

KEYNOTE

SAN FRANCISCO, CA

TIM DEGNER

DESIGN CRASH COURSE



DAA

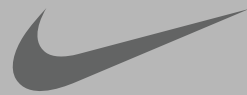
9/27/2018

TIM DEGNER / DESIGN CRASH COURSE

1. BACKGROUND

2. TOOLBOX

3. TIPS & TRICKS



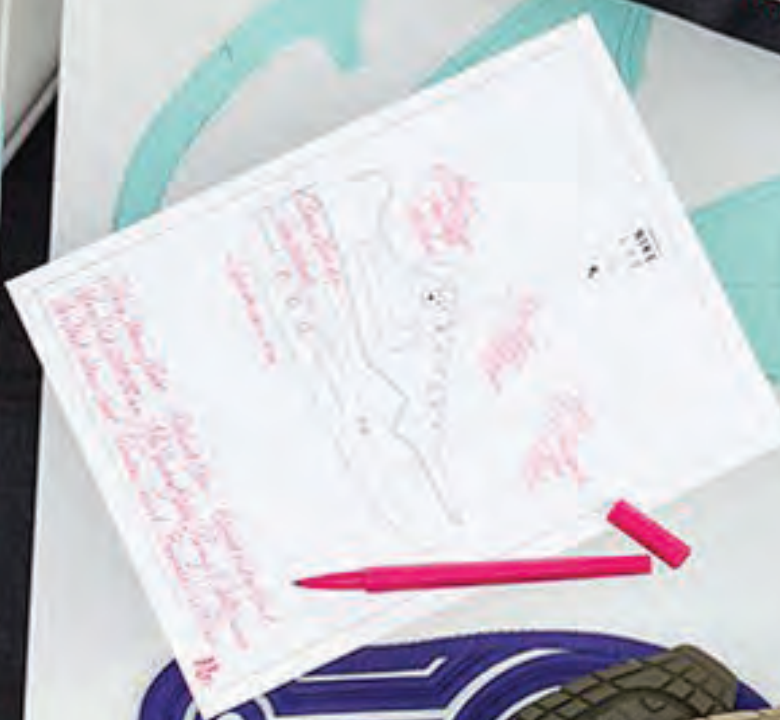
An aerial photograph of the Nike corporate campus in Beaverton, Oregon. The image shows a large complex of modern buildings, parking lots, and green spaces. A prominent lake is visible on the left side of the campus. The entire image is overlaid with a color gradient that transitions from purple on the left to yellow on the right. The Nike logo and text are centered over the image.

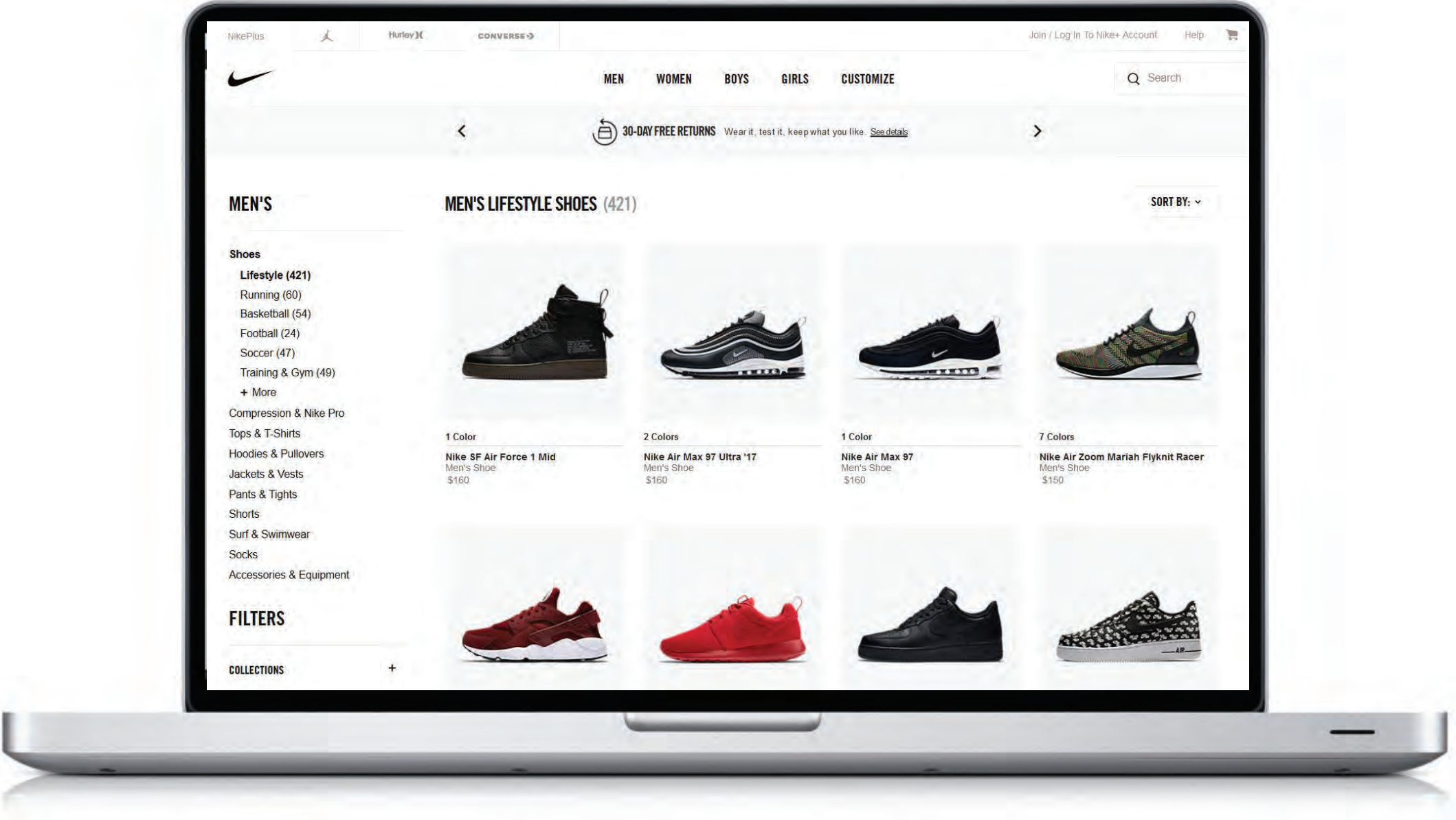
NIKE

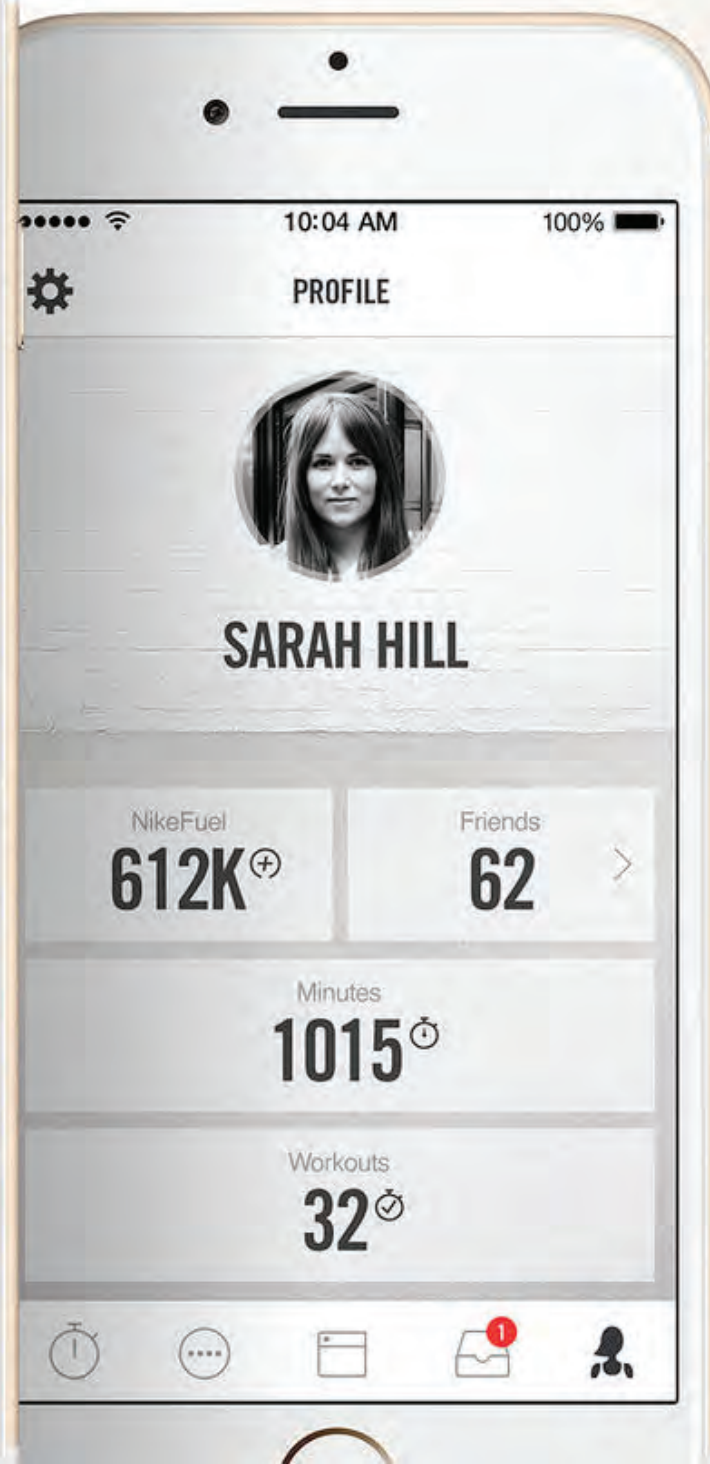
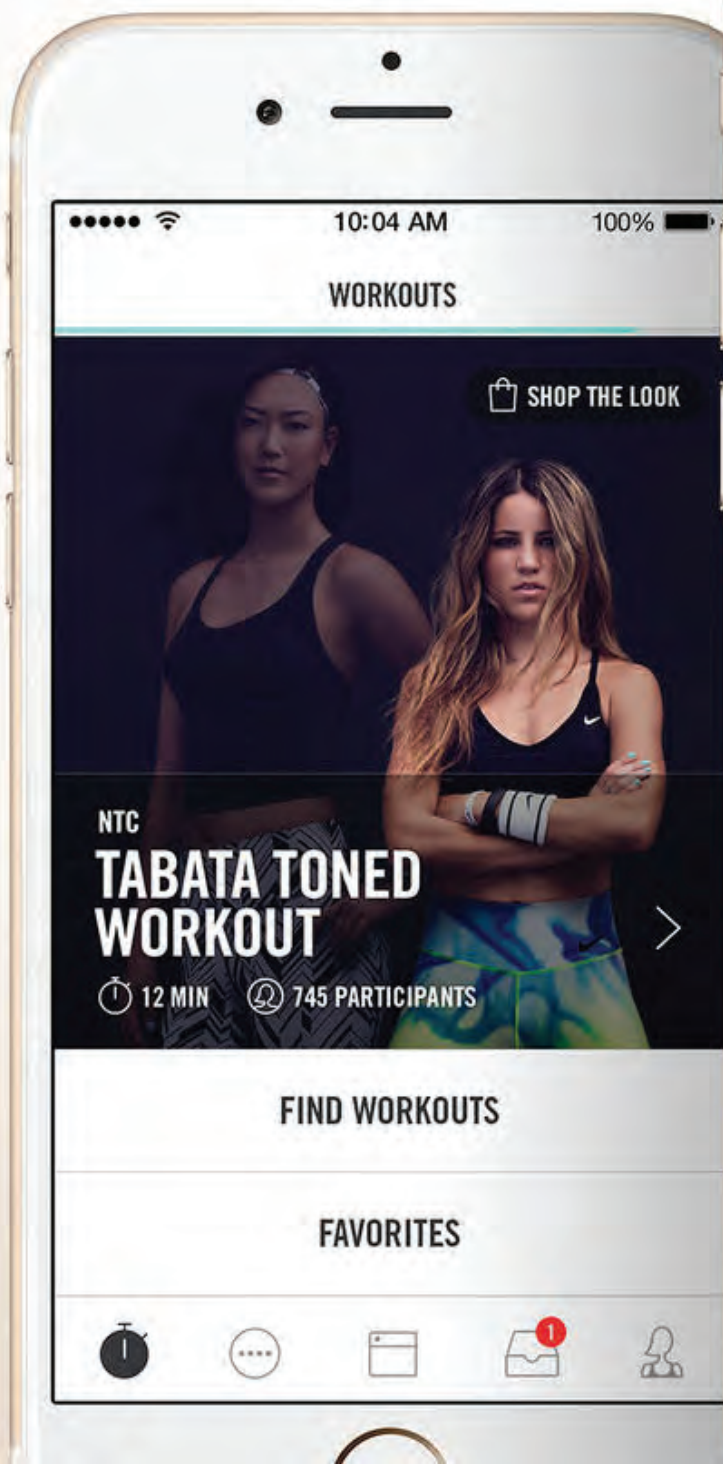
BEAVERTON, OR















NIKE

KITH
TRENTS

KITH

JUST US.





