



Image Credit: Pixar's "Up"

# Critique, Metaphor, Emotion & Vignettes

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ac4d

Please post your assignment!

# Why Critique?

“All learning is re-learning. Learning is best facilitated by a process that draws out the students’ beliefs and ideas about a topic so that they can be examined, tested and integrated with new, more refined ideas.”

Experiential Learning Theory  
Alice Kolb & David Kolb

# Our Hypothesis

**Critique is a tool.** It allows you to examine your own perspective while discovering divergent points of view that can be incorporated into future iterations.

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Critiques are difficult because we are presenting ourselves as vulnerable.

# To have an effective critique, we must follow some basic rules:

For the Audience:

- You are not here to attack to person, or point out the things they did wrong.
- Be deliberate and constructive in your responses – “How might you approach a similar situation”
- Remain objective with your feedback:

**GOOD** - Consider adding some additional line weight to THE sketches.

**BAD** – YOU didn't put down any line weights, and that makes it look flat.

If your comment isn't actionable, reframe it or keep it to yourself.

# To have an effective critique, we must follow some basic rules:

## For the Participant:

- Always have a point of view on what you want feedback on. Present this request when you present your work.

“Everything I’ve been making feels really similar. Does anyone have a suggestion on other ways this can be taken? Or do you have any good sources for inspiration?”

- Never defend your work. Instead, take a breath, and then try to analyze the meaning behind what is being said. Reframe this back to the audience if you need more clarity.

If your feedback isn’t actionable, call it out and ask “So what should I do”



Metaphoric Visualization

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# How are these illustrations different?



# Metaphoric Visualization

A method that assists in the literal translation of an image to the empathetic understanding of a concept.

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These illustrations often require an initial explanation but quickly become symbols in the hearts and minds of the viewers.

# Metaphoric Visualization

A method that assists in the literal translation of an image to the empathetic understanding of a concept.

They re-enforce the meaning behind an idea through:

- Personification
- The use of whimsical elements
- Juxtaposition of established concepts
- Illusion or paradox

# Metaphoric Visualization

A method that assists in the literal translation of an image to the empathetic understanding of a concept.

Great Metaphoric Visualizations push the boundaries. They often incorporate elements that dramatically force a perspective. They become a rallying point for teams & increase the transferability of the idea.

