



data portraits project
process book



table of contents

introduction	7
research	8
ideation	9
sketches	10
revisions	15
final	17
conclusion	21



introduction

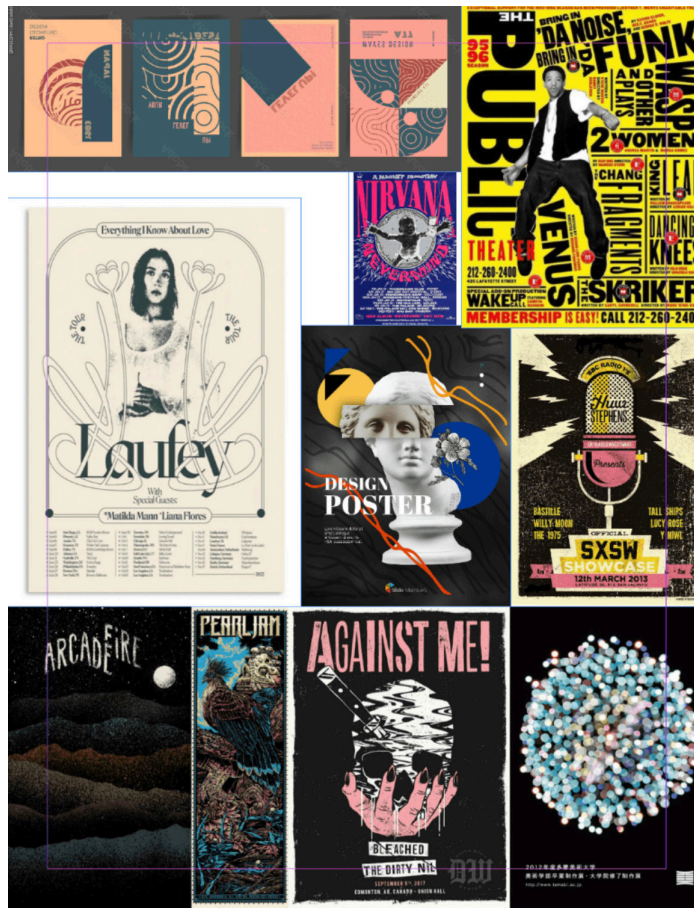
Data visualization is a form of graphic design that I never paid much attention to. To me, it was too “mathy” and “strictly informational”, while I preferred styles opposite of that. I was proven wrong when I was supplied with the Data Portraits project.

Data Portraits is a project inspired by Georgia Lupi, in which designers are tasked to promote connection and conversation through the collection, visualization, and sharing of soft data. I was to create my own unique survey and visualization system, and to distribute my survey in order to create my posters and pins.

The deliverables for this project were: a survey of a minimum of five questions, one physical pin per participant, and one 11x17 poster.

research

Before deciding on a topic to cover, my initial research consisted of finding dynamic posters that I was inspired by visually. In order to create an interesting and compelling design, I wanted to gather as much inspiration as I could to apply to my own poster. In order to create a dynamic poster design, I needed to pay attention to the following: clear hierarchy, drawing viewers in, displaying creativity, and cohesive and relevant elements.

