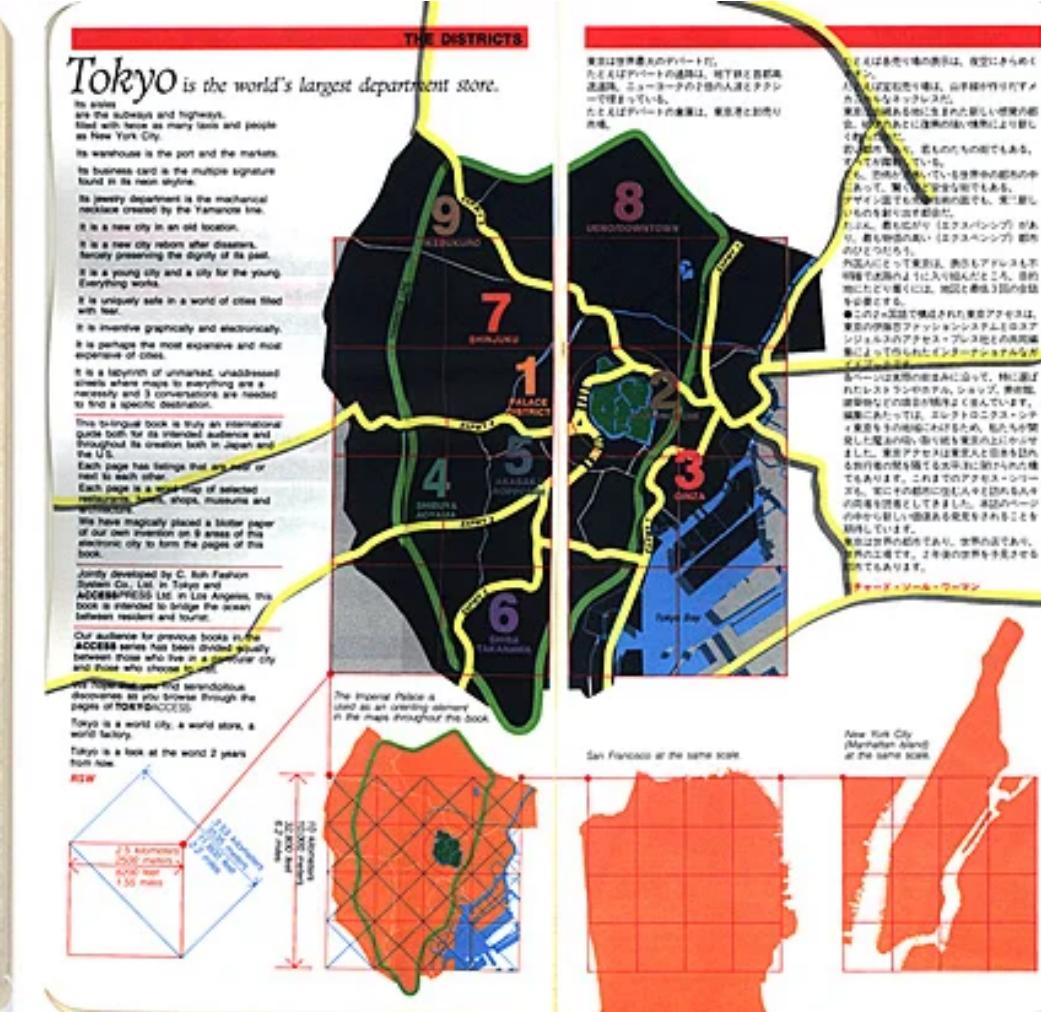
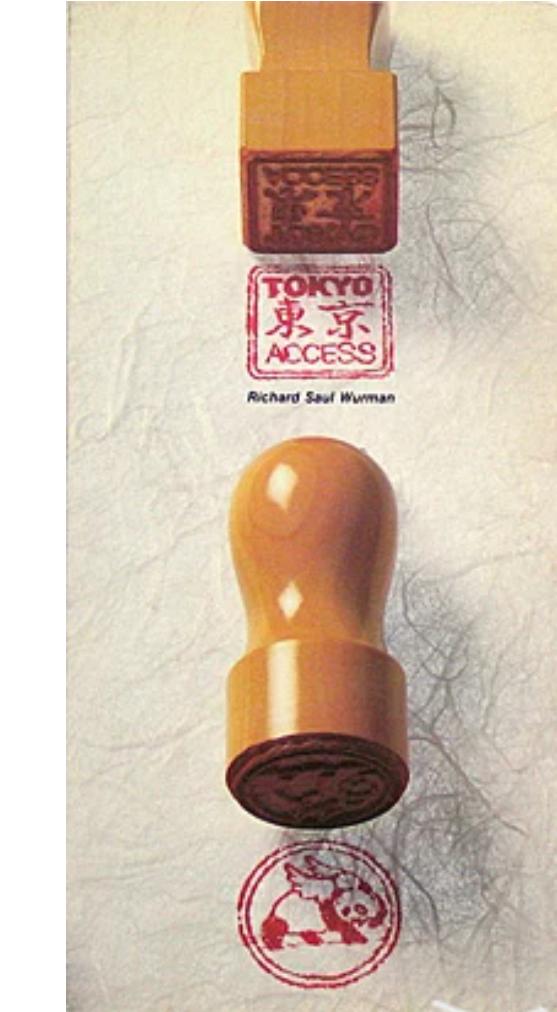
