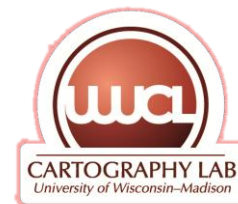


Unit 3: Design Sprint 1 | 12.05.25 14:00–15:30

Obtaining Your Data & Researching Your SDG

Schedule at a Glance



Day 1 // Monday 12.05.25

- **Unit 1: Introductions & Inspiration Talks**
 - 10:00 to 10:15 // Arrival (and coffee!)
 - 10:15 to 10:30 // Introductions from Georg Gartner and Robert Roth
 - 10:30 to 10:45 // Inspiration Talk 1: The United Nations Sustainable Development Goals (Ayako Kagawa)
 - 10:45 to 11:00 // Inspiration Talk 2: Tips for Mapping the SDGs (Robert Roth)
 - 11:00 to 11:15 // Inspiration Talk 3: Making an Atlas in a Day (Alicia Cowart)
- 11:15 to 11:30 // Break
- **Unit 2: Team Formation**
 - 11:30 to 12:00 // Picking Your SDG (rank your top three SDG themes, narrow into small groups, facilitated by Robert Roth)
 - 12:00 to 13:00 // Brainstorming Your Story (breakouts with Alicia Cowart, Merve Keskin, N.T. Nawshin, Robert Roth, Zdenek Stachon, and available TUW staff)
- 13:00 to 14:00 // Lunch
- **Unit 3: Design Sprint 1, Obtaining Your Data, Researching Your Topic**
 - 14:00 to 15:30 // Team Work (organizers available for questions)
- 15:30 to 16:00 // Creative Break, the Marshmallow Challenge (facilitated by Robert Roth)
- **Unit 4: Design Sprint 2, Sketching & Organizing Your Visual Story**
 - 16:00 to 17:30 // Team Work (organizers available for questions) *The goal is to have cleaned, mappable data in a GIS by day's end*
 - 17:30+ // Continue Work As Needed (Optional)

Day 2 // Tuesday 13.05.25

- **Unit 5: Design Sprint 3, Polishing Your Visual Story**
 - 14:30 to 15:00 // Adobe Illustrator Demo
 - 15:00 to 17:00 // Team Work (organizers available for questions) *The goal is to be out of GIS and into Adobe Illustrator by day's end*
 - 17:00+ // Continue Work As Needed (Optional)

Day 3 // Wednesday 14.05.25

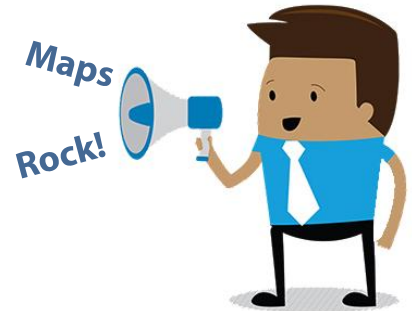
- Initial Drafts Due in Google Slides by 16:00
- **Unit 6: Team Presentations & Draft Feedback**
 - 16:00 to 18:00 // Presentations
- 18:00+ // Social (!) *Recommendations appreciated!*

Day 4 // Thursday 15.05.25

- Second Drafts Due to Rob by 16:00
- PhD Student Show and Tell (N.T. Nawshin, Gareth Baldrice-Franklin) *Contact Rob if you are interested in giving a 5-10 minute lightning talk*
- 18:00+ // PhD Student Social (Alicia and Rob will crash!) *Recommendations appreciated!*

Unit 3 Objectives

1. Research your topic further to identify the 1. background context, 2. key problem, and 3. take-home conclusion
2. Select and download the indicator(s) under your SDG that supplies the relevant problem context or characters for your story
3. Join the indicator(s) to the Simplified UN Country Shapefile containing the M49 standard codes in your preferred GIS software
 - **Important:** Make the layout landscape A4 for export to Adobe Illustrator and placement into the atlas spread
4. Identify additional attribute and boundary datasets needed to tell your story, particularly those at a subnational scale
 - **Important:** Take a screenshot of progress every unit / breakthrough for Google Slides!



GitHub - uwcartlab/Vienna-DC-2025

github.com/uwcartlab/Vienna-DC-2025/tree/main?tab=readme-ov-file

README

2025 SDG Design Challenge / T/U(X)W

Welcome to the 2025 Design Challenge!

The University of Wisconsin Cartography Lab ([Cart Lab](#)) Design Challenge is a day-long mapping workshop that brings together Cartography and Geography students, often in collaboration with campus or community partners, around a curated mapping theme. The Design Challenge is now an institution in the University of Wisconsin–Madison Geography Department, first running in 2015 and wrapping its 10th annual event this past February 2024. This year (officially #DC11) we are taking the Design Challenge international, combining efforts with the Technical University of Wien, the Erasmus Mundus MSc Cartography Programme, and the International Cartographic Association Commission on the User Experience (UX).

Specifically, we will be making a collective atlas of the [United Nations Sustainable Development Goals](#) ... *in less than one week!* The UN adopted the 2030 Agenda for Sustainable Development in 2015, an expansion from the prior 2000–2015 Millennium Development Goals, and defined a global indicator framework for collective transformation and action toward a more equitable and just world. At the time of this writing (October 2024), the SDG global indicator framework comprised 17 goals to address the most pressing problems facing our worlds, 169 targets that prescribe real and actionable outcomes for sustainability, and 231 unique indicators used to measure and monitor progress towards these targets, inform policy at global and local levels, and promote accountability across all stakeholders (<https://unstats.un.org/sdgs/>).


Prompt: SDG Atlas in a Week


Our SDG Atlas in a Week will include at least 17 two page spreads, one covering each of the SDGs plus some from front and back matter. Each spread will include one page for maps, charts, and clarifying annotation about the SDG and a second page providing a title and statement about what the maps are saying and what this means for our planet's future and our individual actions. You will work in a small team to develop one of the atlas spreads, but in addition to mapping SDG indicator data, we also want you to bring your own personal experiences and home locations into the map, telling a *compelling story* about your team's common ground around the SDG and the alternatives that are possible from your different, worldwide perspectives.

Packages

No packages published

Contributors 2

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https://github.com/uwcartlab/Vienna-DC-2025