# Metaphoric Visualization Examples



# Metaphoric Visualization Examples



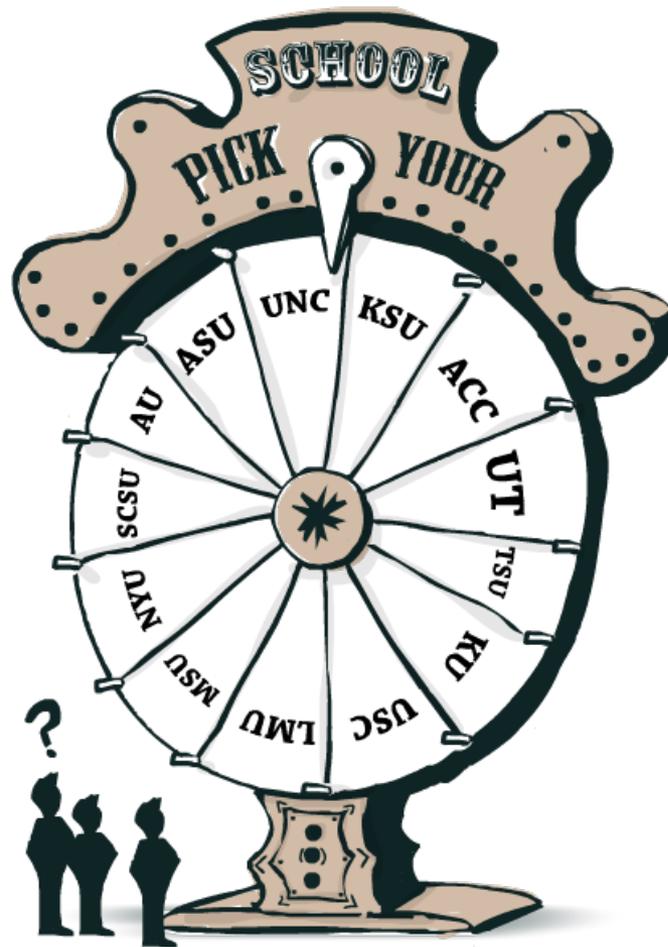
# Metaphoric Visualization Examples



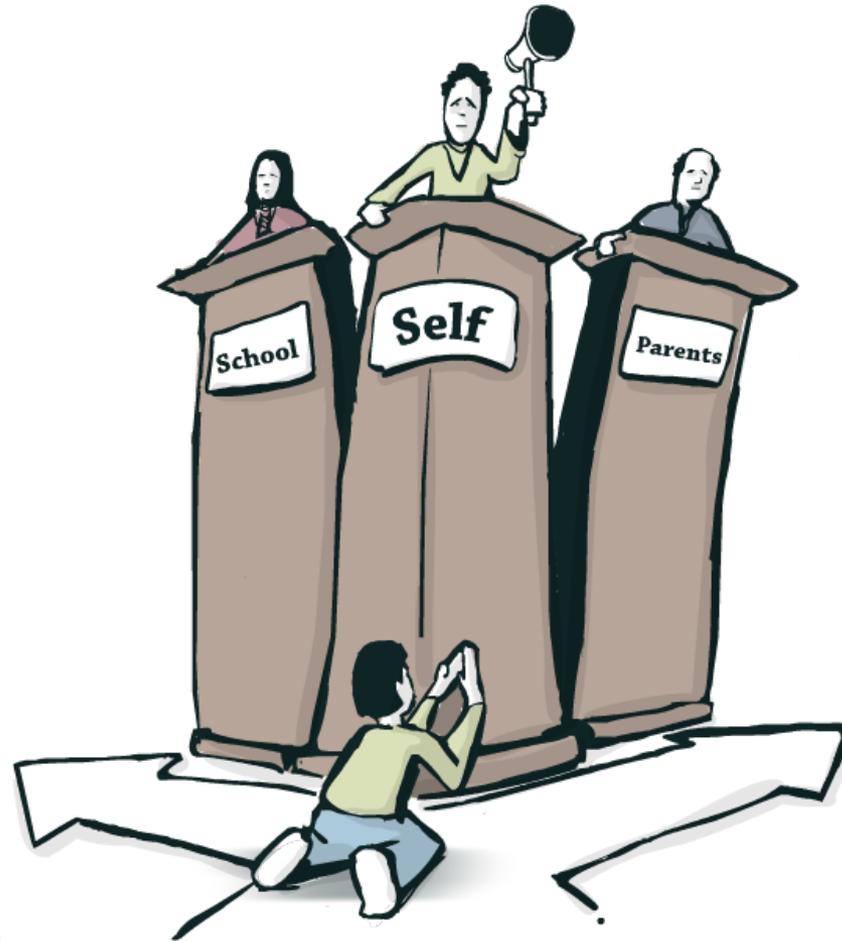
# Metaphoric Visualization Examples



# Metaphoric Visualization Examples



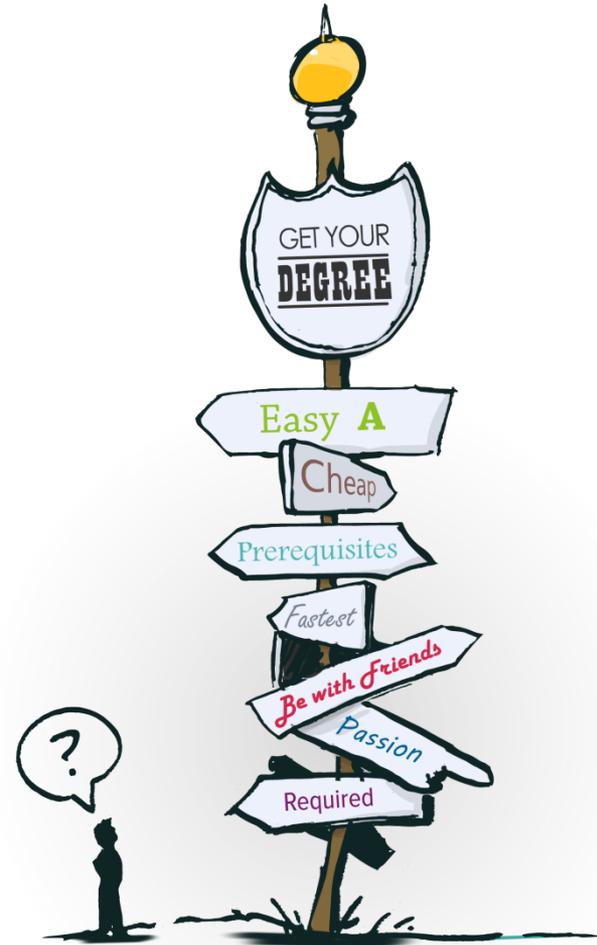
# Metaphoric Visualization Examples



# Metaphoric Visualization Examples



# Metaphoric Visualization Examples



# ACTIVITY (30 mins)

As individuals, create a medium fidelity Metaphoric Visualization. Try and embody “the” meaning behind one of the following:

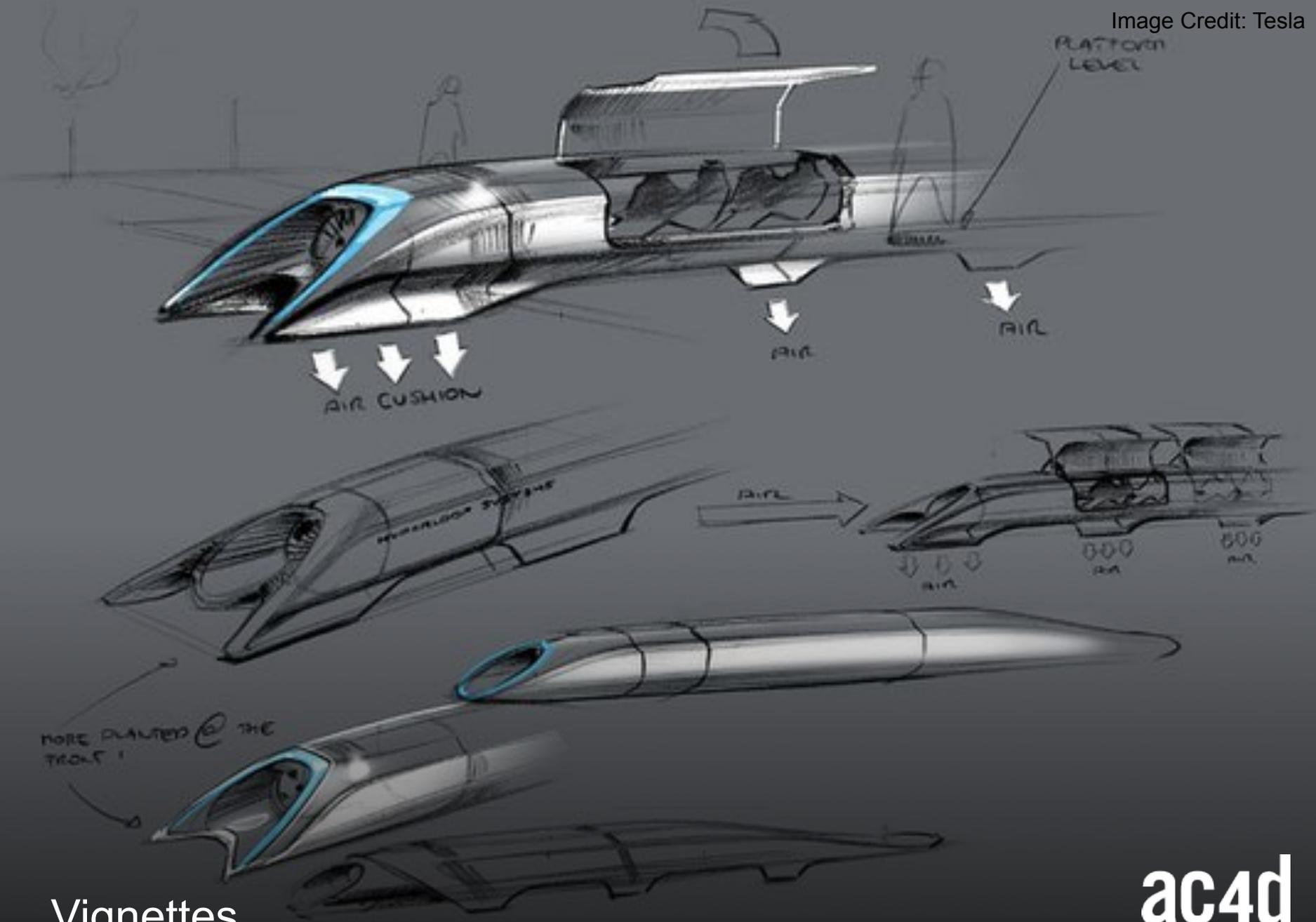
- Something current in the news (i.e. Syria, NSA, TSA, Twerking., etc.)
- Your first day at AC4D
- The moment your GPS / Phone Dies
- The feeling associated with a break-in
- A design pattern that you observe

Experiment with the following to dramatically enforce your perspective:

- Personification
- The use of whimsical elements
- Juxtaposition of established concepts
- Illusion or paradox

Critique!

Please post your work



Vignettes

# Vignettes

A single illustration of a concept that emphasizes the core attributes of a product, system, or service

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A good vignette distills “the forest and the trees”  
Into something that is rapidly digestible.

# Vignettes

A single illustration of a concept that emphasizes the core attributes of a product, system, or service

Descriptive enough to provide direction, but vague enough to allow for additional iterations by the viewer.

Your audience will fill in the rest of the details.

# Vignettes

A single illustration of a concept that emphasizes the core attributes of a product, system, or service.

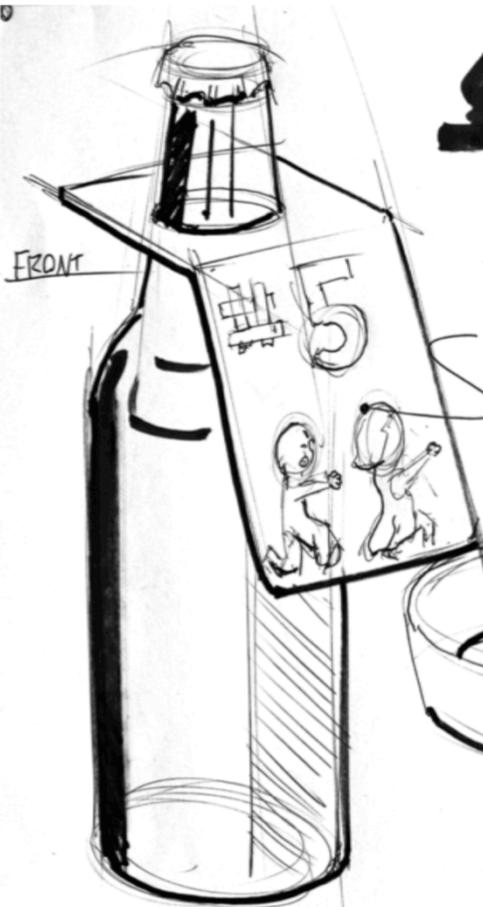
It can include, but is not limited to the:

- Users & their interactions or emotive state
- Context of use (where, when, frequency, etc..)
- Primary use case
- Evolution over time

## Examples!

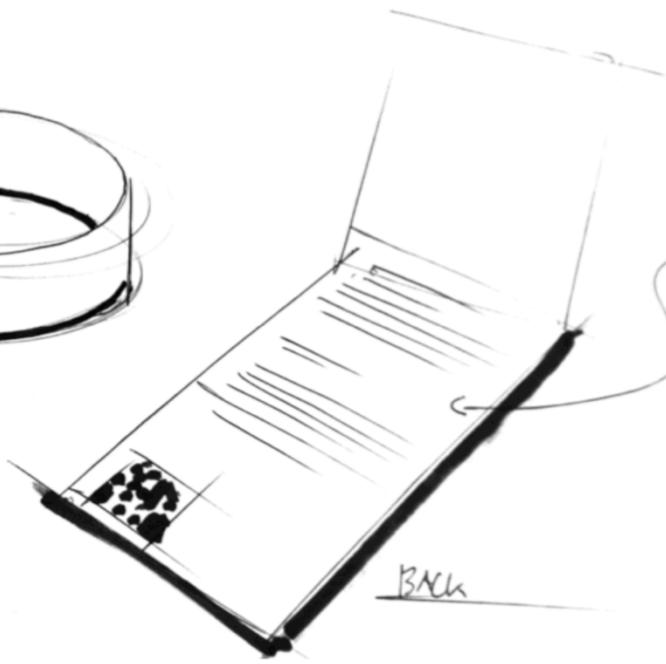
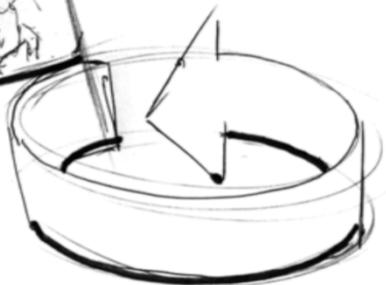
Discuss the concepts & visual mechanics being used...