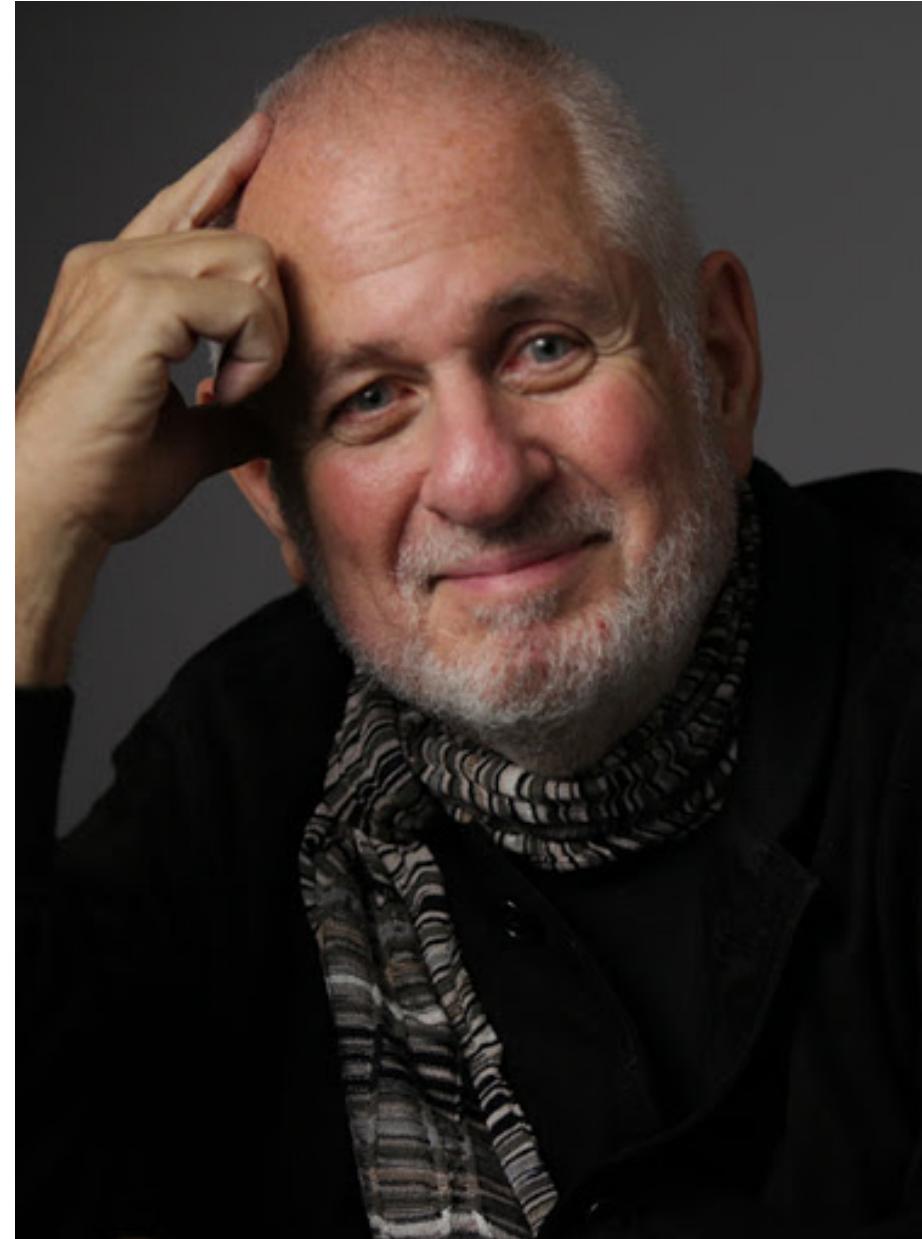