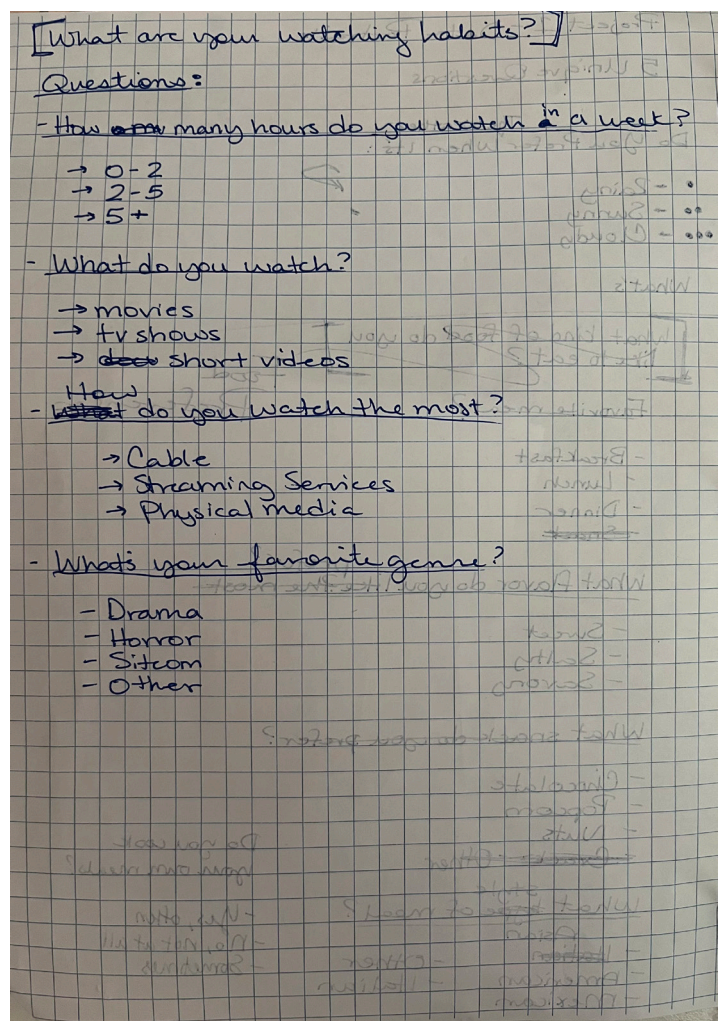
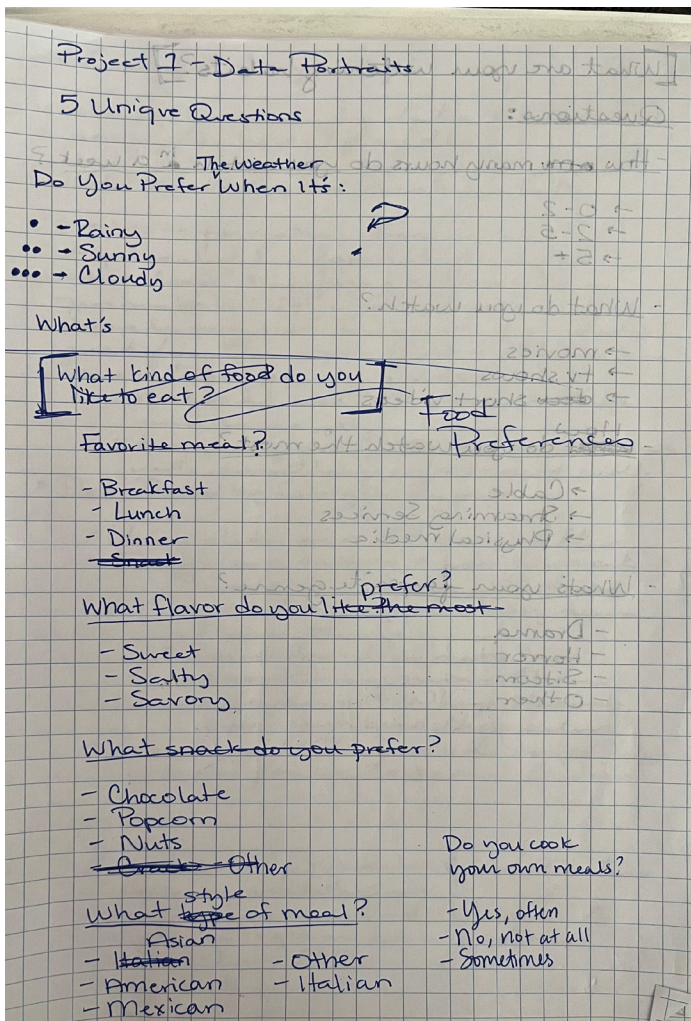


I also studied the careers and personal information of Georgia Lupi and W.E.B. Du Bois, who are considered to be pioneers in data visualization. Georgia Lupi and her work directly inspired this project, and W.E.B. Du Bois is a pilgrim of data visualization through his activism to process and contextualize African American data.

ideation

To begin my process, I brainstormed different questions that I could explore and expand upon. I chose "What are your food preferences?" because I was interested in the food habits of my peers around me. Other questions that I thought of were "What are your watching habits?" and "What type of weather do you prefer?"

After choosing "What are your food processes," I made initial designs of the surveys, and sketched out ideas for the posters.



sketches

What is your favorite meal?

