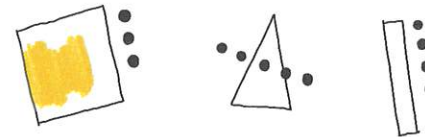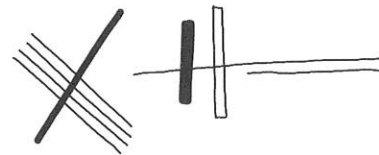
COMPOSITION: THE ORIENTATION AND OVERLAP OF LINES

PERCEPTION: DISTINGUISHED COLOR PALETTES AND MATCHING COLORS

PERCEPTION: VARIATIONS IN SIZES

DETAILS: THE ELEGANT DETAILS ON TOP OF THE COMPOSITION THAT WE CAN USE TO REPRESENT PECULIARITIES IN OUR DATA

DETAILS: THE VISUAL HIERARCHIES (TOP TO BOTTOM, AND FOREGROUND AND BACKGROUND) CREATED BY THE INTERACTION OF VARIOUS ELEMENTS

WHAT CAN WE LEARN FROM:
NATURE

TO EXPAND YOUR VISUAL VOCABULARY, YOU NEED TO CHANGE THE
WAY YOU LOOK AT THE WHOLE WORLD AROUND YOU, AND NOT ONLY
AT ART; STOP SEEING ONLY THE BIG PICTURE AND LOOK FOR DETAILS.
EVEN THE NATURAL ELEMENTS AROUND YOU ARE A GREAT SOURCE OF
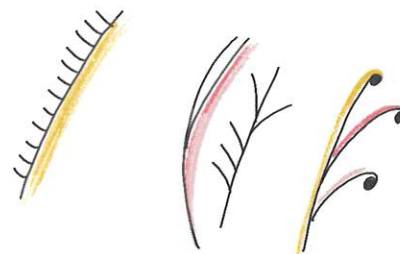INSPIRATION FOR SHAPES, PATTERNS, TEXTURES, AND OVERALL HARMONY!

