



Faculty of Design, sLAB (Strategic Innovation Lab)

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Beyond text: Making research visible, tangible, experiential

Van Alstyne, Greg

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Planning your Major Research Project?

Consider:

Reading + viewing + listening + interacting

Sensemaking + strangemaking

Mapping + spacing

Timing + telling

Feeding back + feeding forward


Learning + teaching

Pattern making + pattern breaking

Inventing + innovation

Changing minds + changing the world

Attracting + managing attention

A photograph of the OCAD University building in Toronto at dusk. The building features a prominent cantilevered upper floor with a facade made of a grid of small, colorful, pixelated panels. The lower part of the building is dark with large windows. The CN Tower is visible in the background on the left. An orange circle with the text "we are here" is overlaid on the upper left part of the image.

we
are
here

Research *through* design (Frayling, 1993)

Design-based research creation may include:

Visual thinking

Mapping, diagramming

Tangible futures (images, objects, environments)

Design with dialogue

Service design

Communication design

Publication design (books, posters etc.)

Time-based media (video, interaction)

Experience design

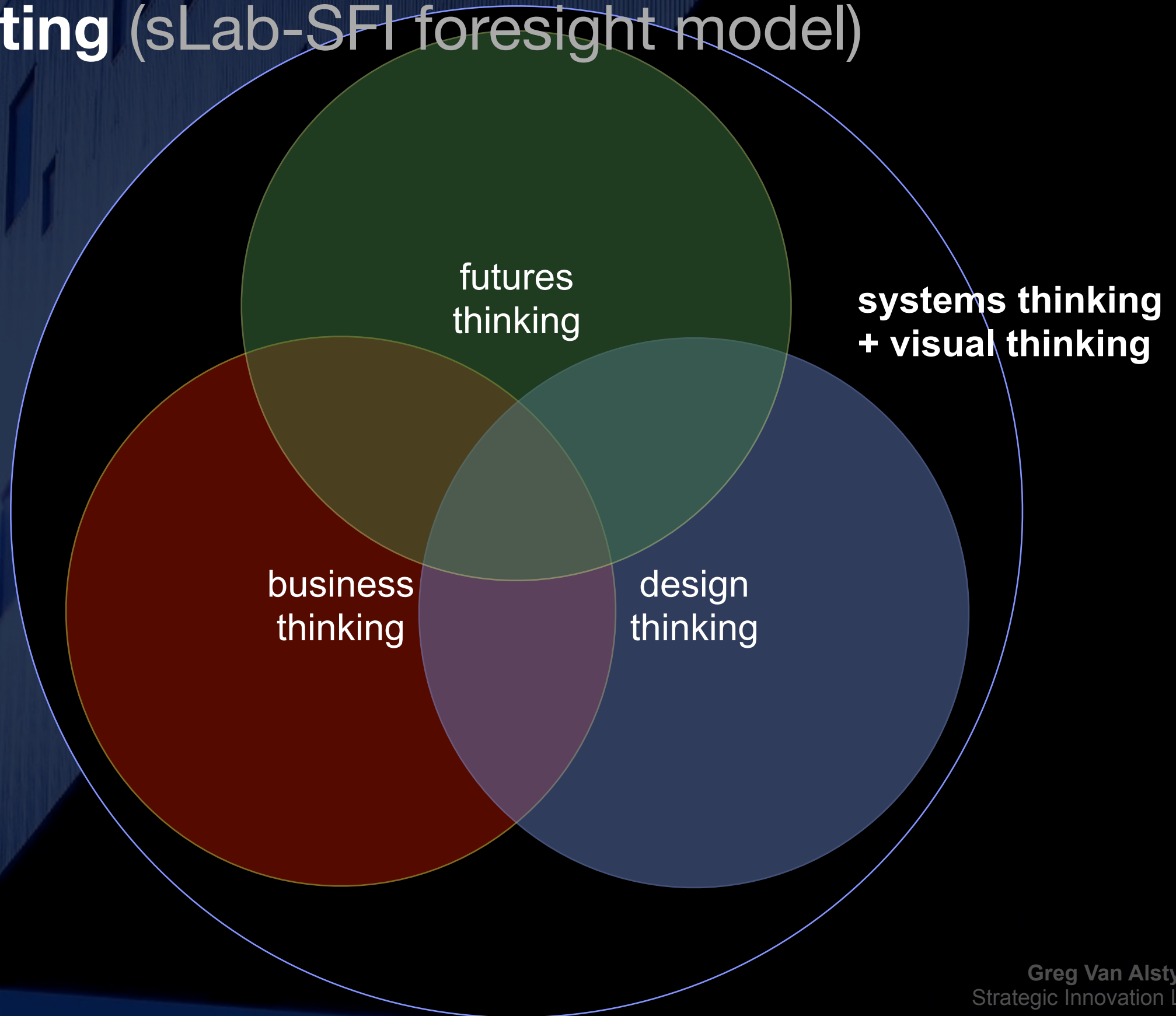
Design is increasingly
about qualities of **experience**,
psychology, ergonomics, perception,
tactility, **sensuality**,
emotion and **flow**.