# SA MYTH - BEER TAG.



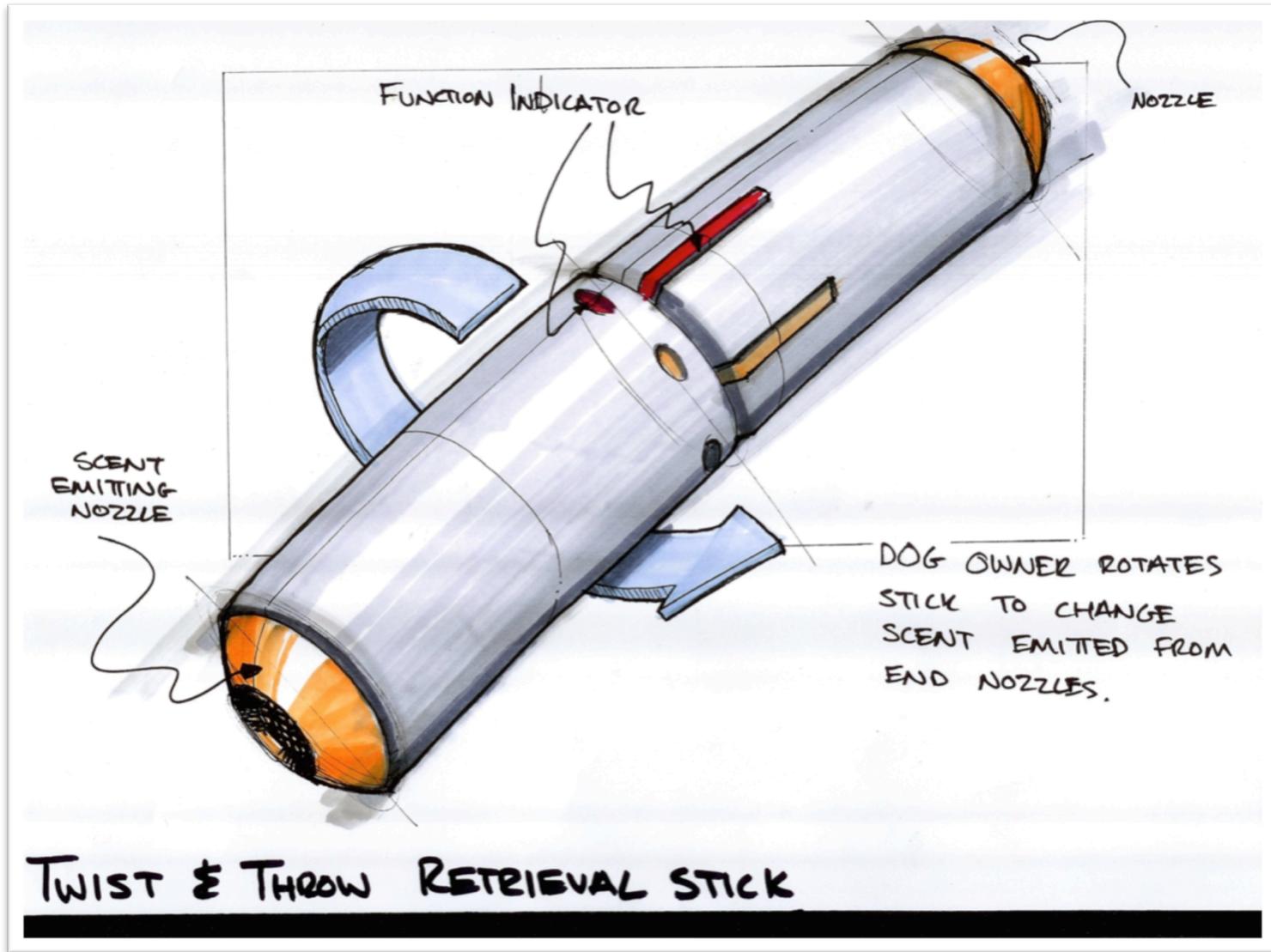
Myth #5 ←  
RAPIST HIDE IN  
THE BUSHES

Demystify how Rape / SA "victims"  
& perps are created w/ a little  
humor in "Contextually relevant"  
Places



Provide Additional  
Info + Resources  
Linkably a QR  
code to "HELP"

BACK





Ideation – Top Eight

# Try On a Major

Students can “try on” a different major, and view “what-if” type of analysis related to course selection, complexity of education, potential earning potential, graduate schools, transfer options, career paths, and skills.

The screenshot shows a web browser window displaying the MyEdu website. The user is Robin Smith, a student at the University of Wisconsin, currently majoring in Marketing & Advertising. The interface allows the user to compare their current major with another major, in this case, Finance.

	My Current Major: Marketing & Advertising	Compare to... Finance	
Degree Progress	51%	22%	5 of the classes you've taken will count towards a Finance major. <a href="#">Which ones?</a>
Heavy in Math		✓	Finance is considering highly quantitative, with a focus on presenting evidence to a group in order to persuade them.
Heavy in Science			
Heavy in Reading	✓	✓	
Heavy in Writing	✓		
Heavy in Presenting	✓	✓	
Heavy in Research	✓	✓	
Average Starting Salary	\$65,000	\$71,000	Finance typically pays 6% more than Marketing and Advertising.
Typical Jobs	Marketing Manager, Art Director, Inside Sales, SEO Expert	Investment Banker, Trader, Institutional Investment Clerk	
Typical Skills	Research, Powerpoint, Modeling, Presentation	Financial Modeling, Research, Statistical Regression Testing	

[Try This Major Out](#)

You can browse MyEdu as if you were a Finance major, and experience life at University of Texas with a new major. You can always switch back.