COLOR GRADIENTS
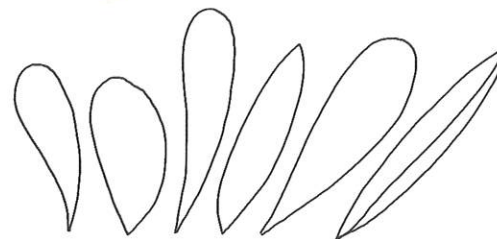
VARIATIONS IN THE SHAPES OF
PETALS AND LEAVES

TINY ELEMENTS AND THEIR VARIATIONS

COMBINING COLORS AND PATTERNS

ADDITIONAL BACKGROUND COMPONENTS

WHAT CAN WE LEARN FROM:
## ASTRONOMICAL DIAGRAMS

DIAGRAMMATIC REPRESENTATIONS CAN TEACH US A LOT AS WELL: THEY ARE ALREADY INFORMATION LANGUAGES. ASTRONOMY DIAGRAMS, FOR EXAMPLE, explain DIFFICULT ASTRONOMICAL CONCEPTS WITH CLEAR REPRESENTATIONS. A DATA-VISUALIZATION DESIGNER CAN LEARN FROM ASTRONOMICAL DIAGRAMS HOW TO WORK WITH THE VARIATION AND POSITION OF ELEMENTS AND THE CONNECTION BETWEEN THEM.
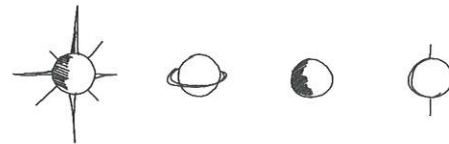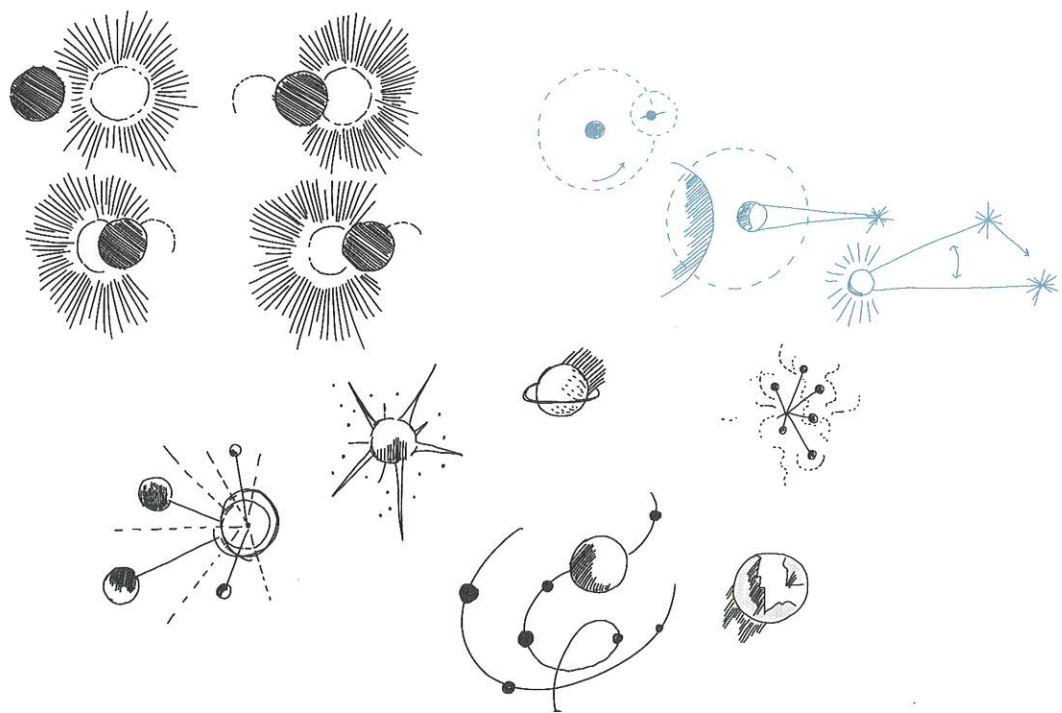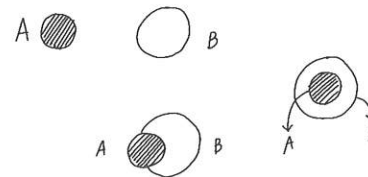
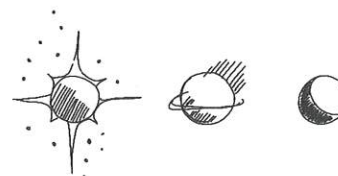VARIATIONS OF SIMPLE ELEMENTS
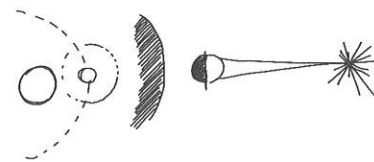
CREATING SYSTEMS OF ELEMENTS
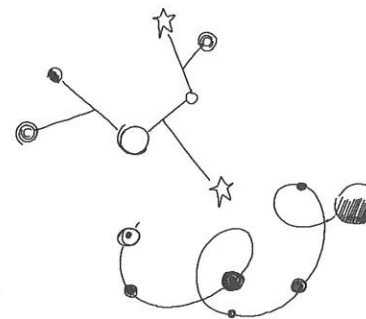
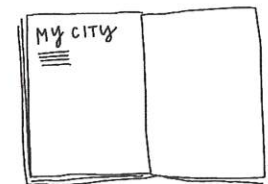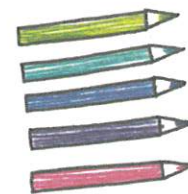CONNECTING SYSTEMS OF ELEMENTS