Yet time is increasingly scarce.

So our economies are becoming increasingly centred around

ATTENTION

Innovating (sLab-SFI foresight model)



Sensing (How do we experience the world?)

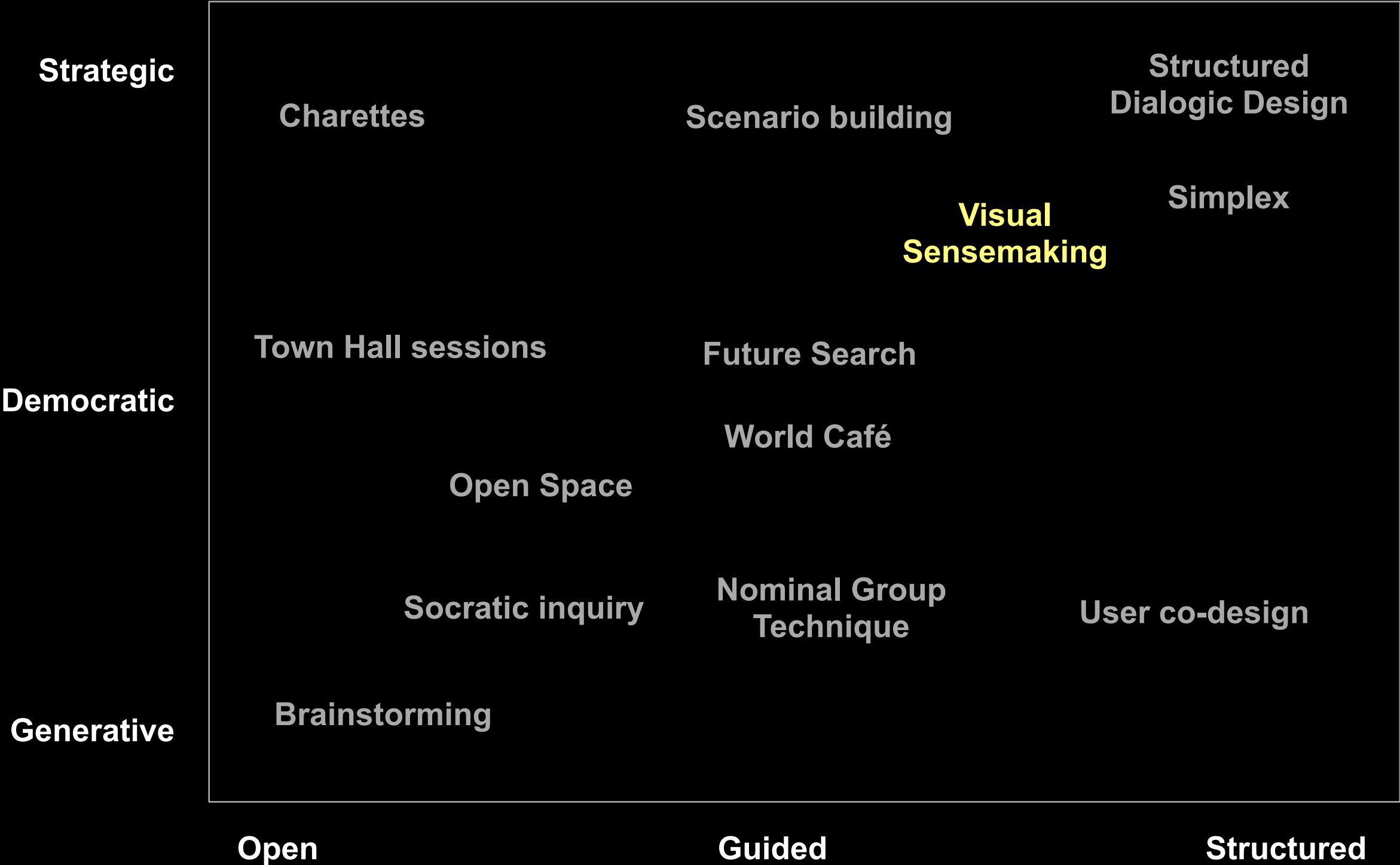


Model of William Penfield's Homunculus
1993

Sensemaking (van Patter+Pastor, Humantific)

“Visual SenseMaking is the activity of making sense of ambiguous complex situations through visual methods and tools including words, images, drawings, diagrams, charts, graphs, etc. This involves not only visual thinking, but creating visual ordering systems.”

Sensemaking (Peter H. Jones)



Strangemaking

Design thinking is about *sensemaking*, right?
Designers excel at training, practicing, and
theorizing how to make sense of complex or
ambiguous situations and information.

Still, sometimes what we need is not sensemaking.
Sometimes what we need is ***strangemaking***.

Proponents of this idea include C.W. Mills (1959),
Stewart Brand, Noah Raford, Greg Van Alstyne



Timing



Spatializing

IMAGE ECONOMIES

The human nervous system evolved in an environment where seeing change – the slightest difference in the surrounding environment – could mean the difference between life and death. So it is not surprising that our most developed cultural forms are practices of the visual. But we didn't stop there. So much of life occurs outside the range of visible light. Through scientific tools and methods we have reached far beyond this narrow slice of the electromagnetic spectrum to colonize its full range, from radio waves and infrared to x-rays, gamma radiation and cosmic rays. Now, existence in all its glorious complexity, from the dynamic division of living cells to the vastness and vibrancy of the entire known universe, has been rendered accessible to our visual capacity. Meanwhile, the democratization of the means for making and sharing images in the cultural realm continues to explode exponentially. As cost approaches zero and access to image production and dissemination becomes universal, new possibilities begin to emerge. Our insatiable embrace of the image knows no bounds.

