

Narrative Essay, Concept Map, Process Flow

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Overview

- Narrative Essays
- Concept Maps
 - :: The Matrix
 - :: The Map
- Process Flow Diagrams

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Narrative Essays

What is a narrative?

- An account
- A story
- A factual description

What sort of things have narratives associated with them?

- Plays
- Movies
- Books

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Narrative Essays

Then what is a narrative essay?

| | | |
|----------|-----------|--------------------------------------|
| Precise | Plot | Told from a Particular Point of View |
| Detailed | Character | Makes and Supports a Point |
| Sensory | Setting | |
| Vivid | Climax | |
| | Ending | |

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Narrative Essays

| | |
|----------|--|
| Precise | :: Exact, accurate, well defined |
| Detailed | :: Comprehensive, in depth, thorough |
| Sensory | :: Utilizing sight, sound, touch, taste or smell |
| Vivid | :: Vibrant, colorful, dramatic, bright |

Write down a three sentence paragraph describing this room, right now.
Be precise, detailed, sensory and vivid.

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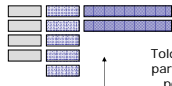
Narrative Essays

| | |
|-----------|---|
| Plot | :: main storyline – what is occurring |
| Character | :: actors participating in the storyline. |
| Setting | :: location and situation |
| Climax | :: pinnacle of the action |
| Ending | :: conclusion of the story |

Revise your paragraph.
This time, include plot, characters, setting, climax and an ending.

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Narrative Essays



Told from particular point of view

Makes and supports a point

Usually first person ("I did this, then I noticed this"); point of view directly affects the emotional feeling of the story.

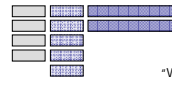
Thesis statement; usually defined in the first sentence, or the last sentence of the first paragraph. Explains what the rest of the narrative will be about.

Revise your paragraph.

Tell your narrative from the first person point of view, and make and support a clear thesis.

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Narrative Essays




"Wait, writing?! I'm a designer!"
No! You are an information architect!

Why is a successful narrative essay important when attempting to structure large quantities of information?

[hint: there's something about language ...]

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Narrative Essays



So how do you get to this step?
Yay, iterative design!

1. List the terms used in describing the genre you are studying
2. Define the terms listed
3. Rank the terms with regard to their importance
4. Prepare an outline
5. Write a draft narrative
6. Write a final narrative
7. Enhance the narrative using basic type elements (bold, typesize, font)

Due next class: 1-6.

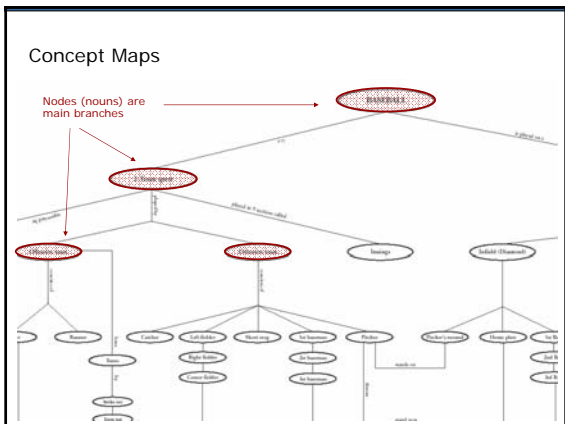
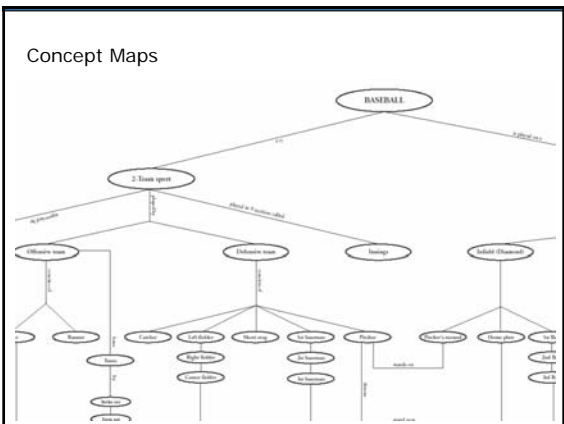
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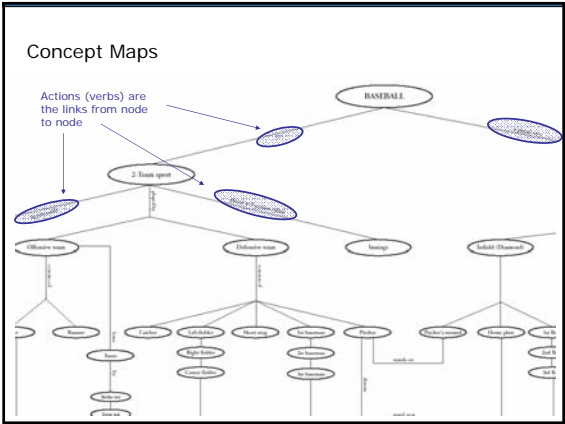
Concept Maps