NIKEiD

MADEBYNIKE

RECREATE THE CLASSIC





CONFUSING



REFINE



SIMPLIFY

TOOLBOX

DESIGN CRASH COURSE

TIM DEGNER



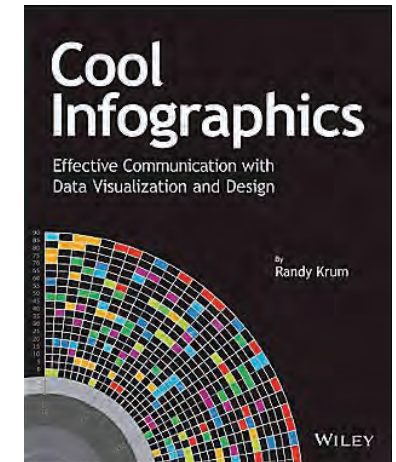
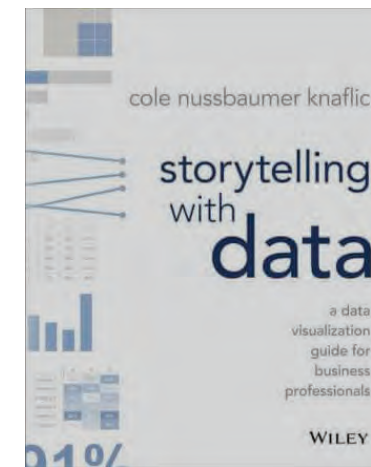
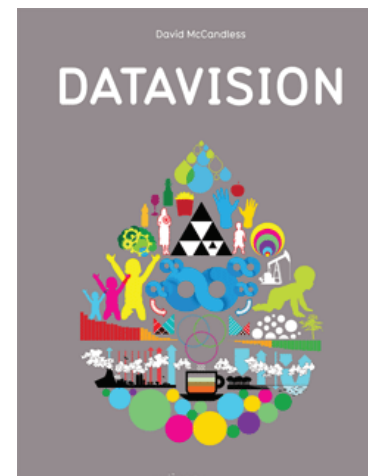
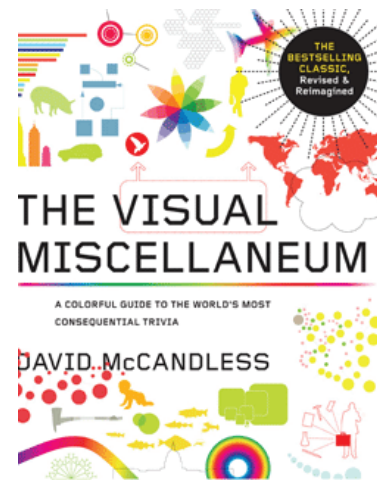
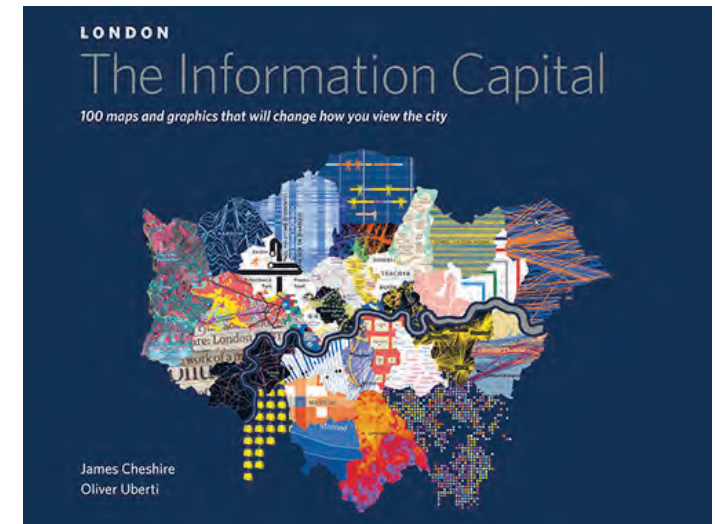
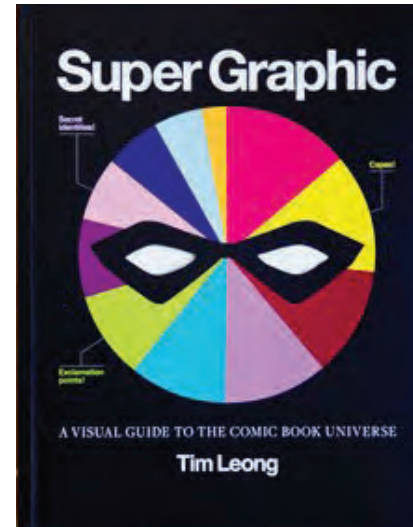
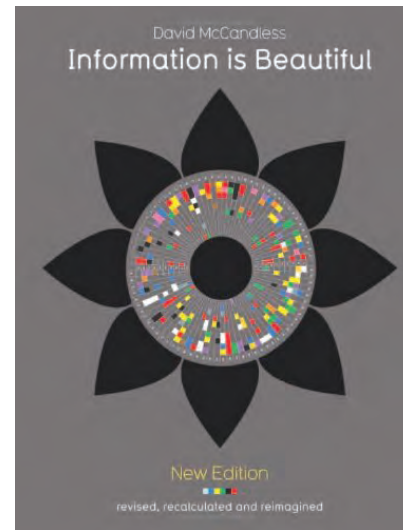
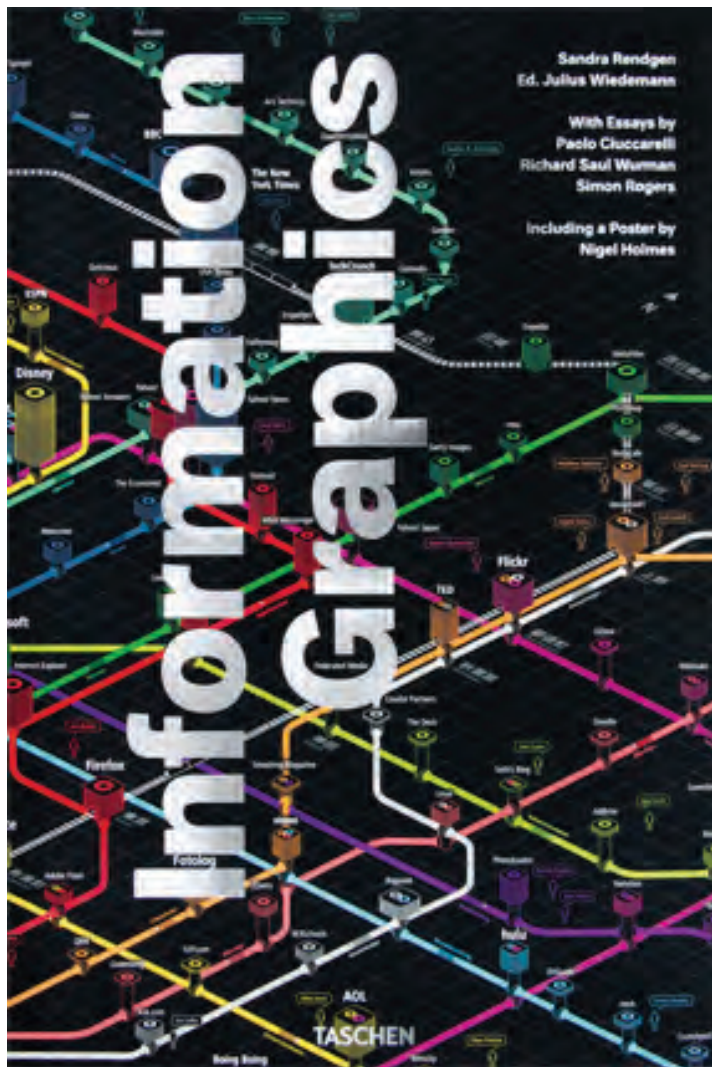
20 | TIPS & TRICKS

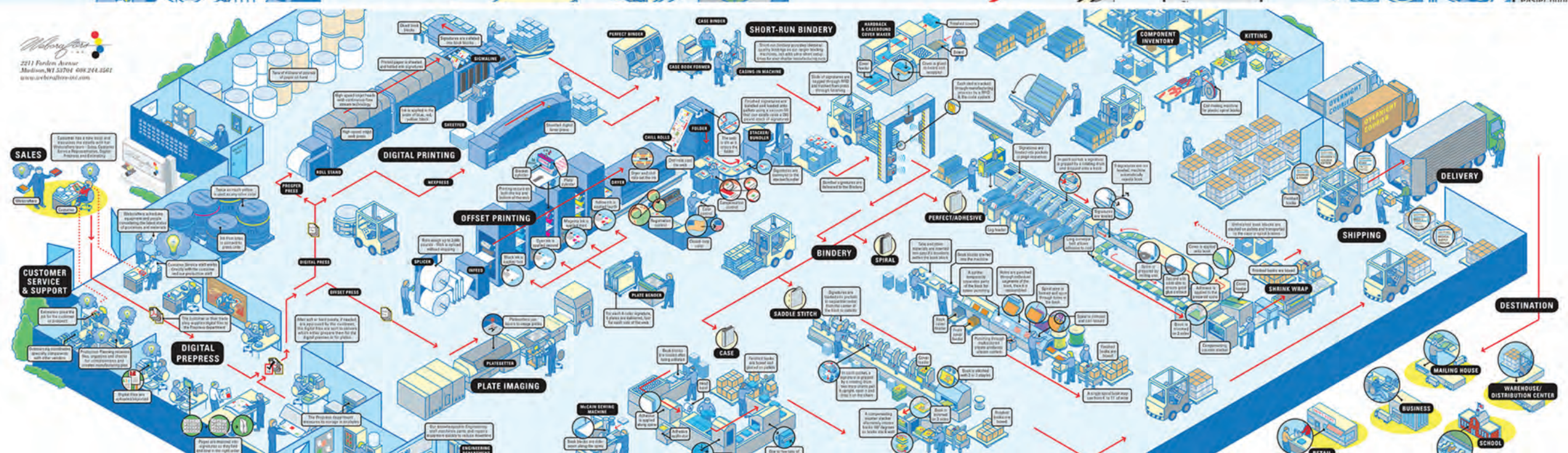
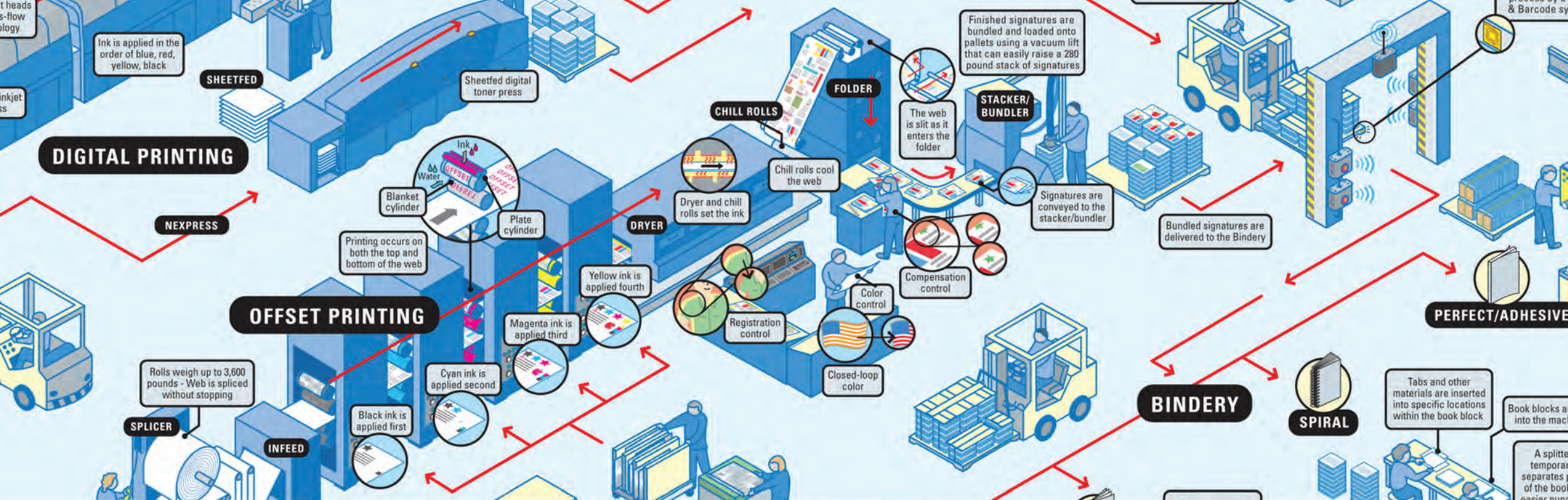
01. COLLECT BOOKS