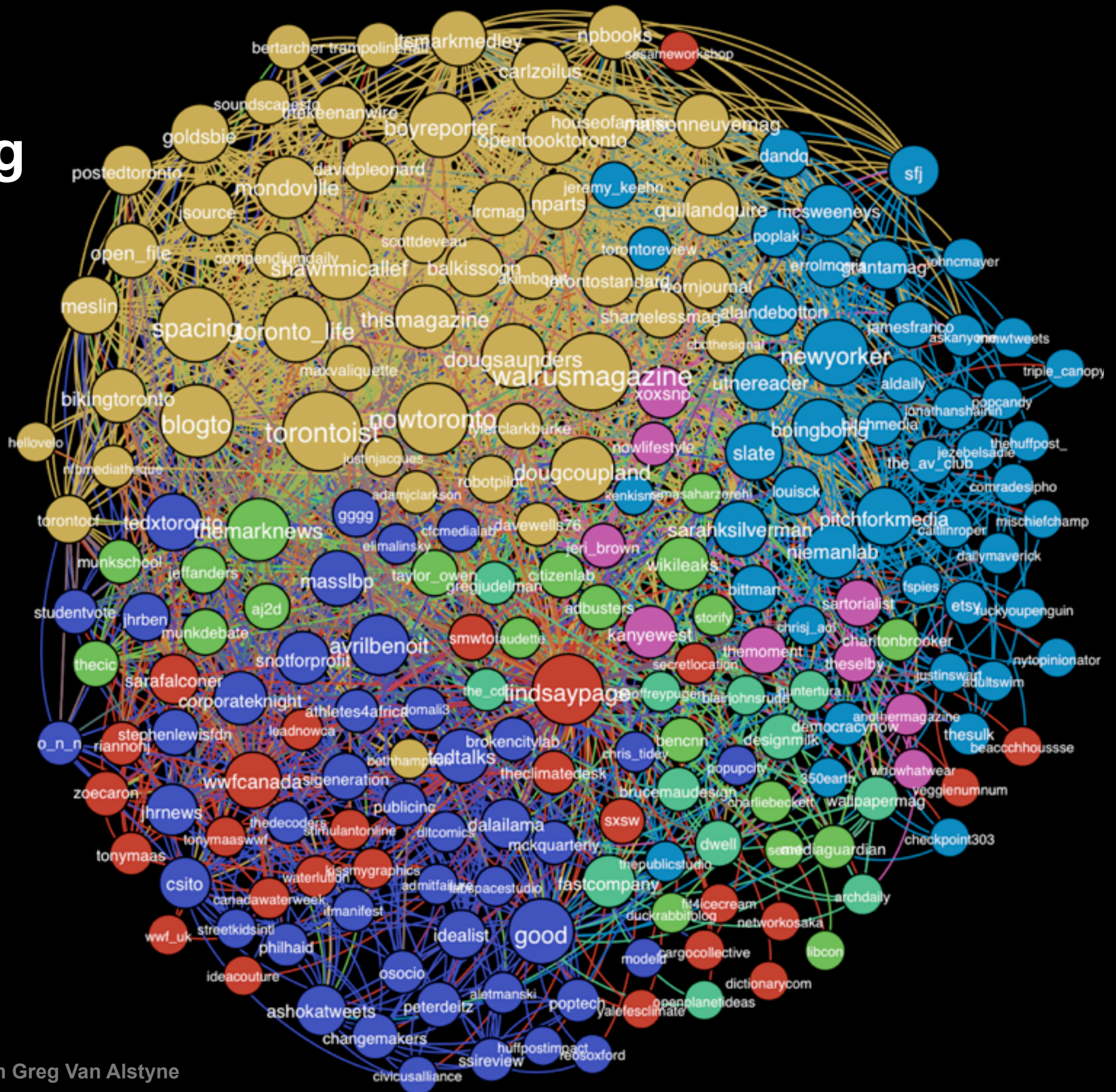
Massive Change Image Economies gallery, 2005

Greg Van Alstyne, Chris Bahry, Ilene Solomon with Bruce Mau and the Institute without Boundaries,

