Beyond text: Making research visible, tangible, experiential
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Beyond Text: Making Research Visible, Tangible, Experiential

Ideas for candidates, MDes in Strategic Foresight and Innovation
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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
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)

- futures thinking
- systems thinking + visual thinking
- business thinking
- design thinking
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)

- Charettes
- Scenario building
- Visual Sensemaking
- Structured Dialogic Design
- Simplex
- Town Hall sessions
- Future Search
- World Café
- Open Space
- Nominal Group Technique
- User co-design
- Socratic inquiry
- Brainstorming

Dimensions:
- Strategic
- Democratic
- Generative
- Open
- Guided
- Structured
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
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Greg Van Alstyne
Strategic Innovation Lab
Visit VR

Massive Change Image Economies gallery, 2005
Greg Van Alstyne, Chris Bahry, Ilene Solomon with Bruce Mau and the Institute without Boundaries,

Spatializing
“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
I 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
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
Feeding back

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.

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