A   B

VARIATIONS IN THE LOCATION AND OVERLAP OF ELEMENTS

A   B

A   B

THE DETAILS THAT VISUALLY MAKE THE DIFFERENCE
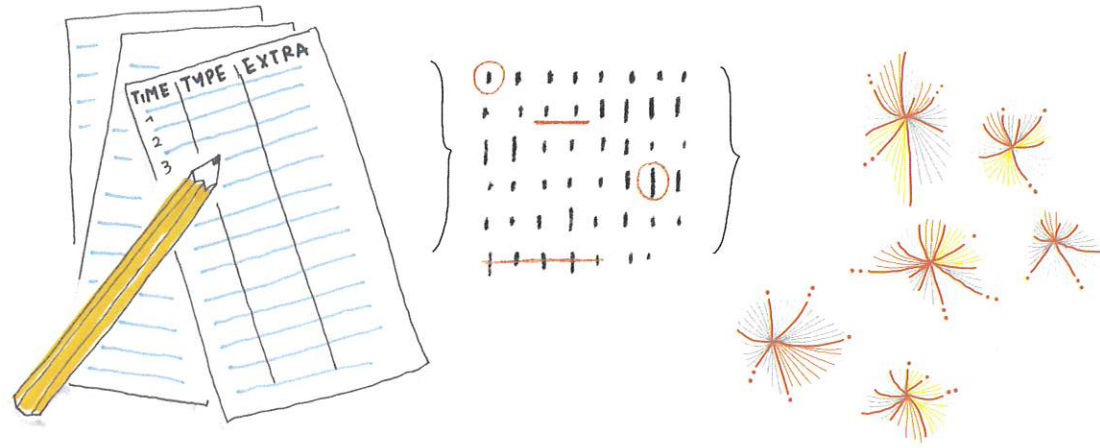
CRAFTING YOUR VISUAL LANGUAGE

OPEN-ENDED IDEAS FOR DRAWINGS USING
YOUR OWN DATA, IN YOUR OWN RULES,
WITH YOUR OWN STYLE.

MY CITY

YOUR
RULES

DRAW!

SEE THE WORLD AS A DATA COLLECTOR

DATA PERMEATES OUR DAYS AND OUR LIVES, IT'S JUST A MATTER OF LEARNING HOW TO RECOGNIZE IT

...MY SMILES...
...MY INTERACTIONS...
...MY SURROUNDINGS...
...MY COMPLAINTS...

BEGIN WITH A QUESTION

BEGIN WITH A PRIMARY QUESTION: WHAT DO YOU WANT TO KNOW AND EXPLORE? THEN ENRICH THE DATA (AND GIVE THE DRAWINGS DEPTH) BY ASKING ADDITIONAL SMALLER, CONTEXTUAL QUESTIONS.

COMPLAINTS:
1) WHAT IS MY COMPLAINT ABOUT?
2) IS IT REALLY NECESSARY?
3) WHO DO I COMPLAIN TO?
4) WHAT DOES IT SAY ABOUT MYSELF?

MAIN QUESTION
ADDING FURTHER DETAILS and CONTEXT

GATHER THE DATA

Collect your data however you choose, all the while being immediate, truthful, and consistent in your data-gathering.

PAPER
YOUR PHONE'S CALENDAR
NOTE-TAKING APPS
NOTEBOOKS
TAKING PHOTOS

SPEND TIME WITH DATA

Before starting to visualize, always analyze and spend time with your data, searching for patterns and trying to understand it at a deeper level.

DATASET   LEAVE THIS OUT

LOWEST VALUES
HIGHEST VALUES
INTERESTING!
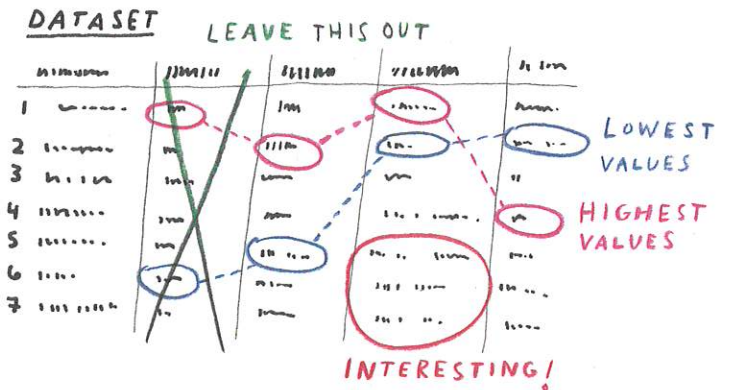
ORGANIZE AND CATEGORIZE

Often it's good to simplify the data by grouping it into larger categories based on what will best communicate the story.