Breakfast
Lunch
Dinner

What is your favorite flavor profile?

Sweet
Savoury
Salty
Sour

What is your preferred snack?

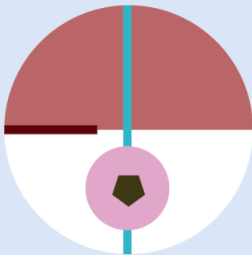
Chocolate
Popcorn
Nuts
Other

What style of cuisine?

Asian
American
Mexican
Other

Do you cook your own meals?

Yes
No
Sometimes



What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor profile?

- Sweet
- Savoury
- Salty
- Sour

What is your preferred snack?

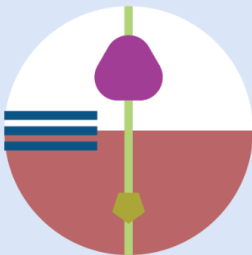
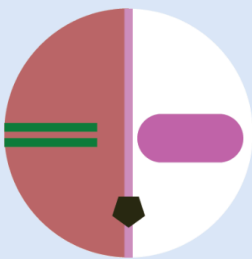
- Chocolate
- Popcorn
- Nuts
- Other

What style of cuisine?

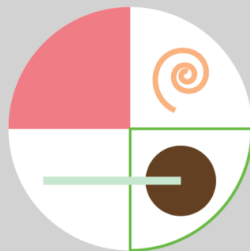
- Asian
- American
- Mexican
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes



What Are Your Food Habits?

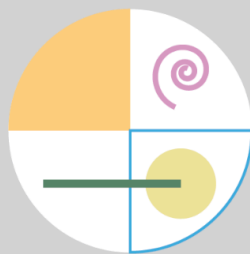


What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor

- Sweet
- Savoury
- Salty
- Sour

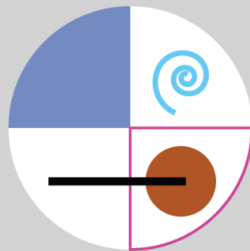


What is your preferred snack?

- Chocolate
- Popcorn
- Nuts
- Other

What style of cuisine?

- Asian
- American
- Mexican
- Other

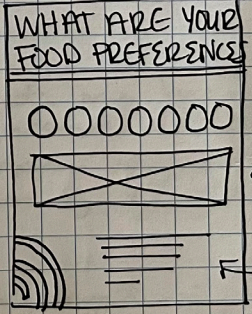
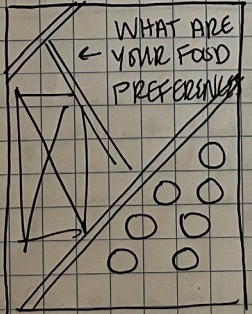
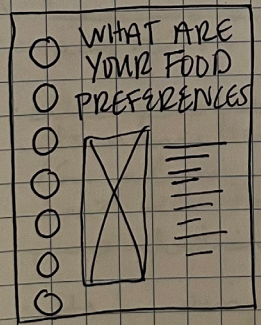
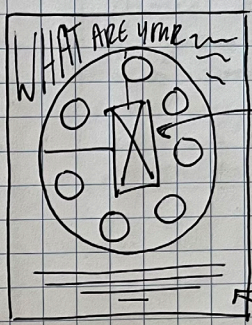
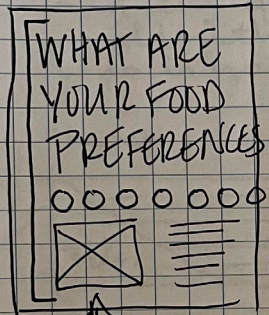
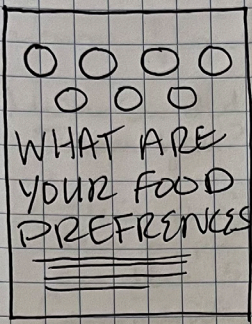


Do you cook your own meals?

- Yes
- No
- Sometimes

Poster Sketches

- 7 buttons
- design system
- written component (condensed inflection)



← title

design system

written component

written component

design system

design system

written component



WHAT ARE YOUR FOOD PREFERENCES?