INFORMATION AND A NEW UNDERSTANDING

PRESENTED BY SOPHIE FU

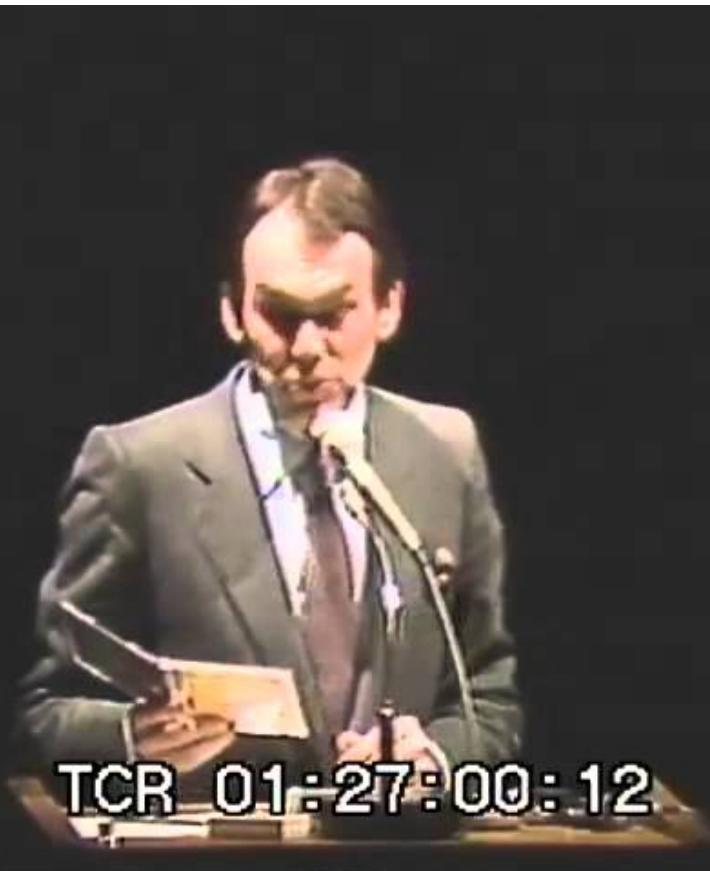
RICHARD SAUL WURMAN



PRODUCTION OF CLARITY

Richard Saul Wurman, best known as the founder of the TED conference, has made it his job to produce clarity out of the complex.

"Everything connects and can be mapped, and the mapping of that is fascinating to me."