READING
CYCLING
GARDENING
COOKING
RUNNING

LEISURE ACTIVITIES

ANIMALS
DUCK ELEPHANT CAT SQUIRREL DOG FOX

FEMALE FRIENDS
NATALIE BLAISE SARAH MIRIAM
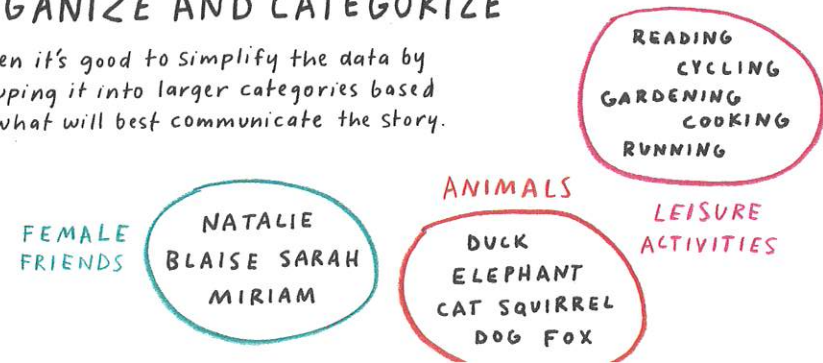
FIND THE MAIN STORY
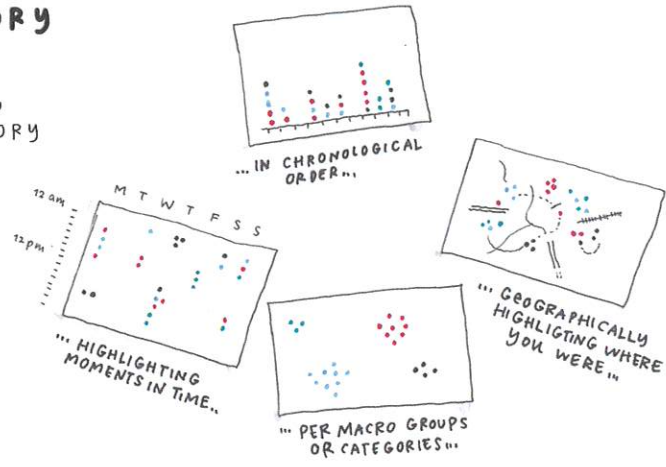
STARTING WITH PATTERNS DISCOVERED IN THE DATA, DECIDE WHAT THE MAIN STORY IS FOR THE DRAWING. FINDING THE DATA'S FOCUS HELPS DECIDE THE LAYOUT OF A DATA DRAWING.

...IN CHRONOLOGICAL ORDER...

..."HIGHLIGHTING MOMENTS IN TIME"...

..."PER MACRO GROUPS OR CATEGORIES"...

..."GEOGRAPHICALLY HIGHLIGTING WHERE YOU WERE"

GET VISUALLY INSPIRED

LOSE YOURSELF IN IMAGES, USING THE AESTHETIC QUALITIES OF THE FEATURES YOU ARE ATTRACTED TO AS A VISUAL INSPIRATION FOR THE DRAWING.

...NATURE...

...ART...   ...SCIENCE...

SKETCH AND DRAFT IDEAS

EXPLORE IDEAS BY SKETCHING AND PLAYFULLY EXPERIMENTING WITH FORM, COLOR, AND MATERIALS IN A FREEHAND FASHION AS YOU DECIDE THE VISUAL ELEMENTS THAT WILL REPRESENT EVERY PART OF THE DATA.

EXPLORING VARIATIONS

ADDING DETAILS AND DEPTH TO EACH LOG

TESTING COLORS AND TECHNIQUES
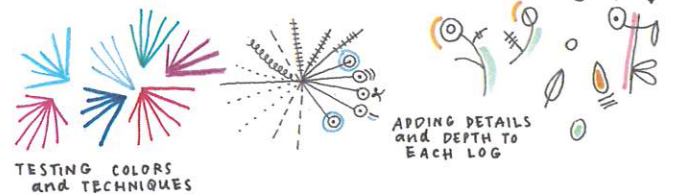
DRAW THE FINAL PICTURE

After sketching and testing ideas for a data-drawing, you'll find an approach that works. Then create your drawing, ensuring it includes all the tiny details, trying to make it as beautiful (and as understandable) as you can.

