

## Brief for Lecture #9

### Title: Moving to other platforms. Mobile restrictions and benefits.

#### Literature:

[Cunningham] Timothy Cunningham: Strategic Communication in the New Media Sphere, 2010: (ca. 1.5 hour reading)

[http://www.au.af.mil/au/awc/awcgate/jfq/cunningham\\_strat\\_comm\\_new\\_media.pdf](http://www.au.af.mil/au/awc/awcgate/jfq/cunningham_strat_comm_new_media.pdf)

[McCandless] David McCandless: The beauty of data visualization, 18 minute video, 2010:

[https://www.ted.com/talks/david\\_mccandless\\_the\\_beauty\\_of\\_data\\_visualization](https://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization)

(NEW) [Garrett] Jenna Garrett: Why Jeep's \$10M Super Bowl Ad Only Used a Third of the Screen, 2016

<https://www.wired.com/2016/02/jeep-portrait-super-bowl-ad>

#### Further reading:

[Weinsberg] Udi Weinsberg et.al: The Not-So-Universal Language of Laughter, 2015:

<https://research.facebook.com/blog/1605690073053884/the-not-so-universal-language-of-laughter/#fn1>

#### Purpose of the day:

To understand the creation and maintenance of information architecture and data visualization. You will work with communication strategy and content management. We will analyze how others have done in order to interpret their likely goal and motivation behind a communication strategy.

To know about and get experience working with visual and interactive design in the context of data and information gathering.

#### Control questions: – (before coming to class, be able to answer the following):

- Question for the McCandless video:
  - What does he mean by data is the new soil?
  - Why is context and relationship especially important in data visualization?
  - What is the billion Dollar-o-Gram?
- Question for the Cunningham text:
  - What is the New Media Sphere?
  - What are the main differences between the old and new media sphere?
  - Why is it important to design for engagement in communication?

Wrap up – (Will be updated after class with corrections or added points):