TIM DEGNER



DATA VIZ BOOKS



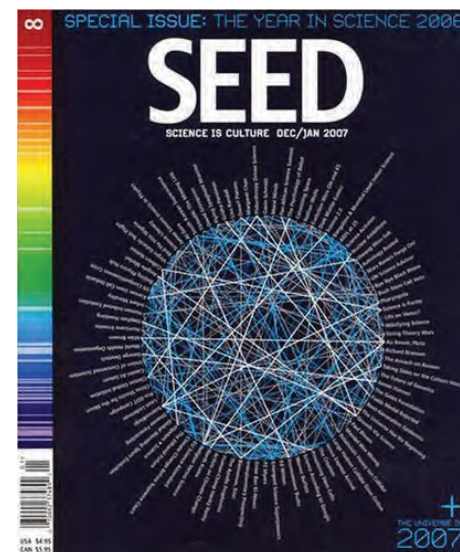


02. MAGAZINES

TIM DEGNER



DATA VIZ MAGAZINES



K

Krinos Trokoudes knows this much about women: "If you pay something," he says with a smile, "you get lots of girls." Coming from a silver-haired man in a white lab coat, the remark sounds a little unseemly, but he does not mean it the way you may think.

Trokoudes is an embryologist. His business is harvesting human eggs, and every year, hundreds of women are impregnated at his Pedeios IVF Treatment Centre in the Cypriot capital, Nicosia. In 1992, he made the Guinness Book of World Records after a 49-year-54-day-old patient he had impregnated via in vitro fertilization delivered a healthy baby girl; at the time, the mother was the oldest person ever to have given birth after IVF. Trokoudes's record has since been shattered (two years ago, a 70-year-old Indian woman birthed IVF-conceived twins), but his achievement helped establish Cyprus's reputation as a home of doctors who are willing to push the frontiers of the fertility industry.

Over the past decade, global demand for human eggs has grown uncontrollably, proliferating in lockstep with a fertility industry that has become a billion-dollar global behemoth. Three decades after the introduction of in vitro fertilization, some 250,000 test-tube babies are born each year. While the vast majority are still the products of their biological mother's eggs, the desire of older, often post-menopausal women to become moms has fed the rapid growth of egg trading, a business that now reaches from Asia to America, from the richest neighborhoods of London and Barcelona to backwaters in Russia, Cyprus, and Latin America.

This business features well-meaning doctors and assembly-line charlatans, desperate parents and unlikely entrepreneurs, and the most unusual sourcing: women of childbearing age. It is unevenly regulated when it is regulated at all, producing startling, tech-driven examples of the comparative advantage that economist David Ricardo described in the early 19th century. Poor women from poor countries sell their eggs to entrepreneurial doctors, who then sell them to rich aspiring parents from rich countries. This has given rise to a set of spectacularly engaging issues: Is it really okay to treat a woman the way we treat a hen, pumping her up with hormones so we can farm more eggs for sale? Do the standards we apply to produce ball bearings also apply to do the stuff of life and the women who bear it? Is a human egg a widget and the donor nothing more than a cog?

These are fundamental questions about outsourcing and efficient

markets, except that they involve people, not things. Unfortunately, nearly all of the Western world has punted on the ethical dilemmas. Some countries, like Israel, prohibit egg harvesting on their own territory yet still reimburse citizens for IVF, even if it's done with donor eggs, as long as they're acquired elsewhere. U.S. law says nothing about egg donation, though the American Society of Reproductive Medicine has nonbinding guidelines that deem unethical any payment beyond reimbursement for lost wages and travel. In Cyprus as in the rest of the EU, "compensation is allowed, but payment is not," says Cypriot health ministry official Carolina Stylianou, who leads the regulation of the island's fertility clinics. Yes, that is as murky as it sounds.

All this mystery has helped create a vibrant marketplace, with a wide range of prices and available services. In the U.S., a full-service egg implantation—including a donated egg, the lab work, and the IVF procedure—costs upward of \$40,000. In Cyprus, you can get the same service for \$8,000. In the U.K., a prospective parent might wait two years to get an egg, given that country's strict limits on egg donation. In Spain, on the other hand, waiting times are extremely short—you can have an egg implanted two weeks after requesting one. And as for selling (or donating, if you prefer) an egg, the price is truly all over the map: An American woman gets an average of \$8,000 per batch of eggs, but can ask upward of \$50,000 if she's an Ivy League grad (a 100-point increase in SAT score correlates with a \$2,350 rise in egg price); on the other hand, an uneducated Ukrainian flown to Cyprus for the extraction process will get a few hundred dollars—and a few days in the sun—for her eggs.

Cyperus has more fertility clinics per capita than any other country. Whether licensed or unlicensed, they offer IVF as well as an array of other fertility services, even some that are typically proscribed elsewhere, like sex selection. People travel here from Israel, from Europe, from all over the world. Waiting times are short, prices are competitive, there are lovely beaches to pass the time between treatments, and the care is often as good as elsewhere in the world. Couples that want a child can find cut-rate help here; poor women find a market for their eggs. Cyprus is an egg bazaar that answers, and capitalizes on, desperation on both sides of the demand-and-supply equation.

As is true of more traditional bazaars, the laws of this one are not exactly transparent. Consider the grandly named International IVF & PGD Centre. The clinic was founded in 1996 as a go-to destination for Israelis seeking fertility treatment abroad, after paid egg donation was banned domestically. Known locally as the Petra Clinic, it can be found down a little-used coastal road between the fishing villages of Zygi and Maroni. Especially on blustery winter days, when steady gusts of cold, salty wind barrage the dilapidated compound, it does not seem like an auspicious place to start a life.

The day before I planned to visit Petra, I spoke by phone with Oleg Verlinsky, the son of the late owner of the clinic (part of an estate that is now in probate). He informed me that Petra is not primarily a fertility clinic, though it did perform fertility-related procedures, including egg donation. He also discouraged me from visiting the clinic, which he said is used almost exclusively to treat rare genetic blood disorders.

This surprised me. The clinic's Web site told a different story. In early February, for example, it listed a menu of egg donors, including a raft of Russians and Ukrainians. After undergoing hormone treatments locally, they are flown to Cyprus for egg extraction. Then they go home. The site had no photographs of the donors, but it offered detailed descriptions. For instance, No. 17P was described as a

23-year-old, 175-cm, 59-kg chestnut-haired, brown-eyed artist and university grad. Her blood type is B-positive. She would be arriving on-island on February 10, ready to have her eggs harvested.

Despite Verlinsky's admonitions, I drove out to the Petra Clinic. With its red-brick walls bearing crucifixes and gargoyles, it has the look of a partially rehabbed Old World monastery. I was received by its Russian administrator, a tired fortysomething woman named Galina Ivanovina. She was defensive, explaining that over the past few years, many journalists, mostly British, have erroneously portrayed the clinic in a bad light, arguing, for instance, that it intentionally hyperstimulates patients to produce dangerously large batches of eggs.

Nonetheless, she was happy to reveal the clinic's practices as we sat in a glum basement room whose walls were covered with crookedly hung foreign medical certifications and diplomas. According to Ivanovina, the women who come to the clinic to donate "do it for economic reasons. Nothing else." For her time and the potential risk to her body, each donor receives about \$500. The physical dangers are real. Ivanovina told me the story of one donor who nearly died.

Three months after my visit, Cypriot police raided the Petra Clinic. They accused the clinic of trafficking in human eggs, but that wasn't why it was shuttered. The authorities closed it for allegedly

the global bazaar

IVF has given hope to millions of aspiring parents, but the wild inconsistency of rules on egg donation has created big disparities—and for entrepreneurs, huge opportunities.



founder trio: Chen, Strickler, and Charles Adler, Kickstarter's designer. It was the first time they'd agreed to speak at length since the company's dramatic rise. "I hope people understand we're doing this because we want the best things for the ecosystem," Chen says. "It's not about monetization. It's not about maximization—of anything. We think this is healthier, better."

There's something beautiful in this confidence, and also something of a paradox. Chen's vision of subverting the traditional system has proven so popular that it has forced Kickstarter into the awkward (or perhaps inevitable) position of acting a bit like a traditional gatekeeper—the Man that a young filmmaker just flipped the bird to. Can one of the hottest tech companies in the U.S. succeed if it insists on acting like something other than a hot tech company? Just what does Kickstarter think it is?

Perry Chen is 36 years old, though he looks considerably younger. He's 5 feet 9 inches tall, with a slender build and a full head of long dark hair, which he parts neatly on the side and pushes behind his ears. The effect—complemented by a tight black jacket, a pair of dark jeans, and beaten-up canvas sneakers—is of a downtown gallery owner or perhaps a particularly handsome barista, which pretty well reflects Chen's professional background. "I never had interest in too many careers," says Chen, who rarely reaches the office until noon most days. "I like working in restaurants. I like music and art. And I had this idea for Kickstarter."

Though Chen is at times introverted, speaking in clipped sentences and rarely showing much emotion, he has a quick wit and can be disarmingly funny. Several years ago, he secretly coauthored a coffee-table book of bad tattoos under a pseudonym, and to this day he operates an online storefront that sells T-shirts with the words GRACE JONES DOES NOT GIVE A F*CK stenciled in black spray paint for \$40 a pop. (I placed an order months ago. Chen promises that he's working on it.) "The angle from which Perry approaches everything," says Strickler, "is backward and 110 degrees from how anyone else would think about it."

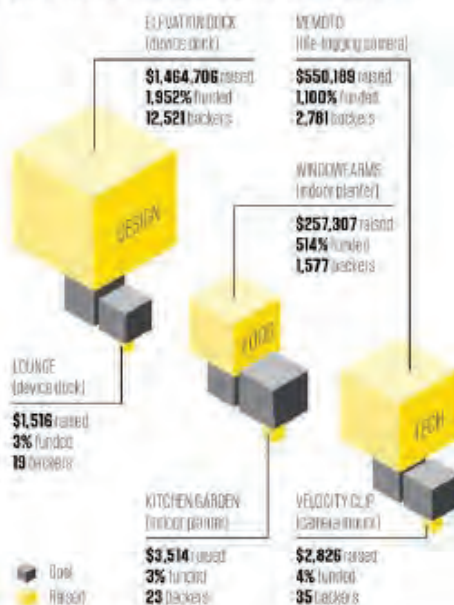
The son of a public school teacher and a social worker, Chen grew up on New York's Roosevelt Island, an experimental, planned community stuck halfway between Manhattan and Queens. He was naturally smart—in seventh grade, he earned a spot at Hunter College High School, an ultra-selective public school on the Upper East Side that is considered one of the country's best—but was not particularly moti-

What Kickstarter Has Kickstarted

The dollars spent on Kickstarter projects—\$274 million in 2012 alone—range from small craft projects to cinematic productions. A breakdown of its growth and growing pains.

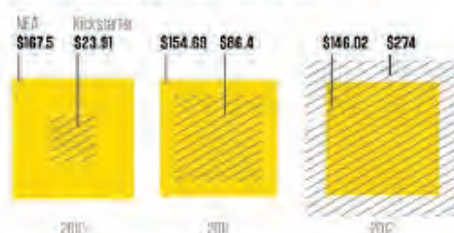
OVERLAPPING AMBITIONS

Hundreds of projects launch daily, which sometimes means two similar creators compete for the same dollars. There's a winner and a loser:



KICKSTARTER VS. THE GOVERNMENT

Last year, Kickstarter surpassed the National Endowment for the Arts in money distributed to artists (and other creators).