Visit VR

Mapping

**“Patterns cannot be weighed or measured; they must be mapped”
– Fritjof Capra**



Styling

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

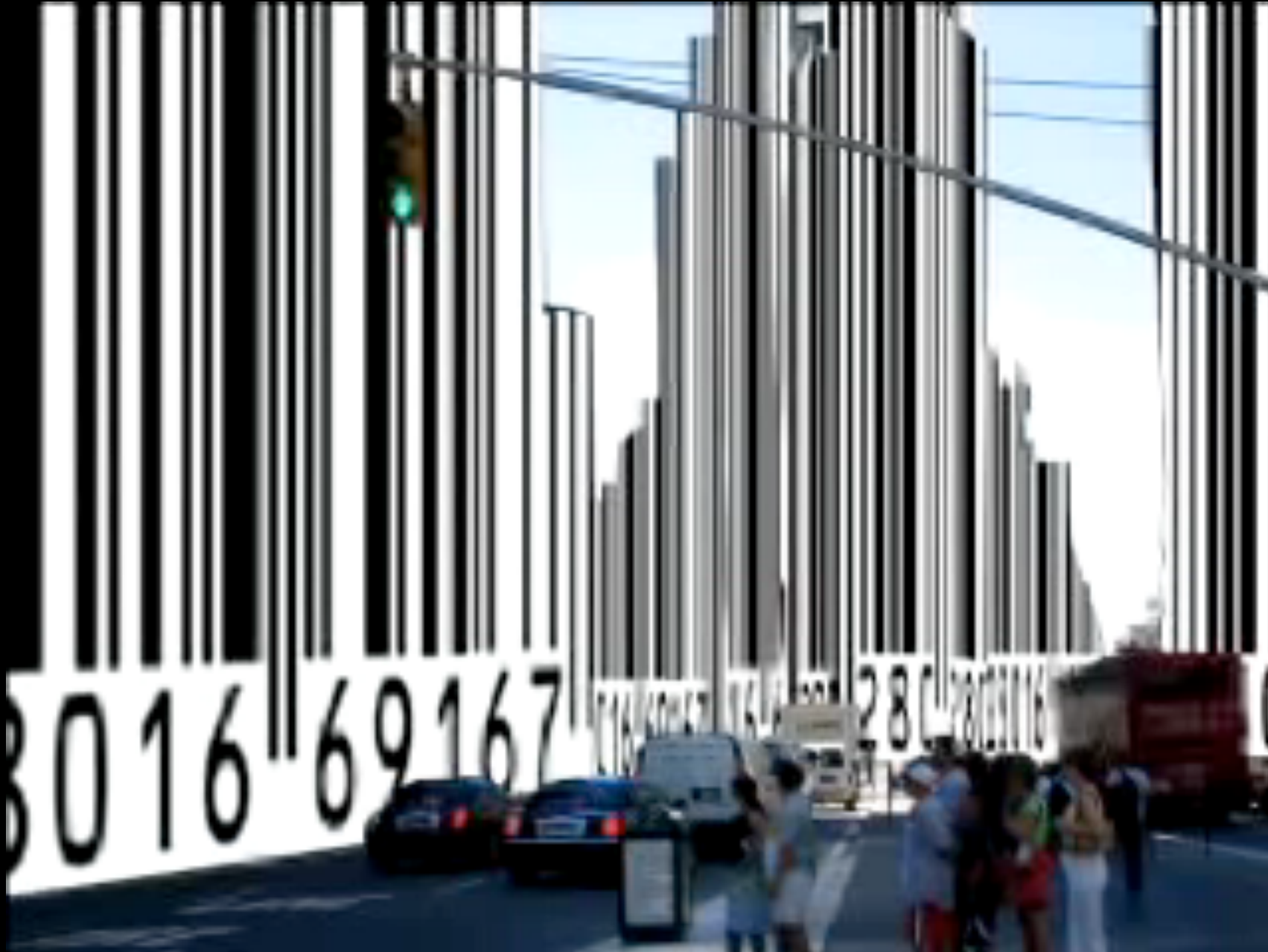
Gesturing



The Un-Private House interactive installations

Terrence Riley, Andrew Davies, Greg Van Alstyne, Paul Niebuhr (MoMA) and Neil Gershenfeld et al. (MIT Media Lab) 1999