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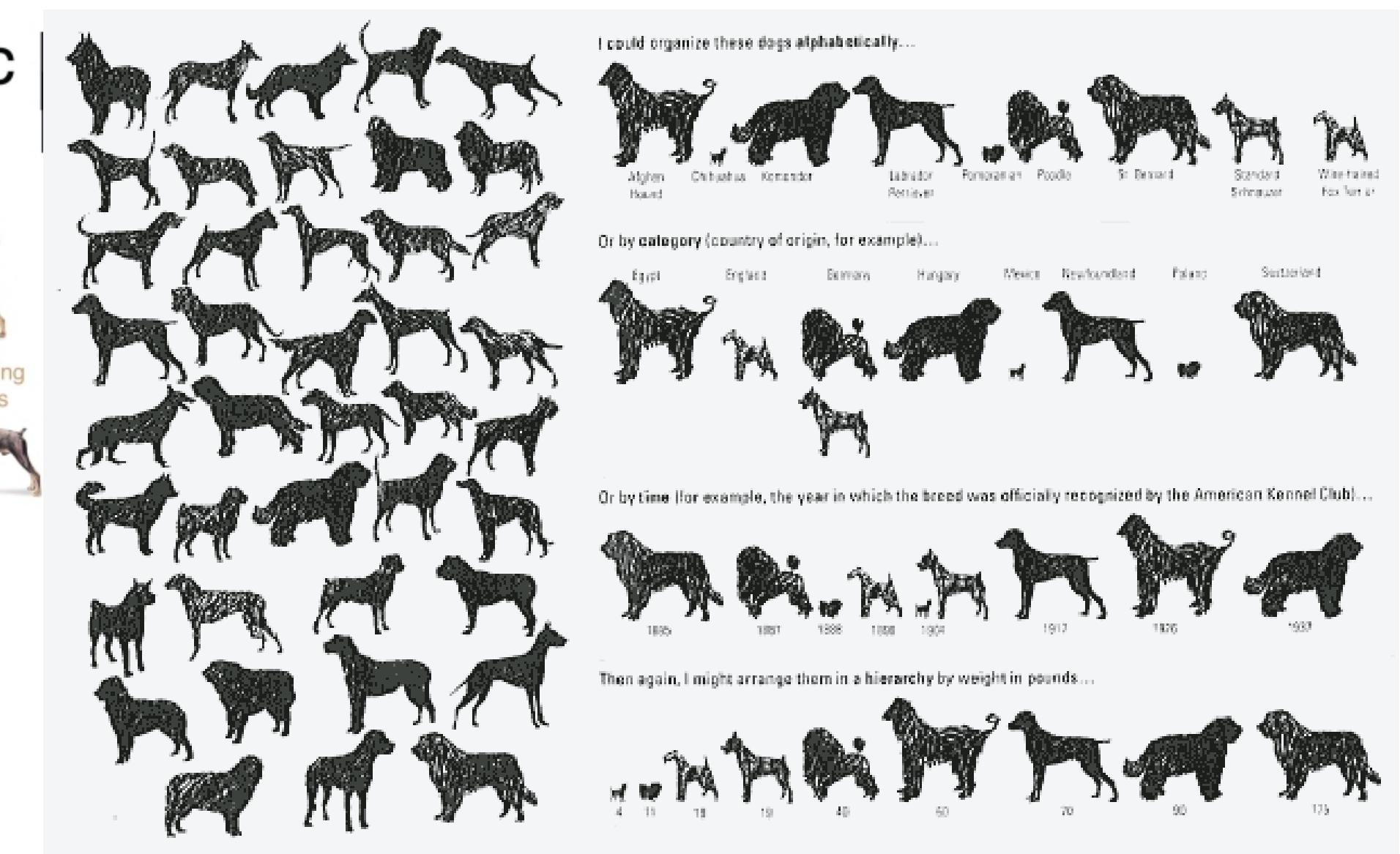
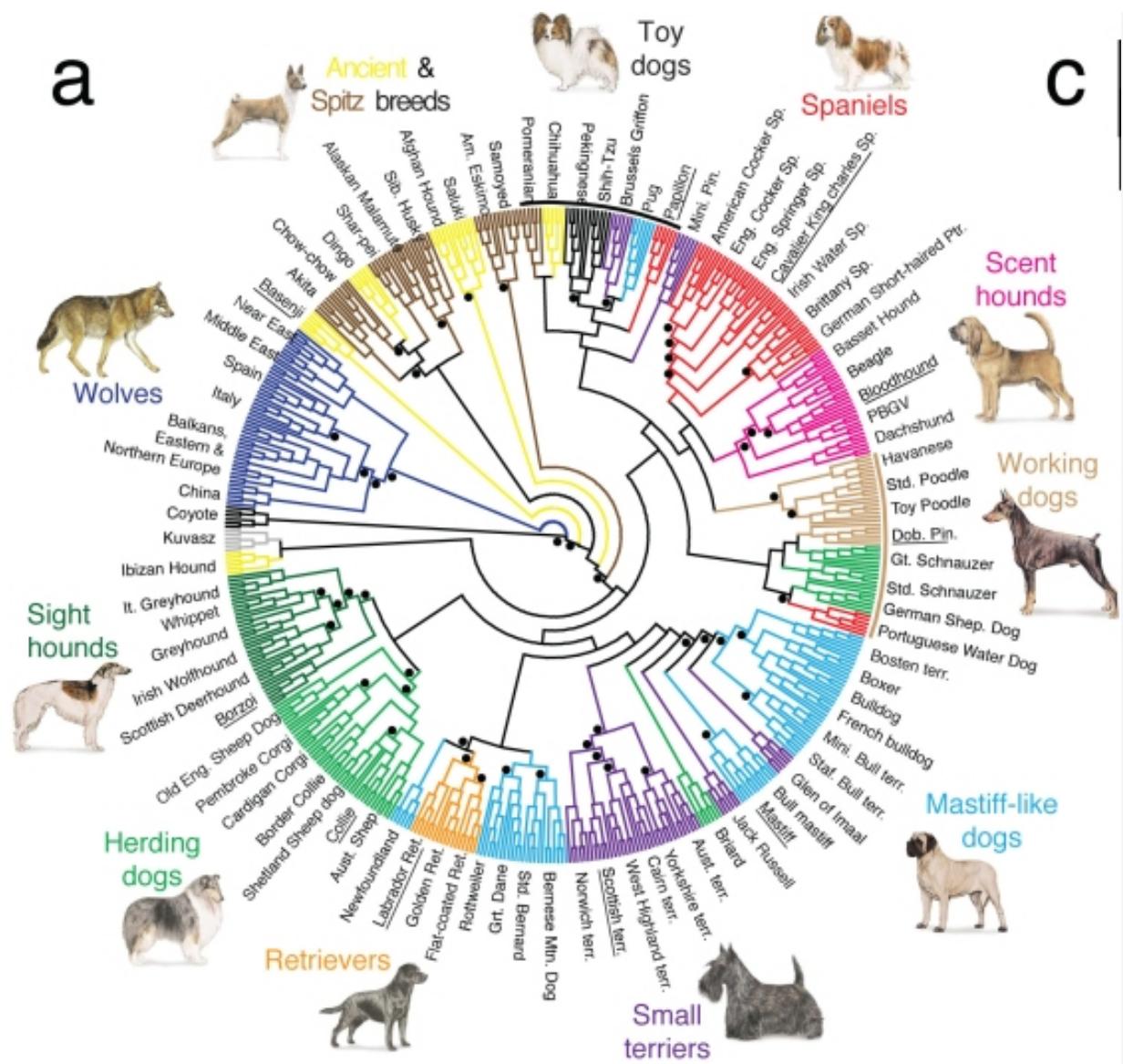


INITIAL CREATOR

The hugely popular TED (Technology, Entertainment, Design) conferences that Wurman created and chaired from 1984 until 2002 provided a high profile and vibrant forum for the exchange of ideas between members of the design community and business leaders.