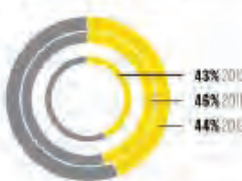
PROJECTS LAUNCHED WITH A VIDEO

Ever the indicator of a promising campaign, the number of projects with videos has steadily risen since launch.



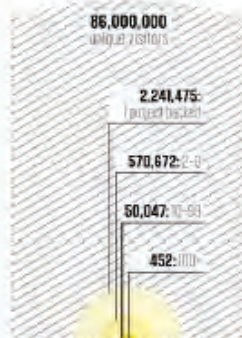
SUCCESS RATE

Despite its growing popularity, roughly the same percentage of Kickstarter projects are fully funded.



BACKERS by projects backed

Last year, 2,241,475 people backed one Kickstarter project. Only 452 backed 100 or more projects. The donor spectrum:



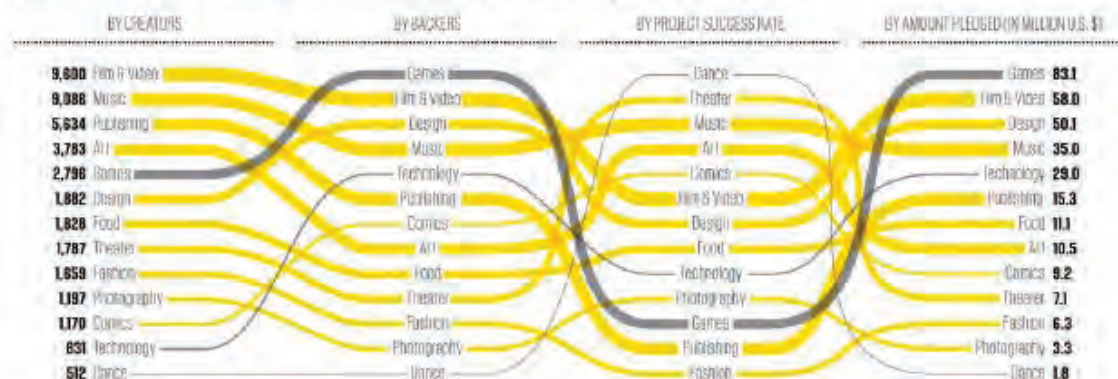
MEET A BIG BACKER

Nike Prasad
Columnist
Hawaii 501er #10
Projects backed: 384

"KICKSTARTER IS LIKE THE HOME SHOPPING NETWORK, BUT FOR GEEKS. I'D BE SCARED TO CALCULATE HOW MUCH I'VE SPENT ON KICKSTARTER. IT'S DEFINITELY OVER 20,000. AT LEAST, BUT I ONLY BACK THINGS I REALLY ENJOY."

WHAT'S POPULAR—AND WHAT'S PROFITABLE

In 2012, there was a big difference between which Kickstarter categories were popular with creators, and which were favored by donors.

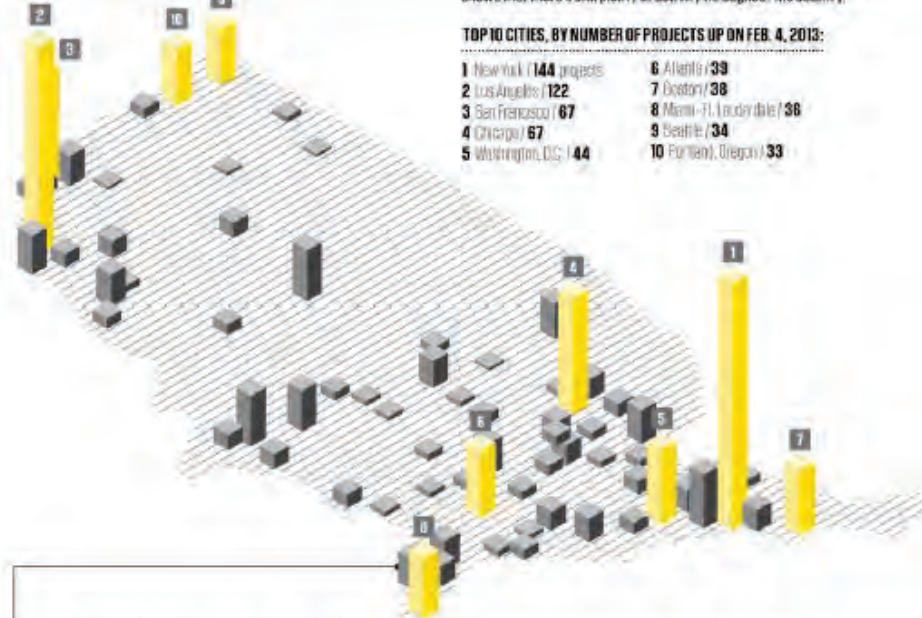


WHERE PROJECTS ARE MOST LAUNCHED: A SNAPSHOT

Kickstarter is most popular in the obvious places—New York, Los Angeles, and San Francisco. But the tracking site Thingswastart.com shows that there's still plenty of activity throughout the country.

TOP 10 CITIES, BY NUMBER OF PROJECTS UP ON FEB. 4, 2013:

- 1 New York / 144 projects
- 2 Los Angeles / 122
- 3 San Francisco / 87
- 4 Chicago / 67
- 5 Washington, D.C. / 44
- 6 Atlanta / 39
- 7 Boston / 38
- 8 Miami-Ft. Lauderdale / 36
- 9 Seattle / 34
- 10 Portland, Oregon / 33



WHY SOME CREATORS IN TAMPA, FLORIDA, WANTED YOUR MONEY

Nequam Sonitus A band that refers to itself as a "creative" and "experimental" music project that can be described as "post-rock" or "post-metal".
Able Nook Emergency shelter for homeless people who are homeless and need a place to stay.
Eternal Rising A series of novels inspired by ancient Egyptian mythology.

Rick Daddy's A growing social media company seeks to open a small community center.
High School Fund the creation of a board game that follows the lives and tribulations of going through high school—from making bad decisions to making good ones.
Facecast A film about a man who follows the "world's most famous" of board games.

BANNED PROJECTS



VINTAGE BAGS
A LAFAYETTE

\$30,000 goal
\$74,725 raised
433 backers
Company was canceled
after shipping one of designs



VINTAGE TV GLASSES

\$50,000 goal
\$63,790 raised
Funding was suspended
due to potential scam
involved no shipping

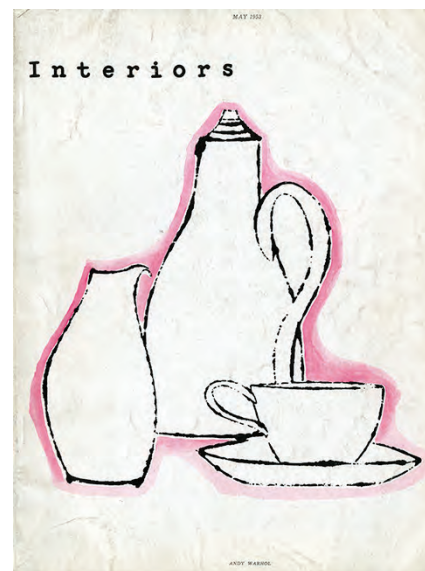
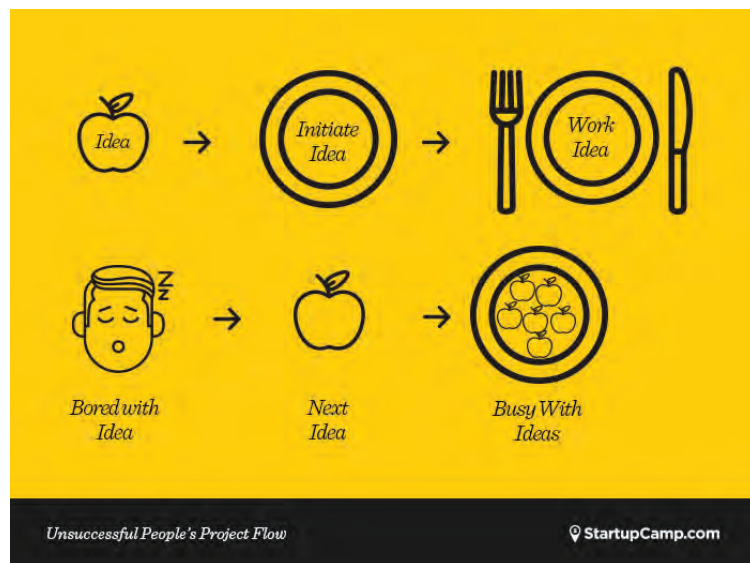


BOOKS

\$2,278,891 raised
14,704 backers
Kickstarter declared it a "home improvement project," which it was not

03. WEB IMAGES





SECURING THE PERIMETER

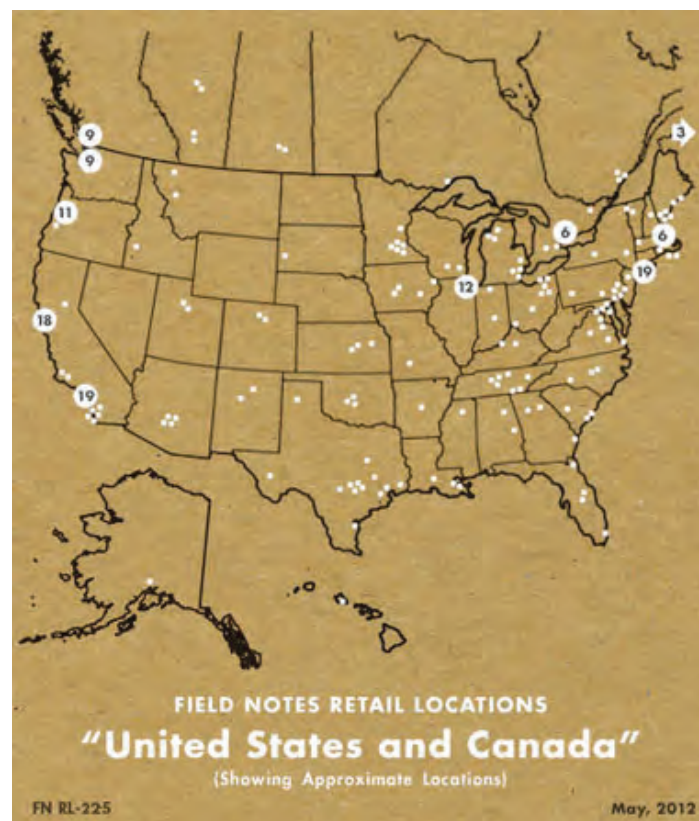
The 8.2-foot-high reinforced glass wall would protect the structure from a potential terrorist attack:



CREATING TRANSPARENCY

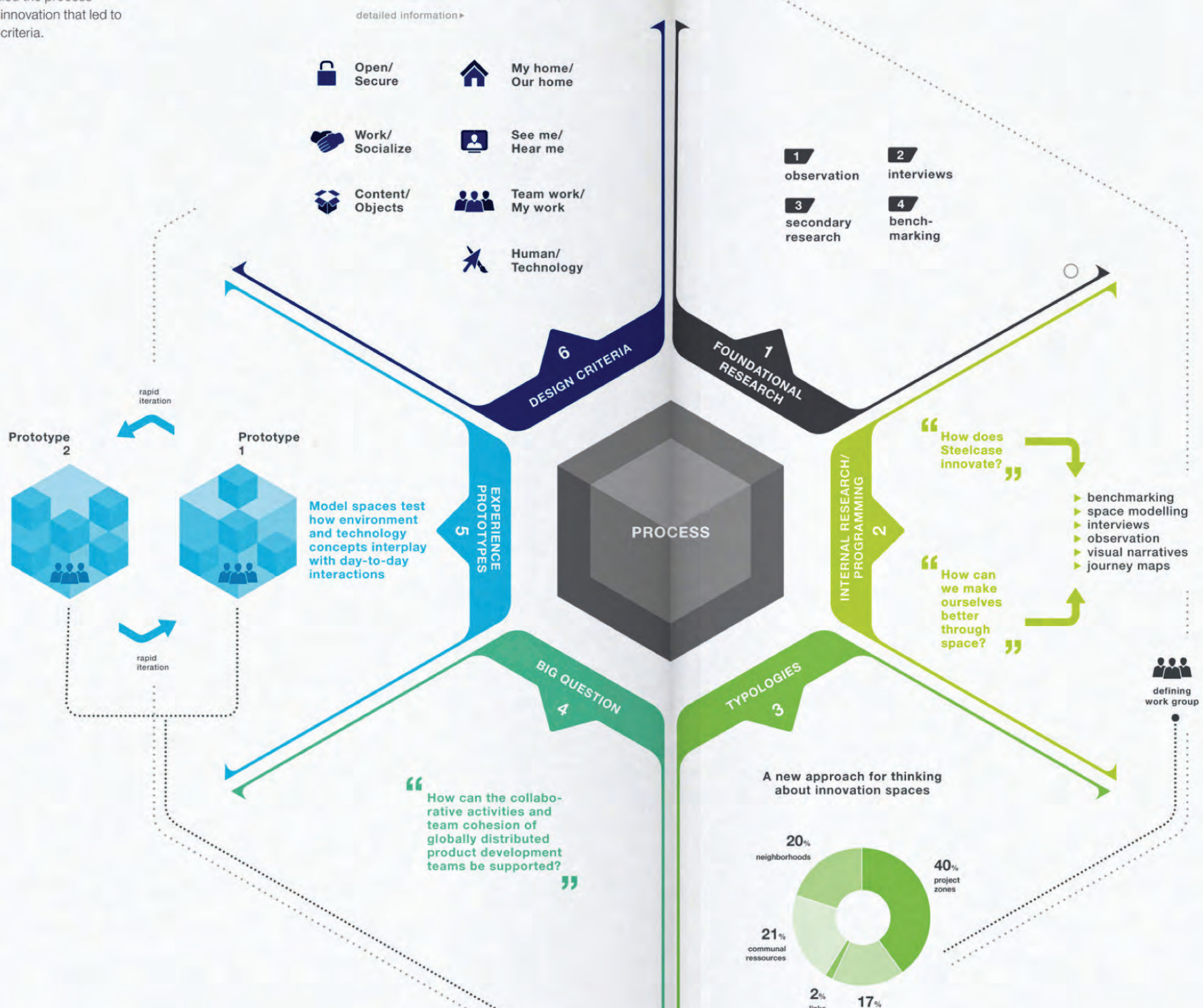
- Visitors will pass through entry points in the wall to enter the forecourt.
- Entry will remain free.

SOURCE USA TODAY research, maps4news.com/CHERE, LeParisien
Karl Gelles, USA TODAY



Research and Synthesis

Steelcase researchers studied the process and the role space plays in innovation that led to the development of design criteria.

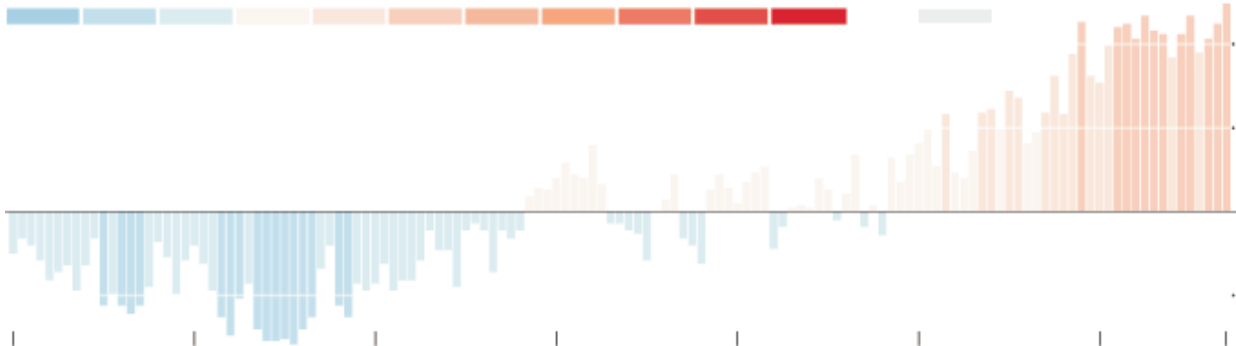
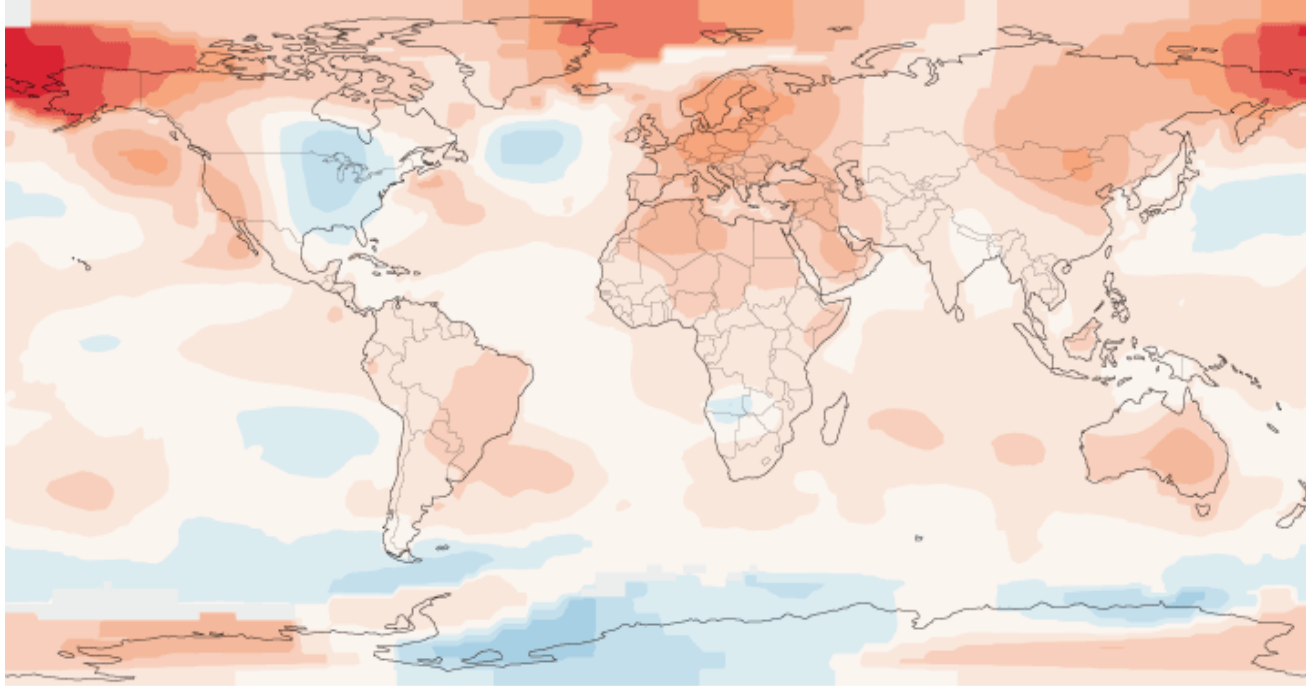


Design Criteria

The team identified a number of tensions and complexities the space needed to address. They asked themselves a series of strategic questions that would steer their design direction:

- Open/Secure**
How could the new space support the need for transparency while balancing the need to incubate very fragile ideas in their infancy?
- Work/Socialize**
Could the space create an atmosphere that is both highly productive and active in the pursuit of innovation while fostering social interactions that help develop trust?
- Content/Objects**
Does the space help concepts and ideas become visible and tangible to others? How can it also support three-dimensional prototypes and artifacts?
- My home /Our home**
How can space enable a shift from thinking about "home bases" assigned to individuals to the idea of "homes for projects"?
- Team work/My work**
What's the best way to bring people together and help them connect, and balance that with the needs of individuals to contemplate and concentrate on their focused work? How can the space support individuals to transition easily between team and private zones?
- See me/Hear me**
How can we create a positive experience for both physical and virtual presence in the space? Can we allow people to see and be seen, hear and be heard regardless of where they are working? Can we provide contextual awareness for remote participants and equal access to technology controls?
- Human /Technology**
How can the environment leverage technology to augment and enhance human interactions?

DIFFERENT INDUSTRIES



Medical, Weather, Financial, Tech, Science, etc.

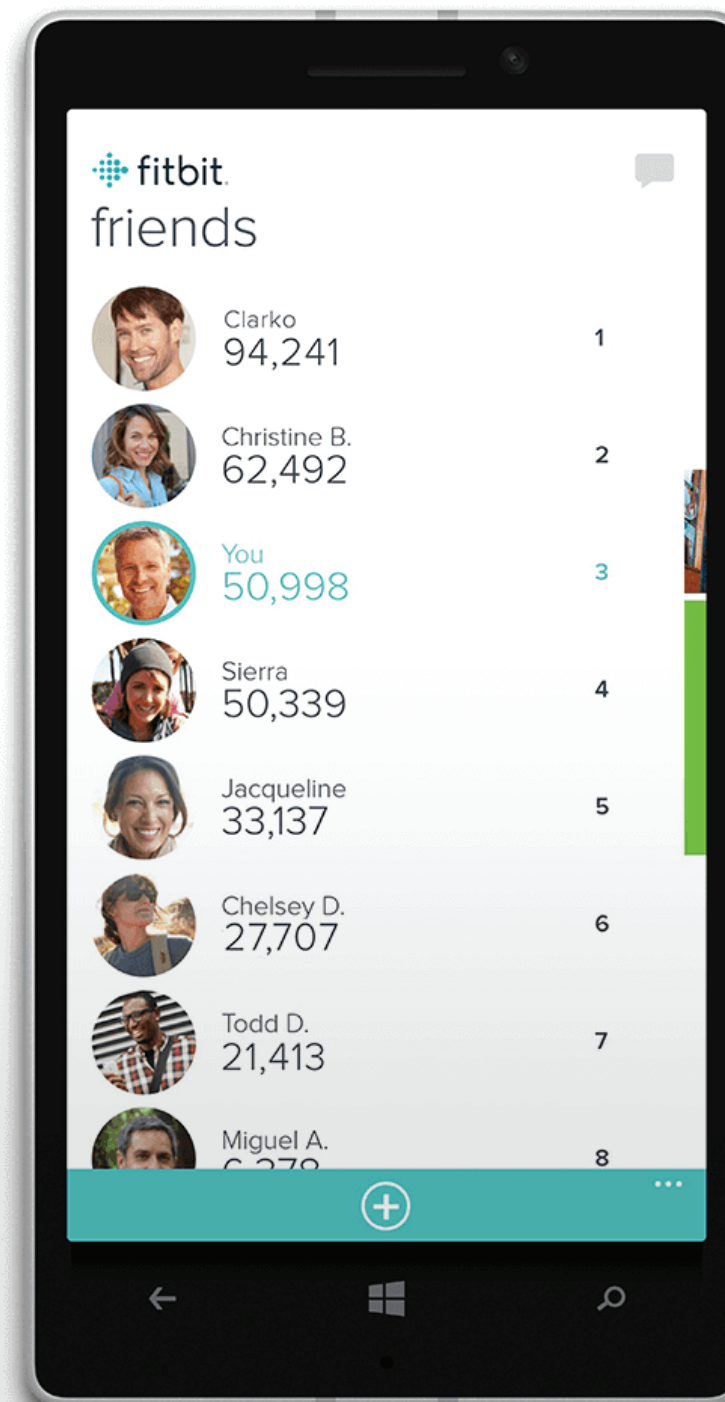
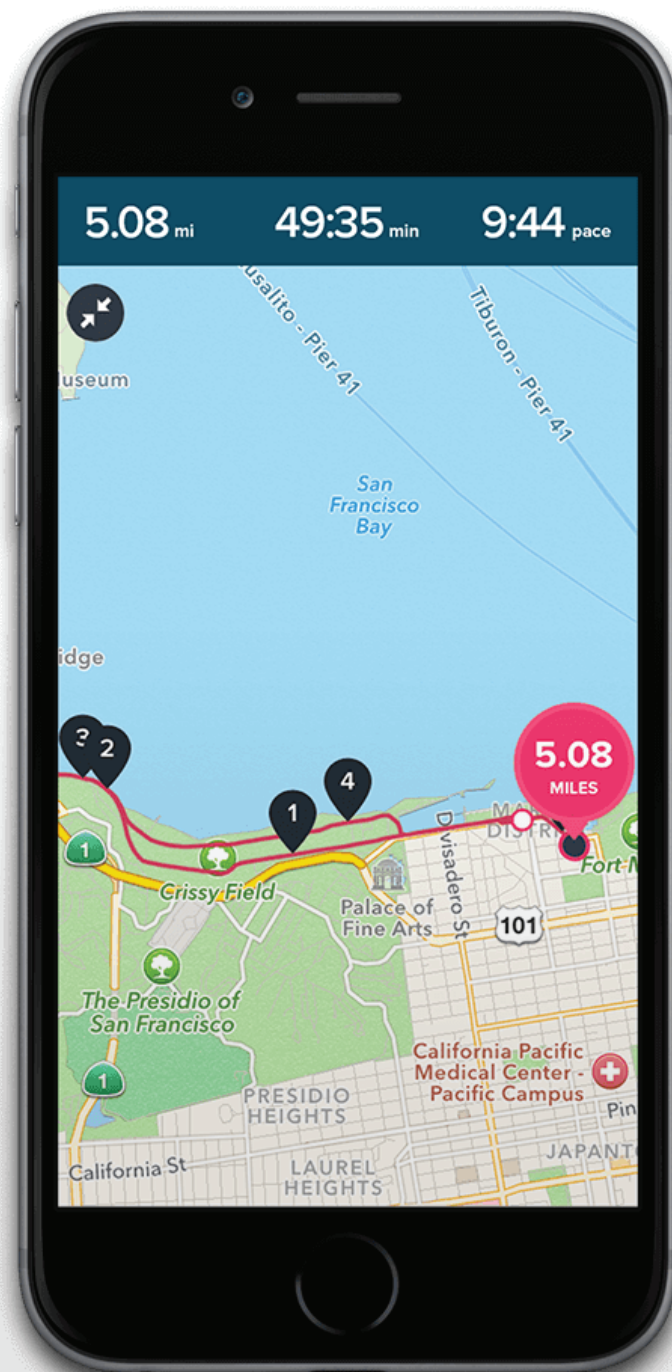
04. QUANTIFIED SELF