MyEdu

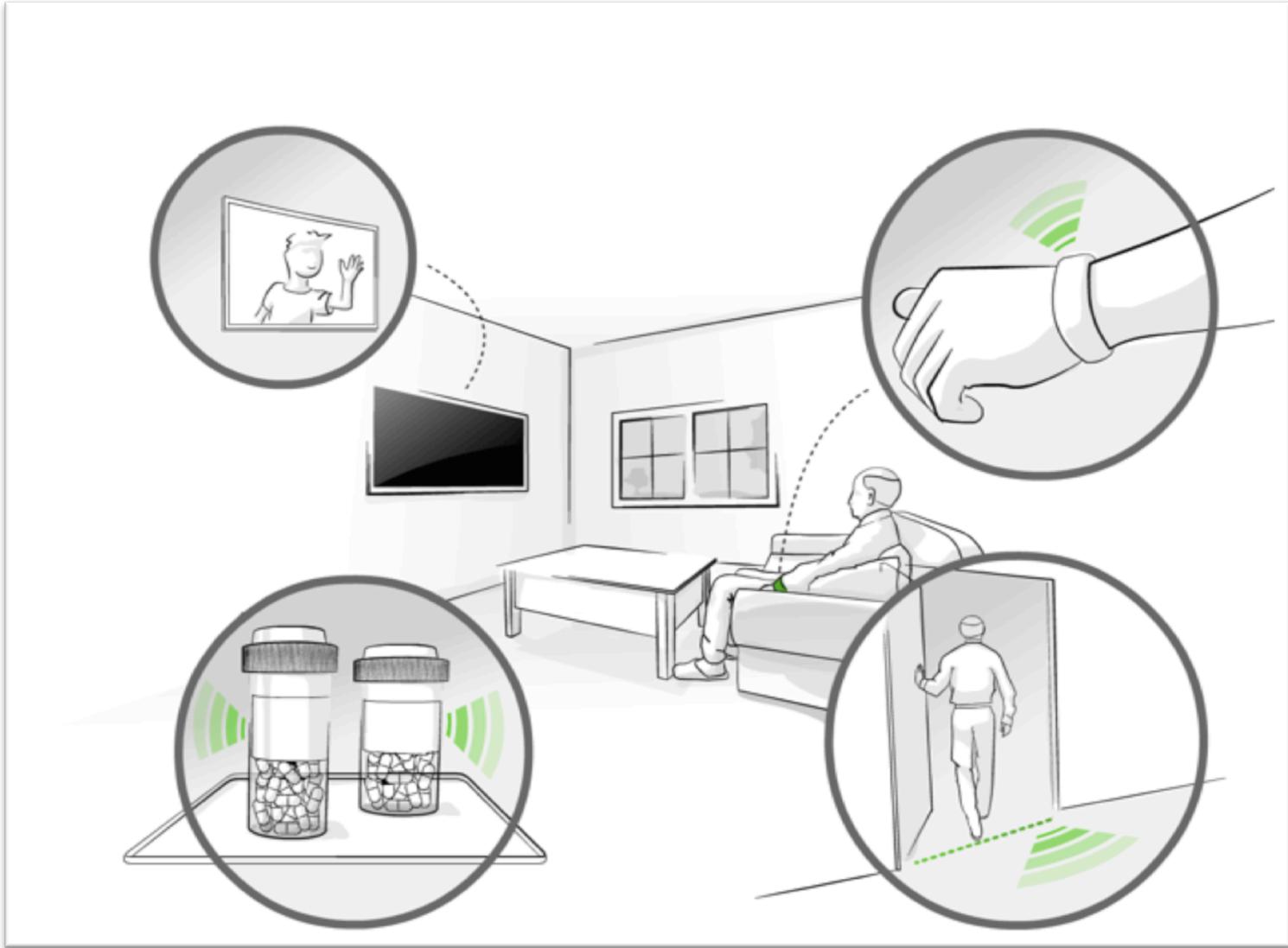
Ideation – Top Eight

## “Tell Your Mom” Button

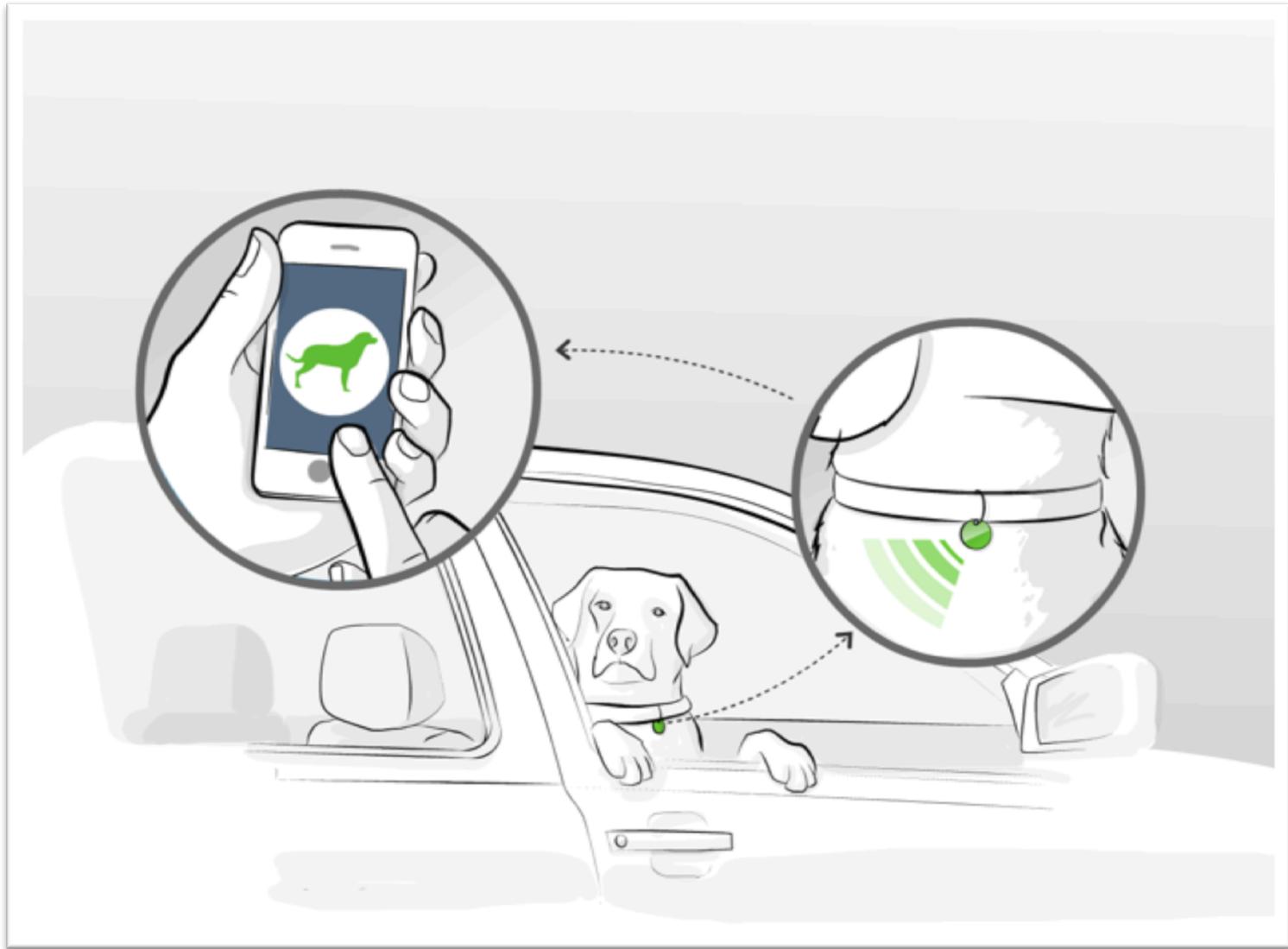
When a student enters either a good grade in assignment tracker, a good course grade in the academic tools, or uploads a project or work experience, they have the chance to “tell your mom” and share the information with their parents.