'DATA PORTRAITS' IS A PROJECT INSPIRED BY GEORGIA LUPI, IN WHICH DESIGNERS ARE TO PROMOTE CONNECTION AND CONVERSATION THROUGH THE COLLECTION, VISUALIZATION, AND SHARING OF SOFT DATA. TO ACHIEVE THIS, I USED ADOBE ILLUSTRATOR AND ADOBE INDESIGN TO CREATE VISUAL DATA OF FOOD PREFERENCES. I RESEARCHED DIFFERENT DATA VISUALIZATION ART AND THEIR RESPECTIVE DESIGNERS AND ARTISTS IN ORDER TO INFORM MY WORK. THIS HELPED ME BETTER IDEATE AND FORM COHESIVE IDEAS FOR MY WORK. THROUGH THIS PROJECT, I LEARNED HOW TO BETTER LAY OUT DATA AND HOW TO UTILIZE VISUAL HEIRARCHY IN ORDER TO EFFECTIVELY UTILIZE THE INFORMATION PROVIDED TO ME.

Example Pins



DESIGN SYSTEM

What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor?

- Sweet
- Savoury
- Salty
- Sour

What is your preferred snack?

- Chocolate
- Popcorn
- Nuts
- Other

What style of cuisine?

- Asian
- American
- Mexican
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes

revisions

These revisions came after peer review. For the survey card, I changed some colors, added a place for the person to write their name, and slightly altered the design to be easily readable.

Name _____

What Are Your Food Habits?

What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor?

- Sweet
- Savoury
- Salty
- Sour

What is your preferred snack?

- Chocolate
- Popcorn
- Nuts
- Other

What style of cuisine?

- Asian
- American
- Mexican
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes

Example Pins

I changed the layout of the poster drastically, striving to make it more visually interesting and balanced. I worked with white space and the typography to make the overall design more cohesive and appealing.



final

The final survey card ended up being the same after the peer review revisions, and the poster stayed the same as well. The final buttons were created, and given to the surveyed group.

Name _____

What Are Your Food Habits?

What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor?

- Sweet
- Savoury
- Salty
- Sour

What is your preferred snack?

- Chocolate
- Popcorn
- Nuts
- Other


What style of cuisine?

- Asian
- American
- Mexican
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes

Example Pins



The image shows three example pins, each a circle divided into four quadrants. The top-left quadrant is a colored sector, the top-right is a spiral, the bottom-left is a horizontal line, and the bottom-right is a colored circle. The first pin has a red sector, orange spiral, green line, and brown circle. The second has an orange sector, purple spiral, blue line, and yellow circle. The third has a blue sector, light blue spiral, black line, and brown circle.



WHAT ARE YOUR
FOOD
 PREFERENCES?

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What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor?

- Sweet
- Savoury
- Salty
- Sour

What is your preferred snack?

- Chocolate
- Popcorn
- Nuts
- Other

What is your preferred cuisine?

- Asian
- American
- Mexican
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes



WHAT ARE YOUR
FOOD
PREFERENCES?

'data portraits' is a project inspired by georgia lupi, in which designers are to promote connection and conversation through the collection, visualization, and sharing of soft data. to achieve this, i used adobe illustrator and adobe indesign to create visual data of their respective designers and artists in order to inform my work. this helped me better ideate and form cohesive ideas for my work. through this project, i learned how to better lay out data and how to utilize visual hierarchy in order to effectively utilize the information provided to me.

What is your favorite meal?

- Breakfast
- Lunch
- Dinner

What is your favorite flavor?

- Sweet
- Salty
- Sour
- Bitter

What is your preferred snack?

- Chocolate
- Nuts
- Fruit
- Other

What is your preferred cuisine?

- Asian
- Mexican
- Italian
- Other

Do you cook your own meals?

- Yes
- No
- Sometimes





conclusion

This helped me better ideate and form cohesive ideas for my work. Through this project, I learned how to better lay out data and how to utilize hierarchy in order to effectively utilize the information provided to me.

I've also found further importance in conducting research into pioneers of the method of design that I'm using. In observing Lupi and Du Bois's methods, I was able to see how I can apply their reasonings and choices to my own work to strengthen my projects.

Data visualization is more than just design. It can be used for activism, for communication, and for bringing people together. Not only did this project strengthen my design skills, it strengthened my sense of community as well. I will bring the things that I learned in this data portraits project into my further design career and utilize them as best I can.