What is a concept map?

- A picture of our understanding of a (often complicated) system
- Intended to represent a mental model of a concept
- Can see the "forest and the trees"

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Concept Maps

No "correct" visual style; more important than the visual style is the **content**

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Concept Maps

How the heck do you figure that out?

1. Create a matrix showing the relations of terms
 - :: List terms
 - :: Create empty matrix
 - :: Form relationships
2. Decide on main branches of the map
3. Fill in the rest of the structure
4. Use color and the tools of typography to clarify and make the content more accessible
5. Create a final version (16.5" x 23.375", full color)

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For example ...

Making a concept map of Industrial Design at SCAD.

| | | |
|--------------|----------------|---------------|
| Students | Large machines | Process |
| IDSA | Small machines | Theory |
| Computer Lab | 3D Printer | History |
| Shop | Models | Materials |
| Professors | Classrooms | Human Factors |
| Chair Bailey | Drawing | Ren |
| Dean Ermoli | Rendering | MDF |

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For example ...

1. Create a matrix showing the relations of terms

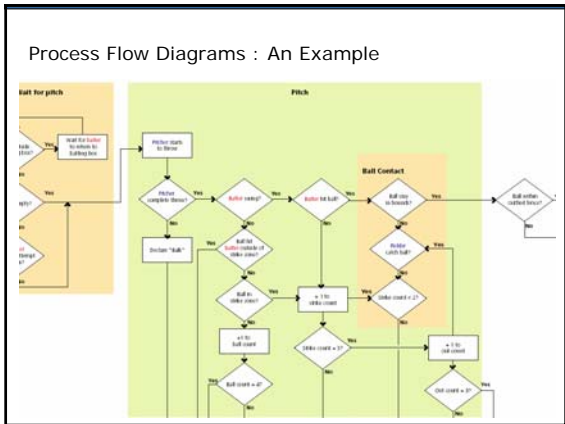
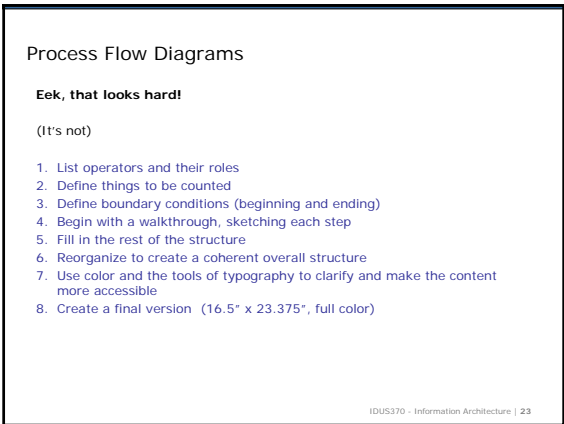
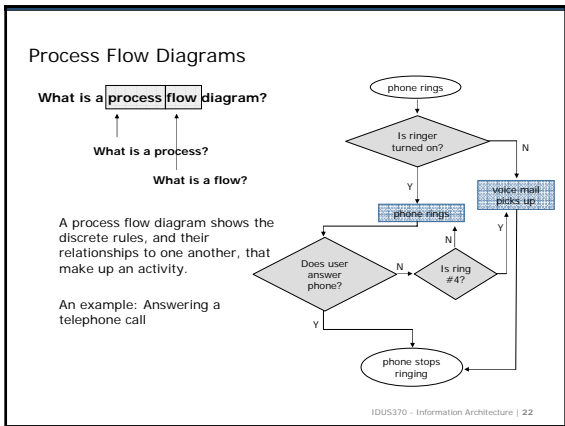
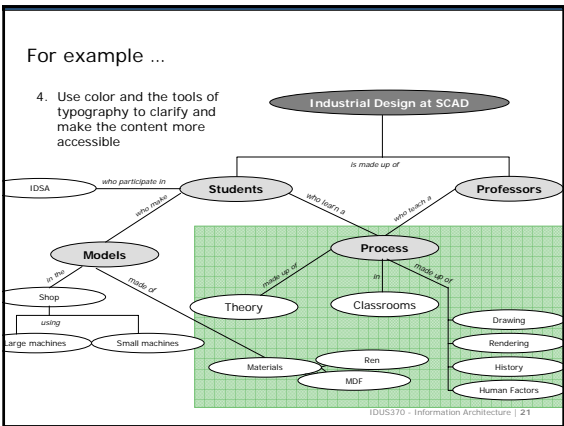
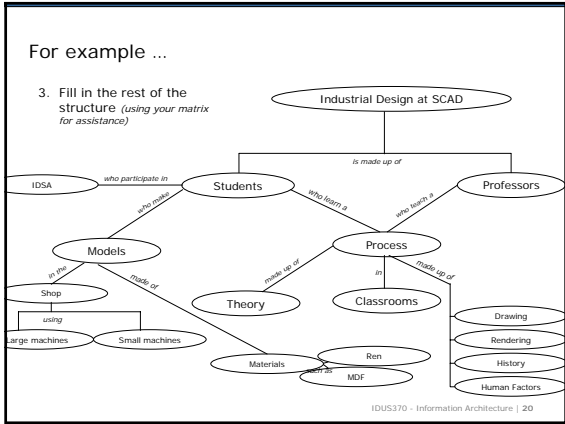
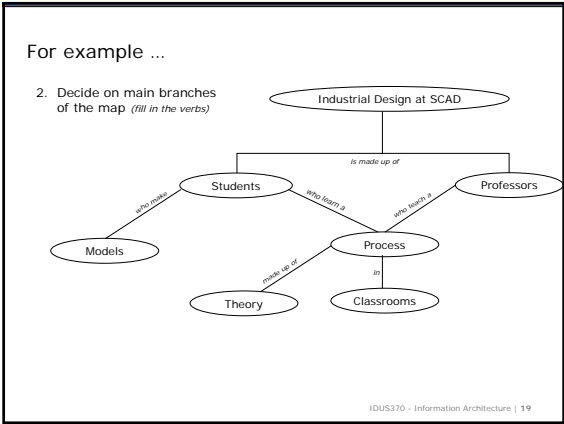
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For example ...

2. Decide on main branches of the map
 - :: which items have many connections?
 - :: sort the grid by occurrence – does this help?
 - :: mix common sense with grid results:

Students
Professors
Models
Classrooms (?)
Process
Theory

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Process Flow Diagrams

Let's try it.

Create a process flow diagram for looking up a name in the phone book.

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Summary

- Narrative Essays
- Concept Maps
 - :: The Matrix
 - :: The Map
- Process Flow Diagrams

All of these are ways of presenting complicated information systems to an audience.

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