SOPHIE FU

RICHARD SAUL WURMAN || TED



LATCH - METHODS OF ORGANIZATION

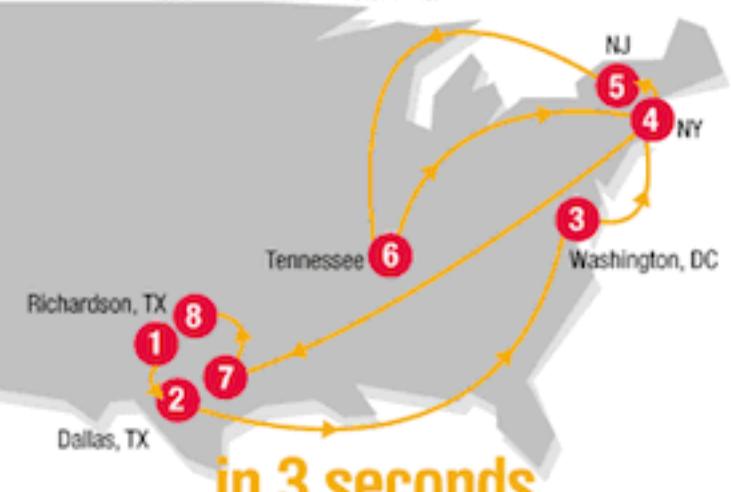
Way of categorizing data via: Location, Alphabet, Time, Category, and Hierarchy.

"Information may be infinite, however...The organization of information is finite as it can only be organized by LATCH: Location, Alphabet, Time, Category, or Hierarchy."

From browsing online...

5,187.1 miles ...

Richardson-Dallas	18.5 miles
Dallas-Washington, D.C.	1548.6 miles
Washington, D.C.-New York	233.9 miles
New York-New Jersey	24.8 miles
New Jersey-Tennessee	893.6 miles
Tennessee-New York	964.1 miles
New York-Dallas	1548.6 miles
Dallas-Richardson	18.5 miles
TOTAL	\$187.1 miles



...in 3 seconds

- 1 Dialing from a home computer via modem to access the Internet
- 2 Connecting with the ISP and navigating to a Website featuring an online bookstore; selecting a book
- 3 Channeling through the network hub in Washington, D.C.
- 4 To New York City, where the Website is hosted
- 5 Searching for the title in a warehouse; being diverted to another city for additional searching
- 6 Finding the book; being returned to the Website in New York City
- 7 Relaying information through the ISP again
- 8 Displaying results on the home computer

...to buying online

During 1998, sales of books online rose 300% to an estimated
\$650 million
from \$150 million in 1997.

*BOOK INDUSTRY TRENDS 1998, COVERING THE YEARS 1993-1998, *THE STATISTICAL SERVICE CENTER, 1999.



Pregnancy and Weight Gain

How much weight should a woman gain during pregnancy?

If a woman is...	she should gain...
Crying before...	35 - 45 pounds
Underweight...	40 pounds
Normal weight...	25 - 35 pounds
Overweight...	not less than 15 pounds

How fast should she gain it?

A woman should gain about three to four pounds in the first three months and one pound a week thereafter through Month 8. In the last months, the rate of gain should drop to less than a pound a week.

Pregnant fathers?

Coynade ("coy-uh-VAYD") Syndrome: Phenomenon in which the father feels or exhibits pregnancy symptoms. In some aboriginal communities, men retreat to bed, scream as if in labor and receive nurturing while the mother gives birth somewhere else. In the U.S., fathers-to-be have reported morning sickness, weight gain and food cravings.

A Total-Body Experience

Pregnancy can affect almost every aspect of a woman's body.

The hormone produced to support childbearing don't single out the uterus, breasts and other "baby-related" body parts. Rather, they can impact virtually all of the body's systems, organs and tissues.

Morning sickness: Who: About 50% of women. What: Ranges from nausea to frequent vomiting. Occurs any time of day. In severe cases, persistent vomiting requires medical care. When: Usually ends by Week 12, but for some women, lasts for the duration.

Action Items: Coping with pregnancy symptoms

Morning sickness

- Eat several small meals instead of three large ones.
- Keep crackers or dry toast by your bed. Eat them about 20 minutes before you intend to get up.
- Avoid unpleasant smells.
- Drink fluids rather than with meals.
- Try wearing "pressure point" (non-medical) wristbands sold for preventing seasickness.

Swelling (legs, ankles, feet)

- Elevate your legs or lie down.
- Wear support hose. Put them on in the morning, when swelling is typically down.
- Drink at least eight glasses of fluid daily.

Constipation and hemorrhoids

- Have two glasses of water first thing in the morning.
- Include high-fiber foods in every meal.
- Don't use laxatives unless your doctor prescribes them.
- If you develop hemorrhoids, don't sit for long periods of time. Avoid straining during bowel movements.

Resources and information

- www.babycenter.com
- www.childbirth.org
- www.pregnancytoday.com

What to Expect When You're Expecting

Arlyne Eisenberg et al.

