

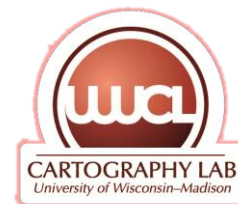
Unit 2: Team Formation & Brainstorming | 12.05.25 11:30–13:00
Picking Your SDG & Brainstorming Your Topic!

Objectives for the Day

- 1. Connect data to stories:** Combine official SDG indicators with personal or community-based experiences
- 2. Practice design as an argument:** Use visual form—map style, symbols, layout—as part of the message
- 3. Reflect on information complexity:** Highlight contradictions, uncertainties, and/or alternatives
- 4. Collaborate across contexts:** Discover shared experiences within your team, particularly if you come from different regions



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 2 Objectives

1. Describe the schedule for making an atlas in a day
2. Review the SDG global indicator framework and rank your top three SDG choices and use the clustering by geography to pivot into less popular SDG choices (~10-15 minutes)
3. Form a group of 2-3 students for the week around preferred SDGs (~10-15 minutes; facilitated by Rob)
4. Review the Tier 1 indicators available for your SDG and discuss how these indicators relate to your current and past interests and experiences (~30 minutes)
5. Brainstorm potential data-driven stories that your group is uniquely positioned to tell about your SDG using the storytelling prompts and share these ideas with organizers for rapid feedback (~30 minutes)





Storytelling Prompts:

1. What is the main point of your proposed project?

- What is necessary **background context** for understanding your SDG map? i.e., What is the most relevant indicator?
- What is the key **problem** driving your story? i.e., Why should we care?
- What is main **conclusion** of your story? i.e., What do you want audiences to remember?

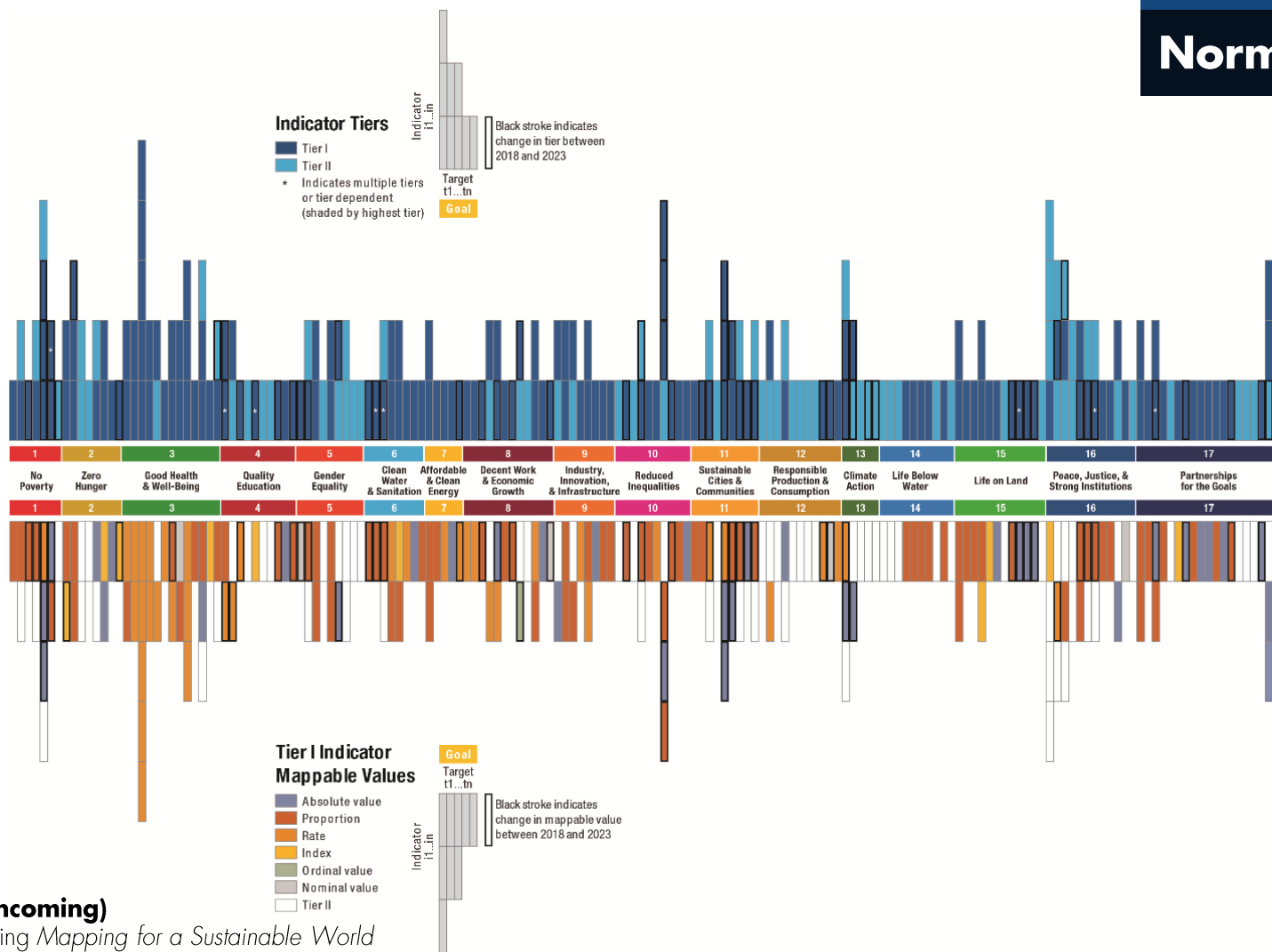
2. Which place(s) are important regarding your topic?

- i.e., Who are the **character(s)** of your story? What is their cartographic scale? i.e., regions, countries, cities, etc.
- Begin looking at indicator data patterns: What **outliers** (high and low) or **changes** make interesting juxtapositions?
- From your experiences, what **alternatives or solutions** do these places represent? How should they change in the future?

3. What will your atlas spread include?

- What **maps, charts, images, and commentary** is important to tell your story?
- What do the SDG indicators show and **what do the data not show**?
- How do you want audiences to **feel** while reading the map and **behave** differently after seeing your map?

Normalization



Roth et al. (forthcoming)

Making and Remaking Mapping for a Sustainable World