TIM DEGNER



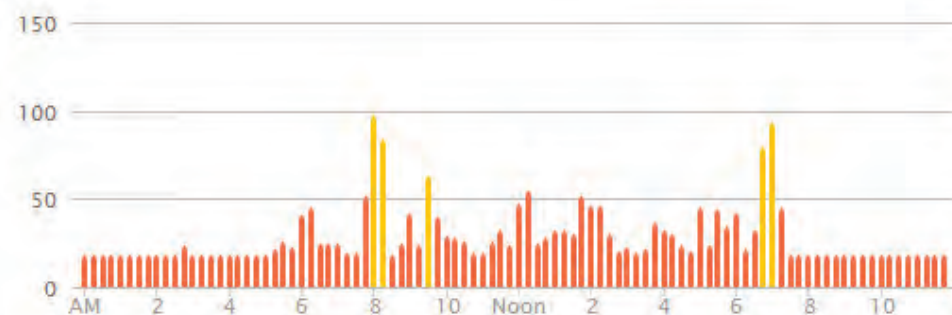




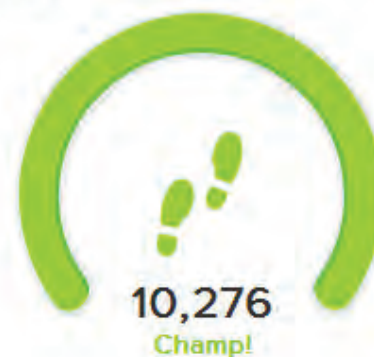


Activity

STEPS CALORIES FLOORS



Steps



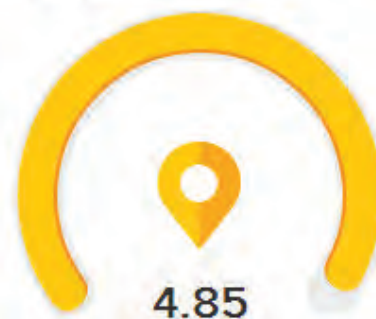
Friends

	Clarko 94,241	1
	Christine B. 62,492	2
	You 50,998	3
	Sierra 50,339	4
	Jacqueline 33,137	5

Calories



Distance / miles



Very Active Mins



Floors



Sleep



Top Badges



15,000 steps
Best in A Day

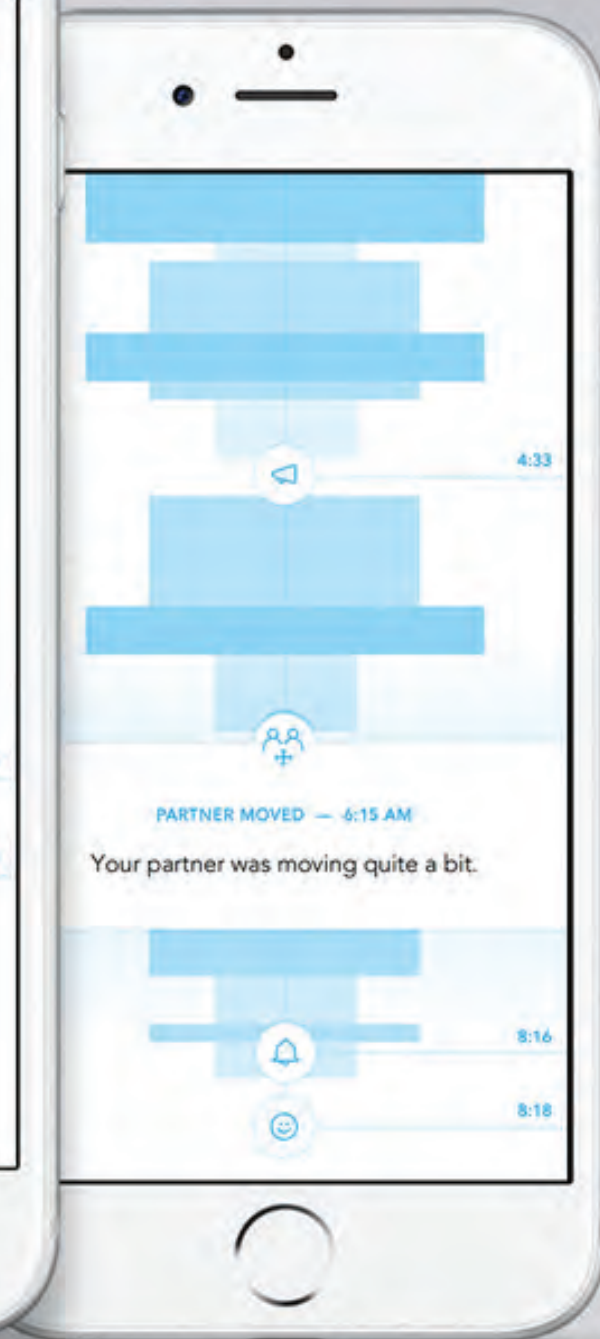
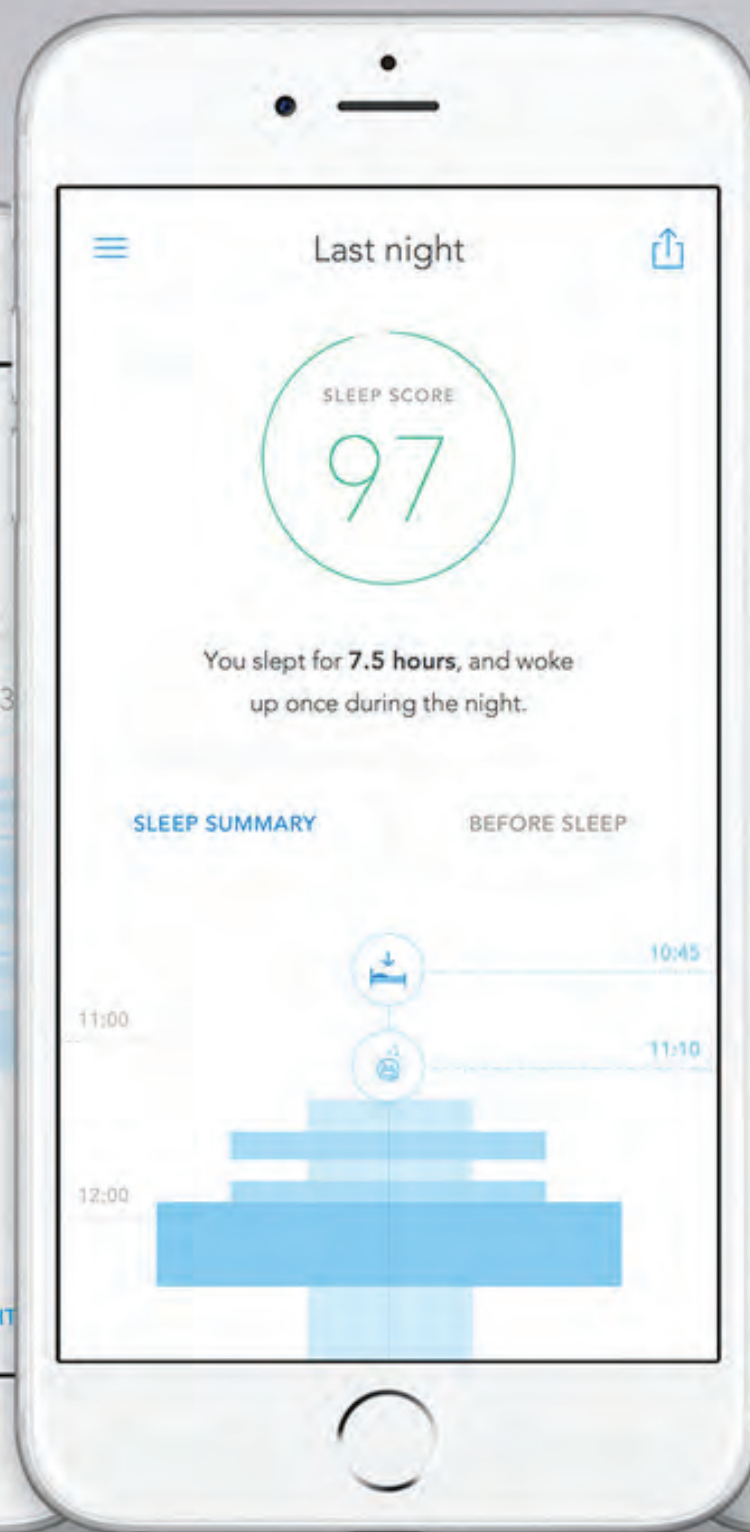


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05. KNOW THE EXPERTS

TIM DEGNER



INFO DESIGN EXPERTS



**EDWARD
TUFTE**
PIONEER



**DAVID
McCANDLESS**
JOURNALIST

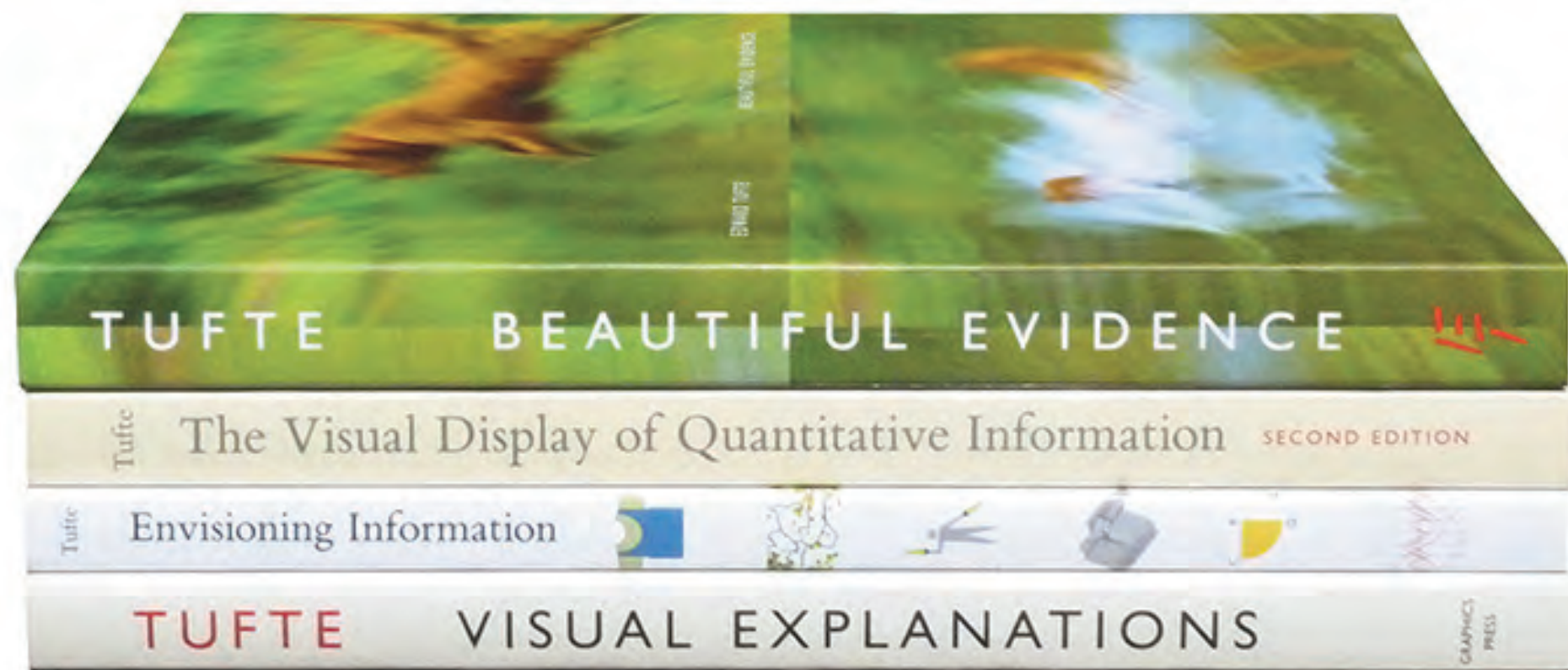


**NICOLAS
FELTRON**
DESIGNER

A portrait of Edward Tufte, an older man with grey hair, wearing a light-colored button-down shirt. He is standing in front of a large model of a rocket, which is mounted on a wooden frame. The rocket has a long, slender body with a conical nose and a complex base with multiple engines. The background is a plain, light-colored wall. The text "EDWARD TUFTE" is overlaid in large, white, bold letters across the middle of the image.