Planning for Pregnancy, Birth, and Beyond

The American College of Obstetricians and Gynecologists

Mayo Clinic Complete Book of Pregnancy & Baby's First Year

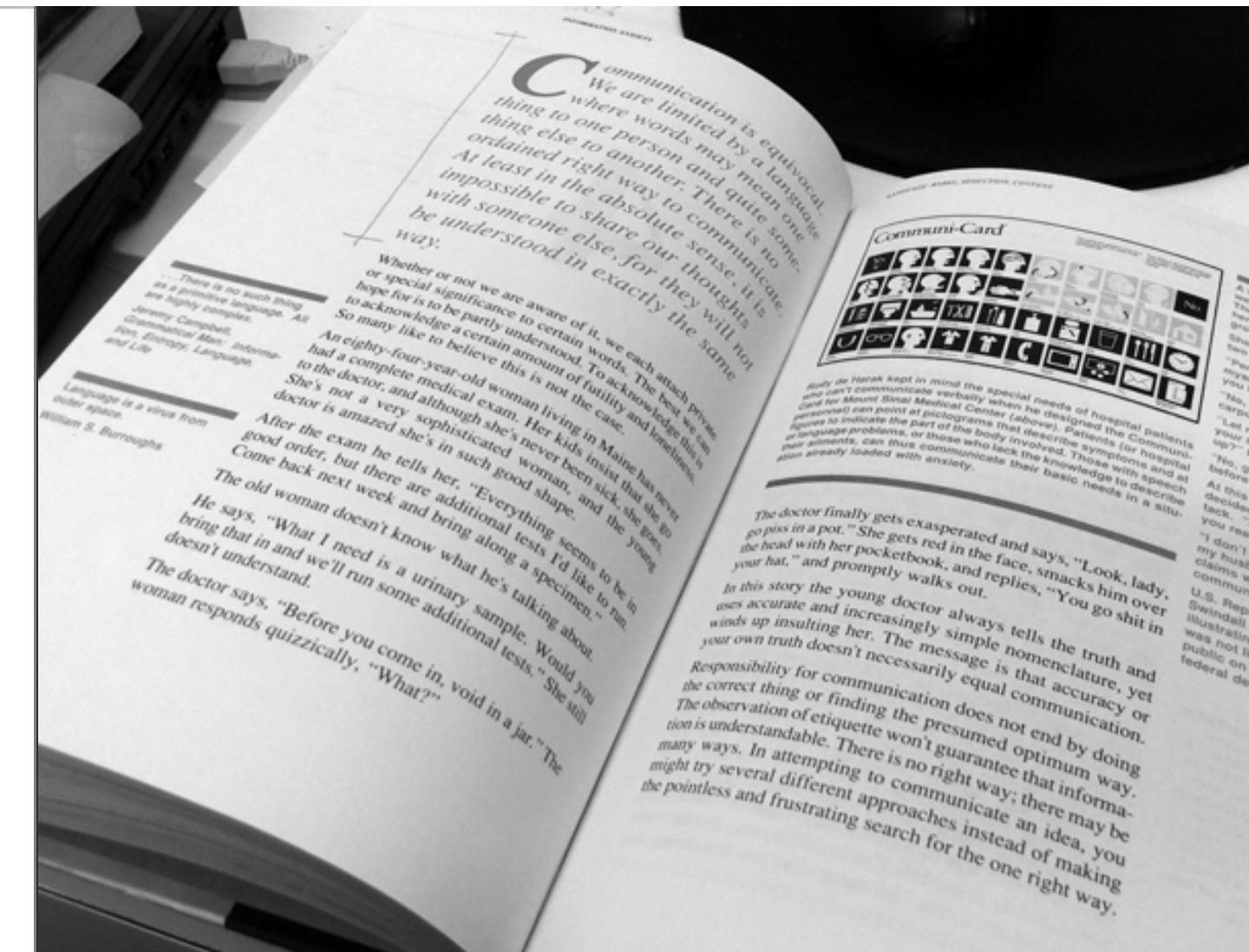
Robert V. Johnson, editor



When a hat is alone, it may tell us little about itself or the wearer, but in comparison with other hats it may indicate authority, membership, occupation, or interest.