DATA

SKETCHES AND DRAWING REFERENCES

COFFEE (OF COURSE)

JOURNAL

MATERIALS
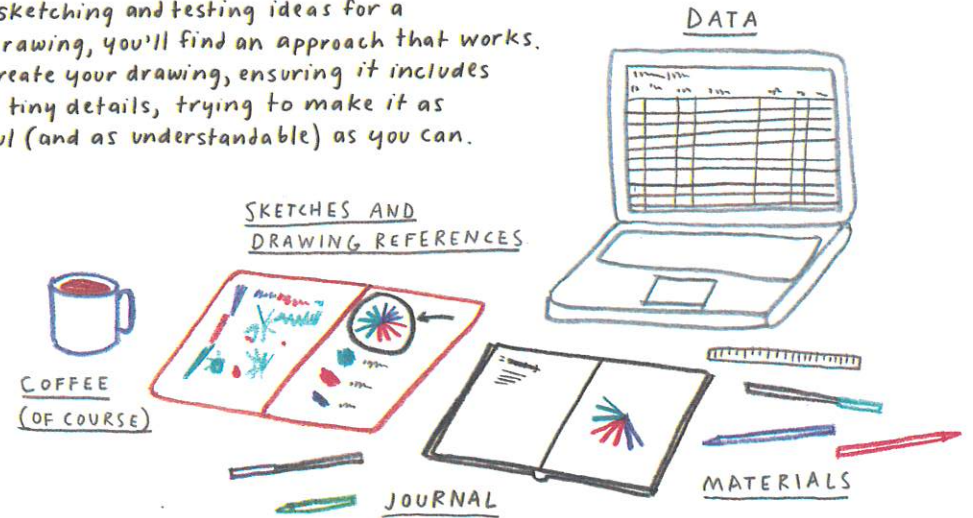
DRAW THE LEGEND

Creating a legend starts with a question: "What does someone need to read my data-drawing?" In the legend, every design element that represents data is listed so the reader understands what everything means.

ALL DESIGN ELEMENTS

HOW TO READ IT:

EACH | REPRESENTS A...

EACH O REPRESENTS A...

EACH COLOR REPRESENTS...
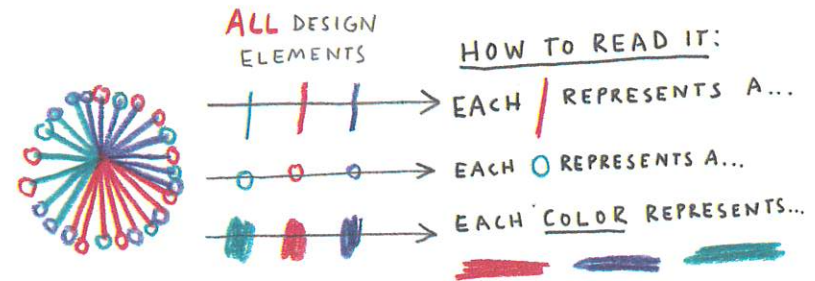
AND THAT'S IT! YOU'VE CREATED A DATA-DRAWING!
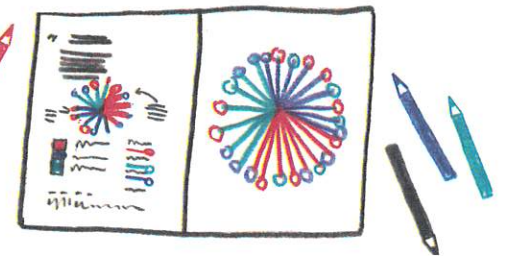
#36 MY EXERCISE/ ACTIVITY ROUTINE

How active are you, and what type
of activity do you enjoy the most?
From walking to dancing, running for
buses, or cleaning the house, it all counts,
so make a record of your activity for
a week to find out!