EDWARD TUFTE

American Statistician / Yale University Professor / Author



From Montauk to Cape May: The State of the Beaches

This winter's storms, though not the most devastating of the decade, caused significant beach erosion and damage to houses and businesses along parts of the Long Island and New Jersey coasts.

In the past, the Army Corps of Engineers and some beach towns might have tried to prevent further damage by building sea walls or rocky groins or their longer sister structures, jetties. But those structures have proved to be, at best, ineffective, or even harmful.

The Corps now favors softer solutions, like pumping sand from the ocean bottom onto eroded beaches.

But some towns have tried other approaches to protecting their oceanfront. Sea Isle City, for instance, is installing a tube filled with sand along 12 blocks of dunes. In Margate, a school class planted a wall of Christmas trees.

TOTAL \$94.8 MILLION

What it costs to save a beach ...

The cost of sand pumping and groin construction by the Corps of Engineers from 1994 to the present, from Sandy Hook, N.J., to Barnegat Inlet (area within bracket at right).

... and who pays for it

State and local governments have paid 35 percent of the total: **\$33.2 million**

The Federal Government has paid 65 percent: **\$61.6 million**

Long Beach Island

Sand-pumping projects planned for a 9-mile stretch of beach that includes Lido Beach, Point Lookout, and the City of Long Beach. **Status:** financing uncertain.

Endangered species

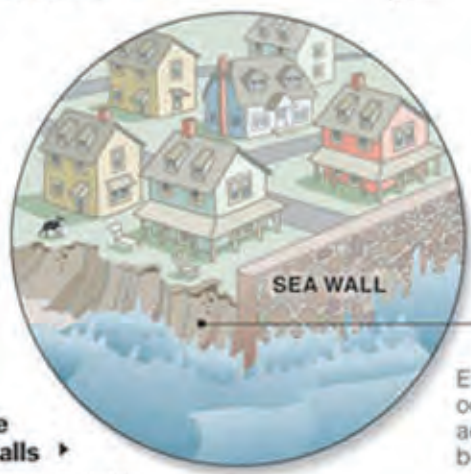
Construction that might interfere with the piping plover, an endangered shore bird found along the 83-mile stretch from Fire Island to Montauk Point, could be delayed until June 30, the end of the bird's nesting season.

Fire Island

The Corps of Engineers has drafted a \$60 million sand-pumping plan for 12 miles of beach. **Status:** delayed by environmental concerns and cost-sharing disputes.

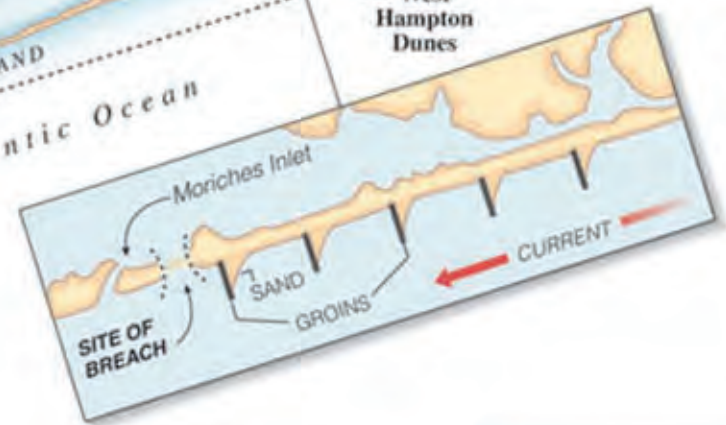
Southampton

Property owners are pressing for the right to construct bulkheads or other hard structures to protect their own beachfront land.



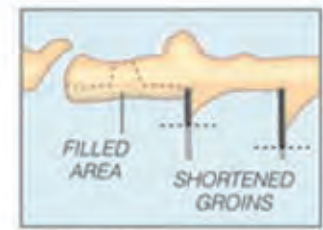
The trouble with sea walls ▶

In the long run, sea walls, like the one at Sea Bright, can do more harm than good. Wave energy is deflected, not absorbed, when it strikes a hard surface, so the force is simply redirected — energy deflected downward can scour away sand under a wall. And storm waves that wash around seawalls erode property at either end.



The breach at West Hampton Dunes

In the 1970's the Corps installed 15 groins from east to west — backward, as it turned out — from West Hampton to Moriches Inlet. Ocean currents run predominantly east to west along Long Island's south shore. As each new groin was added, sand carried by the current was prevented from reaching beaches to the west. Those beaches gradually narrowed until a storm in 1992 cut through the island.



THE REPAIR

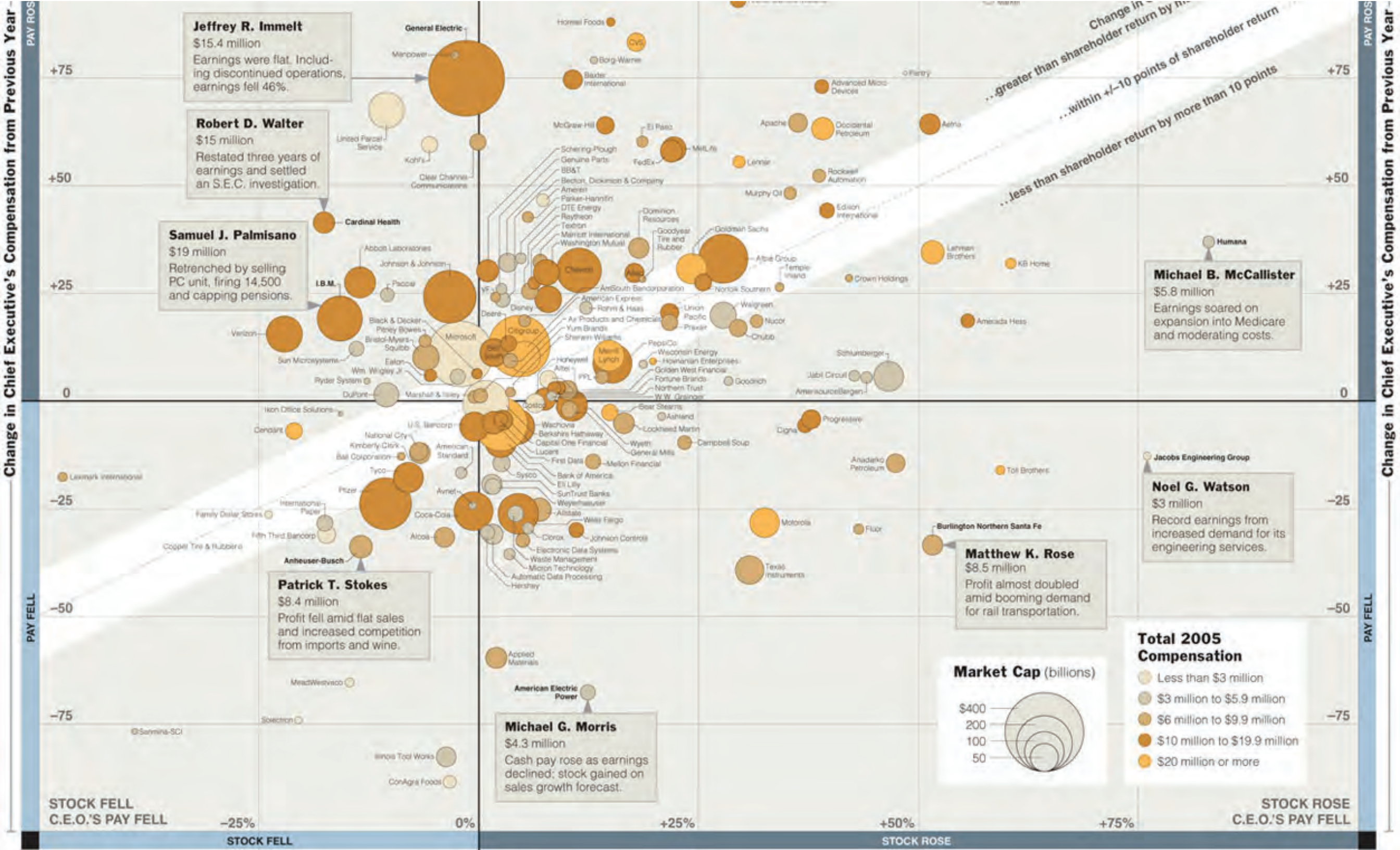
Sand was pumped onto the beach to fill and widen the breached area, and the groins nearest the inlet were shortened, so more sand could flow past and reach the eroded beach.

TOTAL COST TO REPAIR THE BREACH **\$32 MILLION**

State and local share: **\$11 million**

Federal share: **\$21 million**





SPARKLINE

"DATA-INTENSE, DESIGN-SIMPLE,
WORD-SIZED GRAPHICS"

-EDWARD TUFTE

28 day summary with change over previous period

Tweets

66 ↓21.4%



Tweet impressions

1.4M ↑5.1%



Profile visits

21.9K ↓9.1%



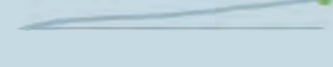
Mentions

447 ↓9.3%



Followers

56.8K ↑1,143



October 2015 • 3 days so far...

CHART JUNK

ALL VISUAL ELEMENTS IN A GRAPH
THAT ARE NOT NECESSARY TO
COMPREHEND THE INFO OR
THAT DISTRACT THE VIEWER FROM INFO.



A man with glasses and a beard, wearing a grey blazer over a light-colored shirt, stands on a stage. He is holding a small object in his right hand and gesturing with his left. The background is a large, colorful geometric pattern consisting of many small squares and rectangles in shades of blue, red, green, and yellow, arranged in a radial, sunburst-like pattern. The text 'DAVID McCANDLESS' is overlaid in large, white, bold, sans-serif capital letters at the bottom of the image.