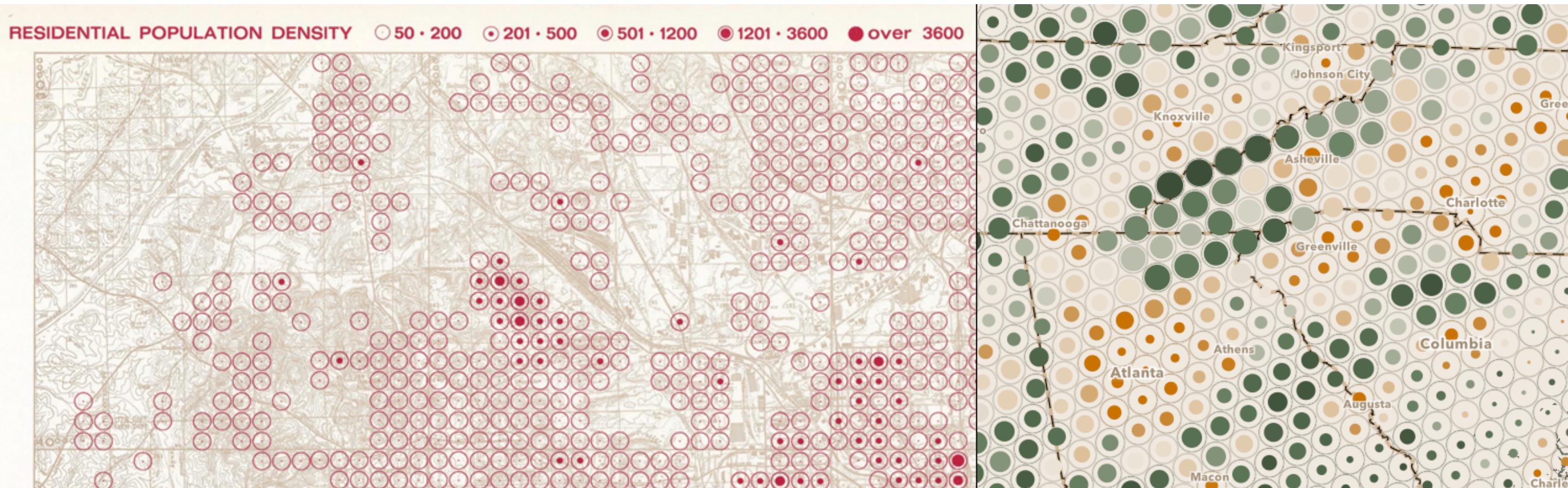
The creative organization of information creates new information.

The hats never change, but hanging them in different patterns or with different rules or on different hat racks can affect what we learn about them.



INFORMATION ANXIETY (1989)

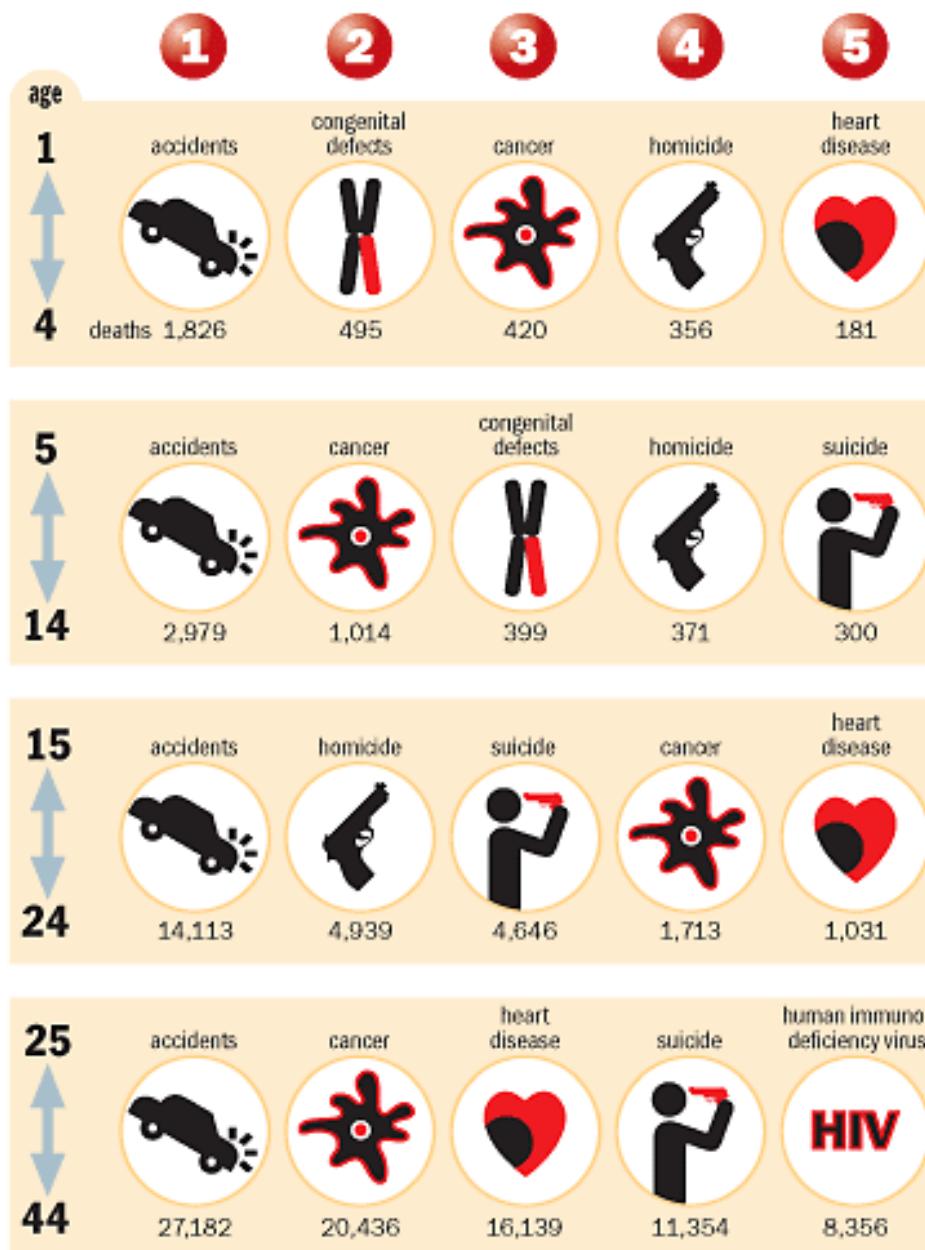
How can information and facts be organized into a bundle of easily processed and useful information. There might not be a single through line, so you can read the chapters in any order you like.