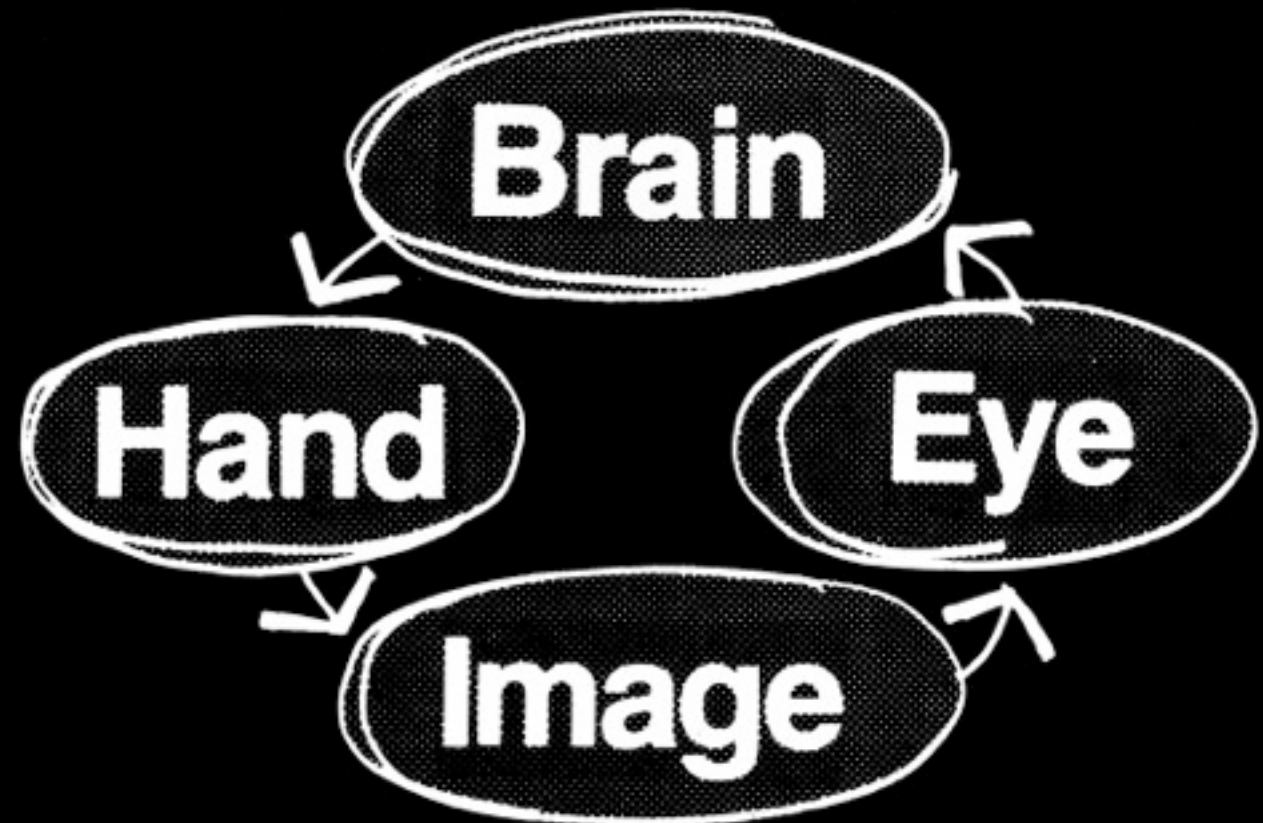
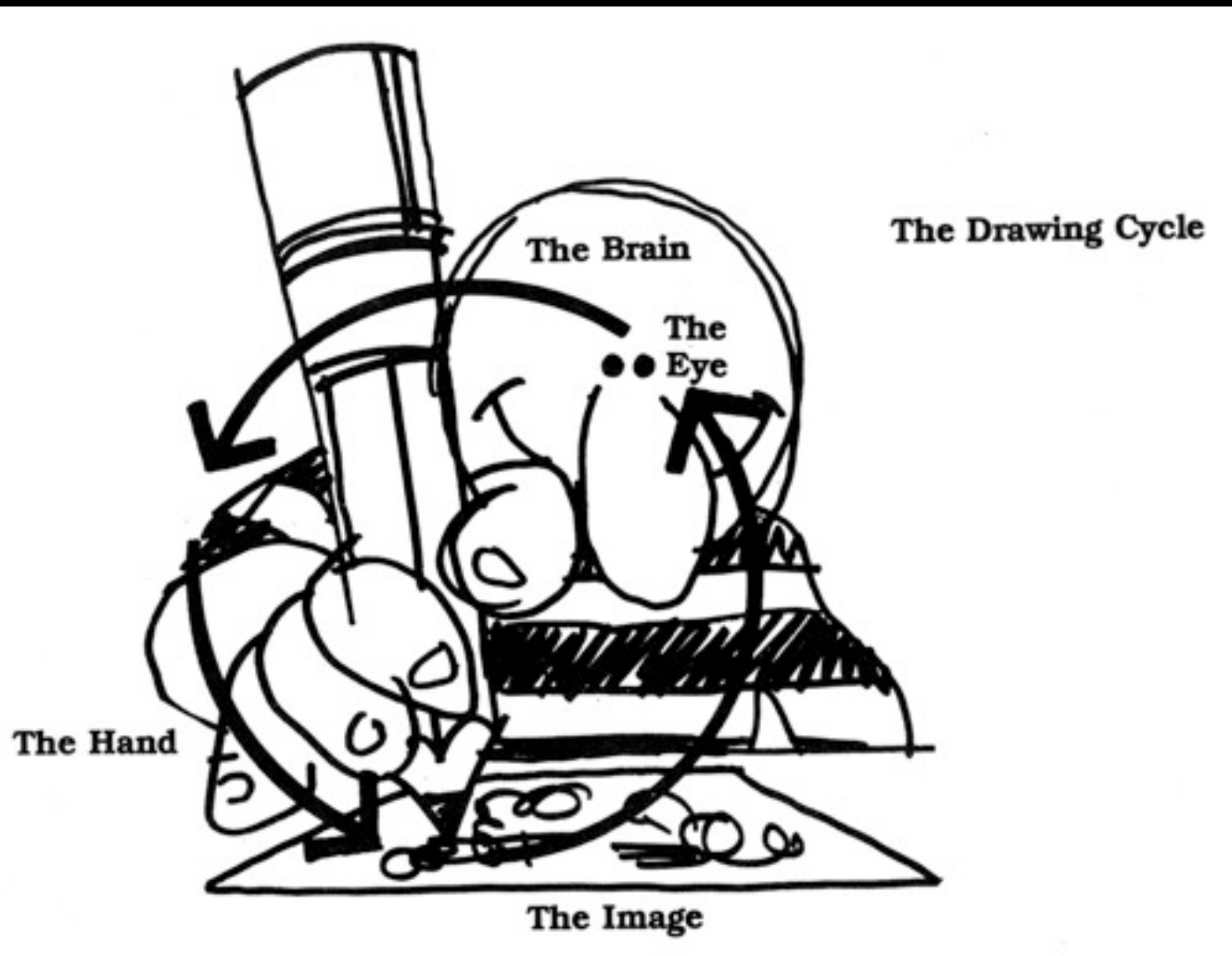
Storytelling



MC Market Economies “DeSoto” film

Tobias Lau, Bruce Mau, Greg Van Alstyne, Daniel Wigdor, 2005

Feeding back

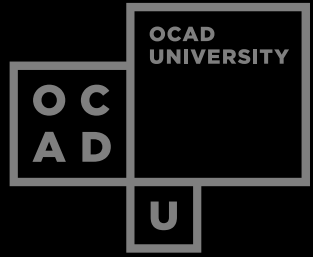




McKim, R.H. (1972). Experiences in visual thinking. Monterey, Calif.: Brooks/Cole Pub. Co.

Drawing conclusions

Visual thinking is as innately human as art itself. To solve our most difficult challenges, we'll need to leverage this ancient skill in new ways.



Many thanks.

Greg Van Alstyne

gvanalstyne@faculty.ocadu.ca

Strategic Innovation Lab (sLab)

<http://slab.ocad.ca>