

LOOK Rubric – Design

DS 1001 – Spring 2023 - Professors Alonzi & Wright

Due: Noon, May 10 (last day of reading days)

Submission format: PDF (scan of your notes), to canvas

Individual Assignment

General Description: This assignment is all about observation and contemplation without digital interference. It is a bit off the norm. Your task is to observe and record, no more, no less ... for three continuous hours, no more, no less. Your handwritten/drawn notes are all you must submit when the observation is complete. The subject of the observation is “an iconic UVA landmark”, e.g. the lawn.

Preparatory Assignments: Lab #1 – Georgia Lupi “My Phone”, in-class activities, “read” and reviews.

Why am I doing this? The goal of this assignment is to push past the quick and superficial. You will have the opportunity to really study and observe. That takes time. That is why this assignment has a duration of 3 continuous hours. Many of the struggles faced by students in Data Science are caused by wanting quick solutions, or by jumping quickly between thoughts. You will likely initially squirm, and check the time, but eventually transcend. For some people it only takes 30 minutes to transcend, others longer, fortunately the observation duration is 3 continuous hours, so there is plenty of time. This may sound strange or odd so to quote Harvard professor Jennifer Roberts who has a similar assignment, “They needed someone to give them permission to spend this kind of time on anything,” she said. “Somebody had to give them a different set of rules and constraints than the ones that were dominating their lives.” The key is to understand your goal and be aware of when you have truly understood the matter at hand (aka observed for 3 continuous hours) as opposed to scratched the surface (aka Wikipedia depth).

- Course Learning Objective Alignment: Observe the world around you, recording your observations in a systematic way.
- Course Learning Objective Alignment: Reflect on your data and transform it into a medium for efficient communication to other humans.

What am I going to do? After selecting an iconic UVA landmark (like the UTS stop at Monroe and Garrett), find a time in your schedule where you can spend 3 continuous hours observing it. Pack some paper and something to write with. Don’t pack anything digital, you won’t need it. Also pack water.



It's like this scene. Don't bring your phone, it is only full of distraction.

Then observe for 3 continuous hours. Note what you see; note what you think. Likely you will become impatient and distracted, that's ok, that's part of it. You may even fight it, that's ok, that's part of it. But eventually you will break through the barrier, you will notice things you never did before and the impatience will dissipate. Take care to note this transition. After that transition, survey the notes you have taken and think about structuring your notes going forward. Finally finish your observation by making two selections. The first is the most important thing you have noticed and the second is a question you have that emerged from this observation. Write both of those down on a separate page and accompany them with any relevant representation of the data you collected.

Tips for success:

- Believe in yourself. Don't be cynical. Go for it.
- Tell a friend to meet you at your landmark three hours after you plan to arrive.
- Bring several pencils and pens and sheets of paper.
- Don't worry about notes being legible or even words and numbers. Note in whatever way you prefer.
- When deciding what is important, live in the moment, don't overthink it. Let it be an expression of yourself.
- Find a comfy chair or bring something to make the observation more comfortable.
- It is completely fine to stand and stretch.
- If you cheated and brought your phone, don't beat yourself up about it. Just turn off the notifications and put it away.
- If you really must use your phone, one activity is excusable. Call someone you really should call more often and talk for five minutes (e.g. I would call my mother), BUT you have to ask about them and listen and care, and if they ask about you all you can do is tell them the assignment you are working on and how you are breaking the rules and that you will call them back when it is over.

How will I know I have succeeded? I will meet spec when I follow the criteria in this rubric.

Spec Category	Spec Details
Formatting	<ul style="list-style-type: none">• A few pages• Scan of physical notes• Label each page<ul style="list-style-type: none">• “Look Ahead assignment – Design”• Page number x of y (e.g. 3 of 6)• Name, course, date• Notes<ul style="list-style-type: none">○ Collection of your notes pages○ Put your most important observation and question page first
Observation and Question page	<ul style="list-style-type: none">• Goal: This page summarizes your observation, it should carry the major theme to the reader• Write your question and put a box around it.• Use the remaining space to communicate your most important observation. You can use words, numbers, figures, sketches, whatever you think is appropriate.
Notes pages	<ul style="list-style-type: none">• Goal: Capture your thoughts and observations• There are no rules, be bold.

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