URBAN ATLAS: 20 AMERICAN CITIES, A COMMUNICATION STUDY NOTATING SELECTED URBAN DATA (1967)

Presents area maps of the United States and regional and street maps of major cities, and organizes data pertaining to said cities in a manner that is clear and easily readable.

Top 10 causes of death in the US, by age

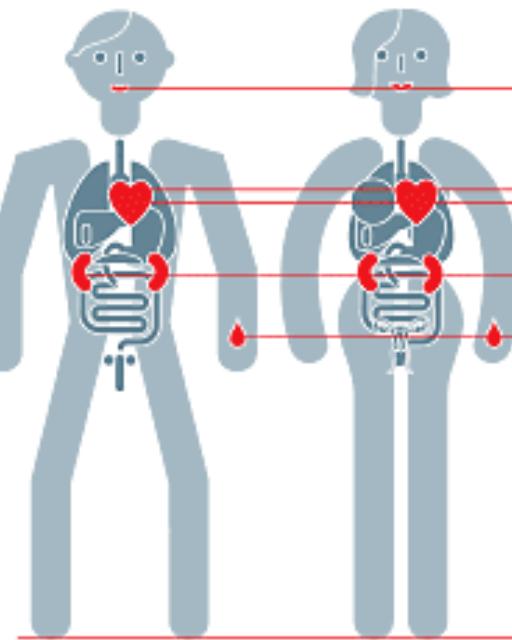


We take it for granted that the dashboard in our car will keep us informed about fuel, temperature, speed and so on.

Most of us know more about our cars than we do about the state of our bodies.

Why not seek the same data from your body as from your car?

You should care more about your blood pressure than your tire pressure.



Knowing the state of your body is the first step in understanding how to live well.

Suppose there was a dashboard for the body.

What's my temperature? What was it yesterday?

What's my heart rate? And 6 months ago?

What are my cholesterol levels?

What's my blood sugar level?

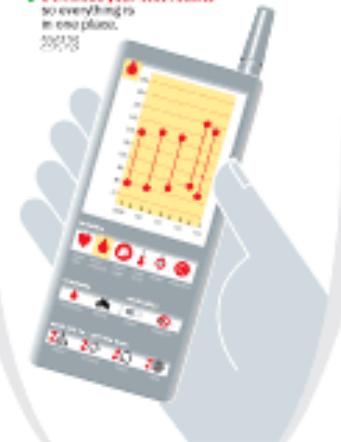
What's my blood pressure? Is that good or bad? What was the last reading?

What's my weight now? Compared to 3 years ago?

You may even carry it with you.

A handheld device could allow you to...

- Get data about your vital functions.
- Compare data with previous readings.
- Store information.
- Keep others informed by sending the data to doctors and specialists in advance of consultations, or to hospitals in case of emergencies.
- Download your test results to everything from your phone.



UNDERSTANDING HEALTHCARE (2004)

Understanding Healthcare takes the powerful tools of information architecture to create a road-map for each reader. Empowers each of us to constructively navigate through our own patterns of health information as well as those for whom we care.



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| 1 | https://harvardmagazine.com/2013/04/richard-saul-wurman-to-speak-at-design-school-commencement | 12 | https://scenariojournal.com/article/richard-wurman/ |
| 2 | http://adcglobal.org/hall-of-fame/richard-saul-wurman/ | 13 | https://www.esri.com/arcgis-blog/products/js-api-arcgis/mapping/wurman-dots-bringing-back-the-60s/ |
| 3 | https://www.aiga.org/medalist-richardsaulwurman | 14 | https://www.esri.com/arcgis-blog/products/js-api-arcgis/mapping/wurman-dots-bringing-back-the-60s/ |
| 4 | https://www.youtube.com/watch?v=WABAIJHPdnw | 15 | https://georgevantwerp.com/2007/10/30/understanding-health-care-wurman/ |
| 5 | https://tedxwinterpark.com/who-started-ted-talks/ | 16 | http://www.understandinghealthcare.com/index.php4?pg=1 |
| 6 | https://blog.ted.com/the-30th-birthday-of-ted-richard-saul-wurman-at-ted2014/ | | |
| 7 | https://parsonsdesign4.wordpress.com/resources/latch-methods-of-organization/ | | |
| 8 | https://www.duarte.com/presentation-skills-resources/organizing-information-is-finite/ | | |
| 9 | https://historygraphicdesign.com/the-age-of-information/the-digital-revolution-and-beyond/217-richard-saul-wurman | | |
| 10 | https://www.aiga.org/medalist-richardsaulwurman | | |
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