The screenshot shows a web browser window displaying the MyEdu user profile for Robin Smith. The profile includes a name, university affiliation (University of Wisconsin), and degree information (2015, BS Marketing & Advertising). A sidebar on the left lists profile sections: PROFILE COVER PAGE, WORK EXPERIENCE (4), PROJECTS (3), DEGREE, and WORK EXPERIENCE. The main content area shows a course entry for 'My Degree > Accounting 101'. Below this, there are two dropdown menus for 'When did you take this course, or when do you plan to take this course?' with 'Winter' and '2011' selected. A text input field contains the grade '92'. Below the grade, there is a prompt: 'Nice work! Tell your mom or dad, or a friend, how great you did:'. A text input field for 'What's your mom's email address?' is followed by an 'OK' button. At the bottom of the form, there are 'SAVE' and 'Cancel' buttons. The footer of the page contains links for 'About Us', 'Press Room', 'College', 'Join Our Team', 'Privacy / Terms of Use', 'Blog', and 'Help'.

myEdu

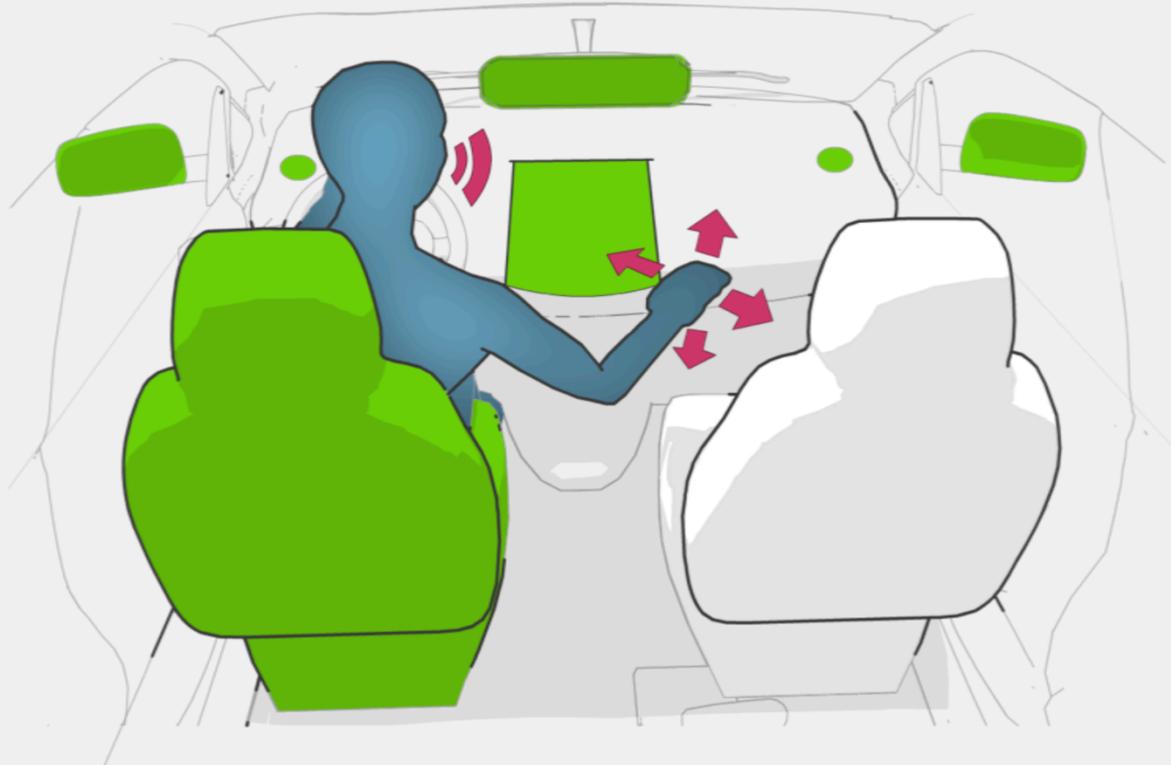








## Intelligent Gesture & Voice Controls for the Driver



7:00 PM



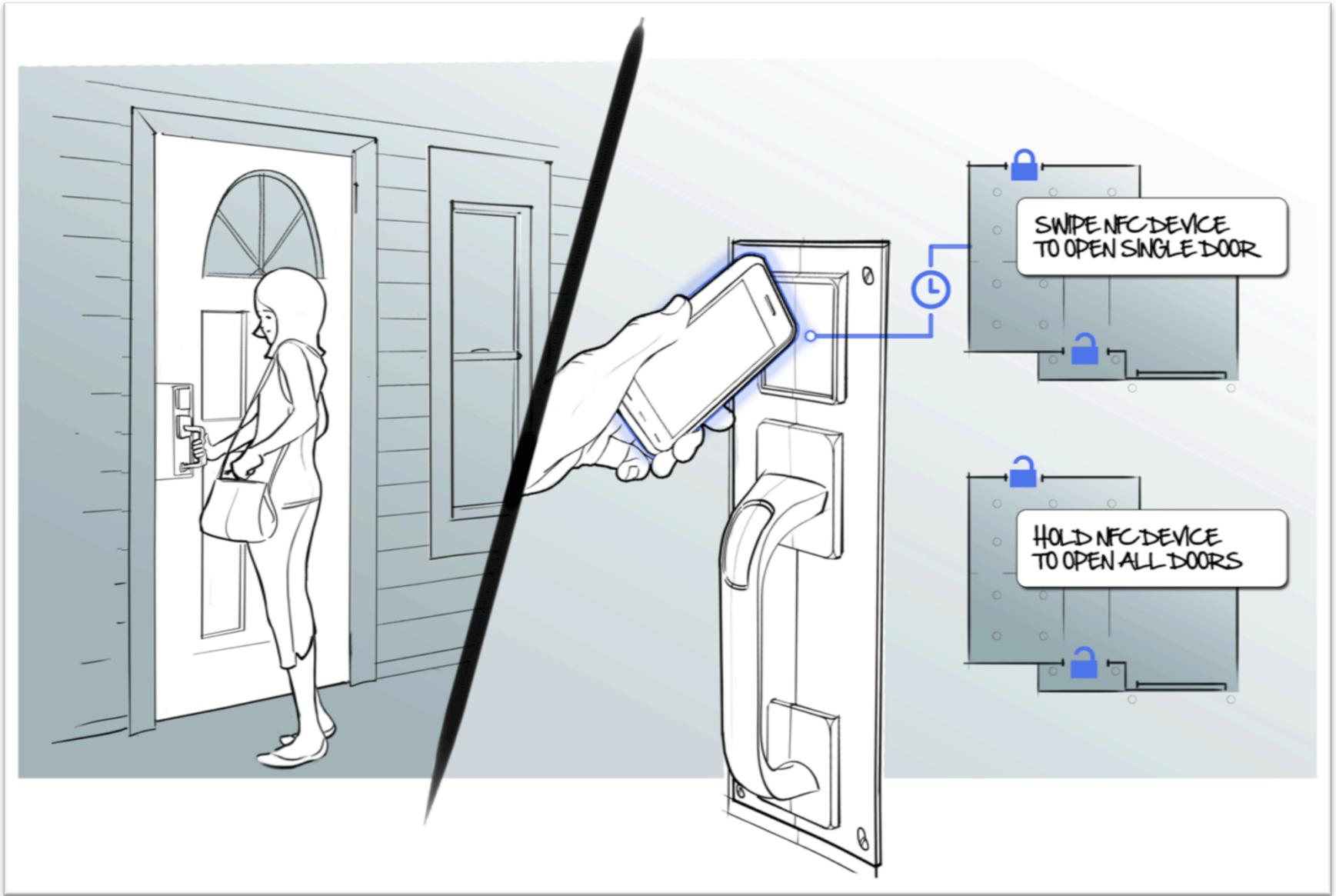
WILL YOU SEND ME A MESSAGE WHEN KATIE GETS IN TONIGHT?



SURE. I'LL SEND IT TO YOUR IPHONE

1:00 AM





# ACTIVITY (40 mins)

As an individual, create a medium fidelity vignette that describes a one of the following concepts:

- A system that doesn't let me forget to take my medication
- A tool to “try out” a product before I purchase it online
- “Using” a driverless vehicle to achieve transport

Remember: A vignette is descriptive enough to provide direction, but vague enough to allow for additional iterations by the viewer.

It can include, but is not limited to the:

- Users & their interactions or emotive state
- Context of use (where, when, frequency, etc..)
- Primary use case
- Evolution over time

Critique!

Please post your work

# For Next Class

**Sketch 10 medium fidelity metaphoric visualizations of moments from your research** on 11x17 paper.

*You're sketching to create empathy in others.*

**Sketch 4 medium fidelity vignettes of a product or service you frequently use or find inspiring** on 11x17 paper.

*Illustrate at least 2 products / services that are used over time.*

**A 2 min personal presentation about you**

*This presentation must be digital (.ppt, .key. or .pdf)*

**Coffee or lunch with a professional**

Questions?

# ac4d

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