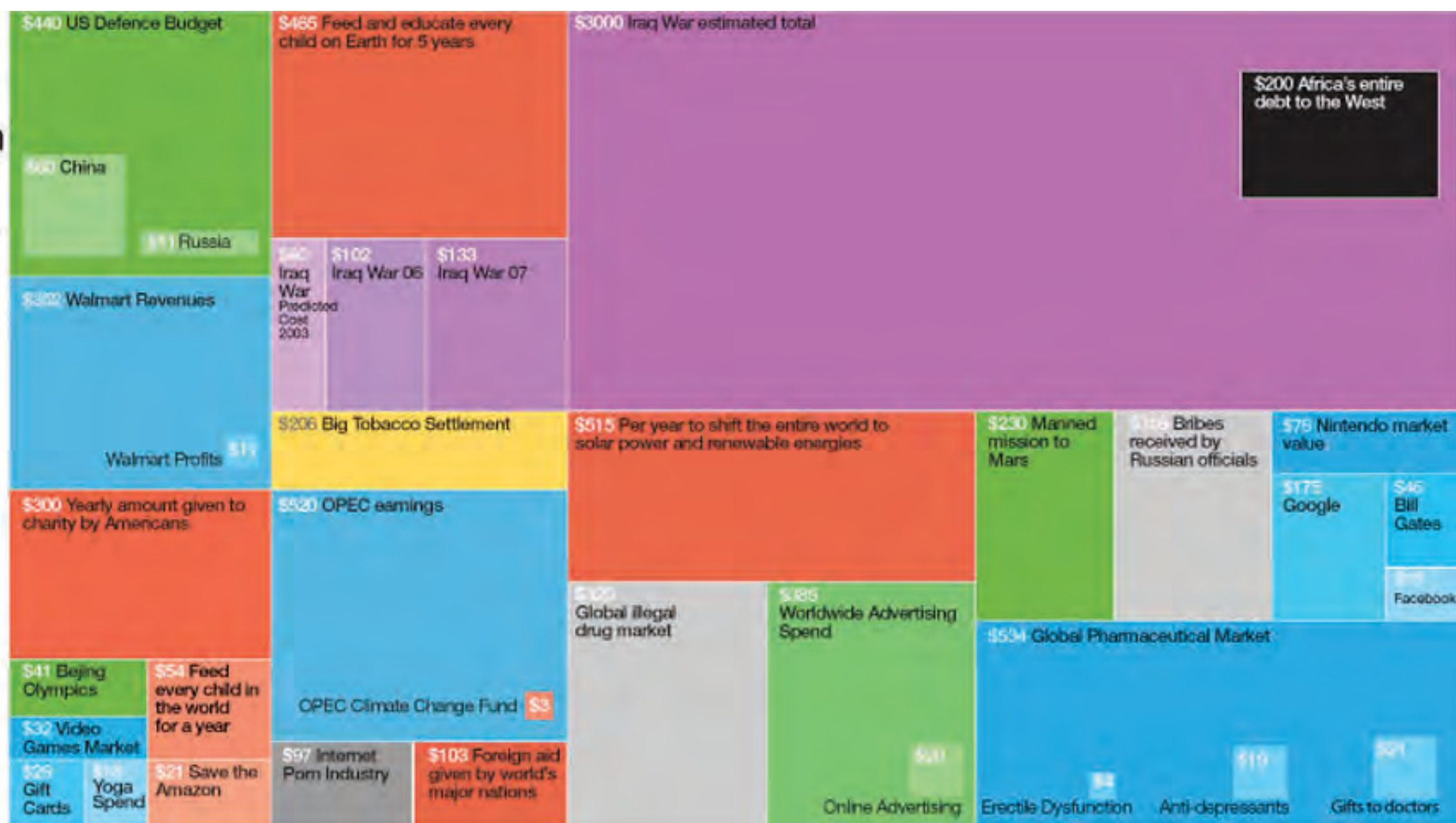
DAVID McCANDLESS

British Data-Journalist / Information Designer / TED Talk

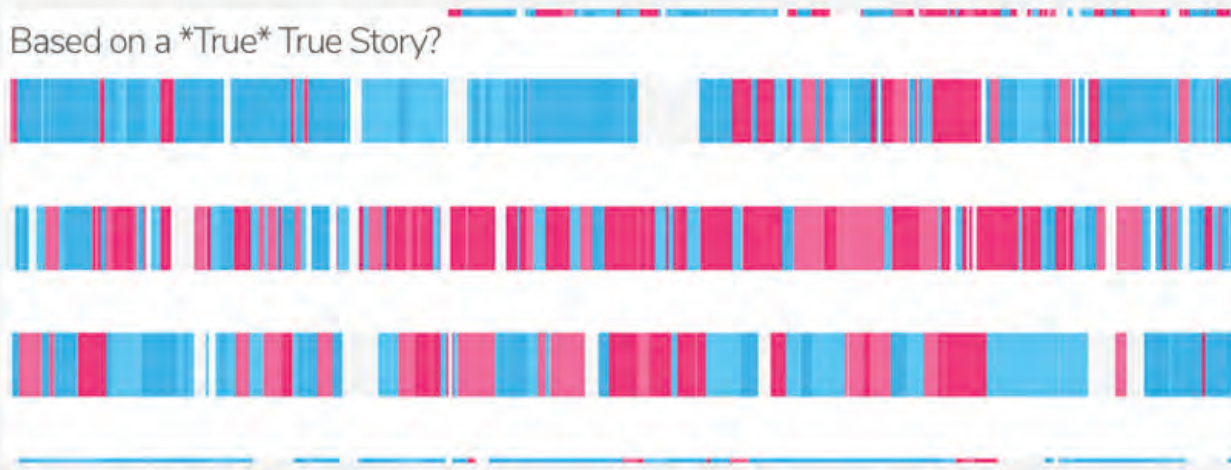
The Billion Dollar O-Gram

David McCandless

- Spending
- Earning
- Donating
- Fighting
- Crying
- Illing



Based on a *True* True Story?



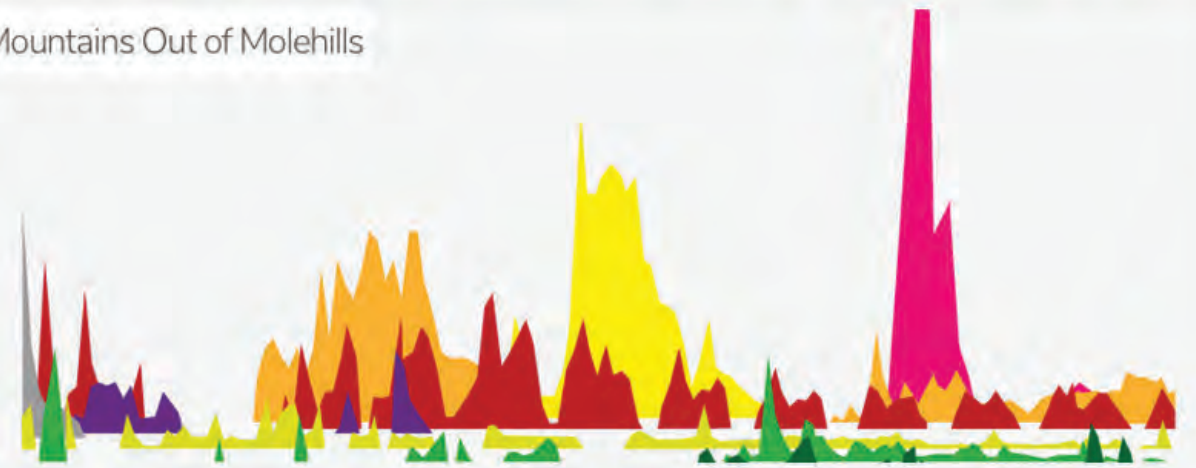
Snake Oil Supplements



Because Every Country Is the Best at Something



Mountains Out of Molehills



Cocktails – Interactive



Gender Pay Gap



Senseless – Conflict Deaths per Hour



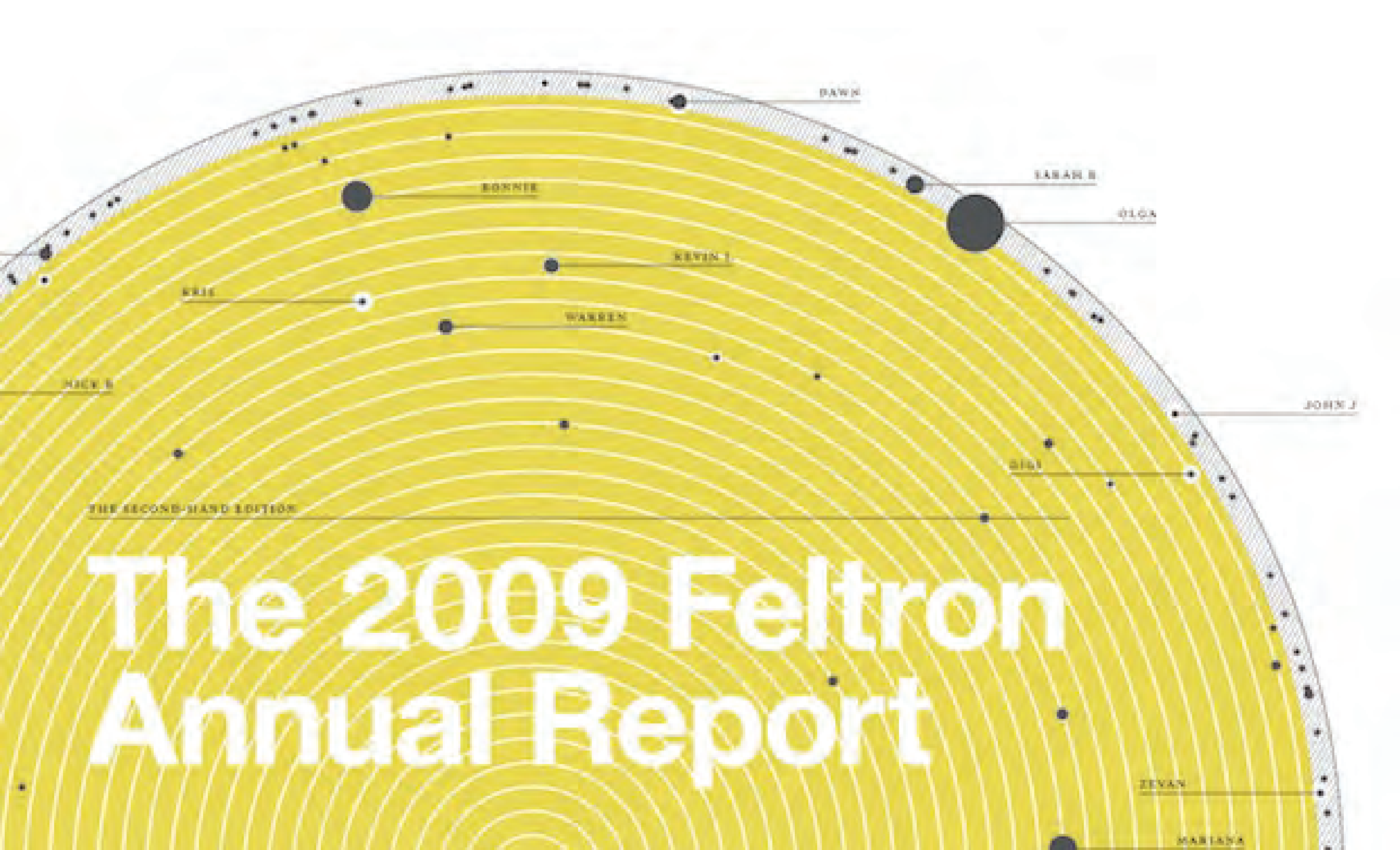
Who Old Are You?



A man wearing a grey cap, glasses, and a dark blue button-down shirt is pointing with his right hand towards a wall. On the wall are several posters, including one titled 'BEST SELLING ARTISTS' with a colorful collage of faces and percentages. Another poster to the right shows a line graph. The background is a plain white wall. The overall image has a dark, semi-transparent overlay.

NICHOLAS FELTRON

Information Designer / Personal Annual Reports / Entrepreneur



The 2009 Feltron Annual Report

In the U.S.

2010–2011



DAYS IN THE U.S.

704

Including 47 days away from home

MOST VISITED STATES

NEW YORK — 45% DAYS

CALIFORNIA — 20% DAYS

ALASKA — 10 DAYS

MINNESOTA — 4% DAYS

COLORADO — 4% DAYS

ANIMALS SAVED

An Octopus

Freed from a shrimp pot in Prince William Sound, Alaska

MINUTES SPENT PANNING FOR GOLD

Forty-Five

At Crow Creek Mine, Alaska

MUSEUMS VISITED

15

Cooper Hewitt, Dia Beacon, Exploratorium, Hammer Museum, MoMA, Monterey Bay Aquarium, Museum of Jewish Heritage, SF MoMA, The Cloisters Museum and Garden, The Metropolitan Museum of Art, The Moog Library, The New Museum, Whitney Museum of American Art and Walker Art Center

TIME OUT OF STATE



STATES VISITED

12

Alaska, California, Colorado, Michigan, Minnesota, Montana, New Jersey, New York, Oregon, Pennsylvania, Texas, Virginia, Washington plus Washington D.C.

WORST CITIES FOR LIVER

SAN FRANCISCO — 6% AVG. DRINKS A DAY

PALM SPRINGS — 5% AVG. DRINKS A DAY

MENLO PARK — 5% AVG. DRINKS A DAY

VAIL — 5% AVG. DRINKS A DAY

TROY — 4% AVG. DRINKS A DAY

NATIONAL PARKS VISITED

Three

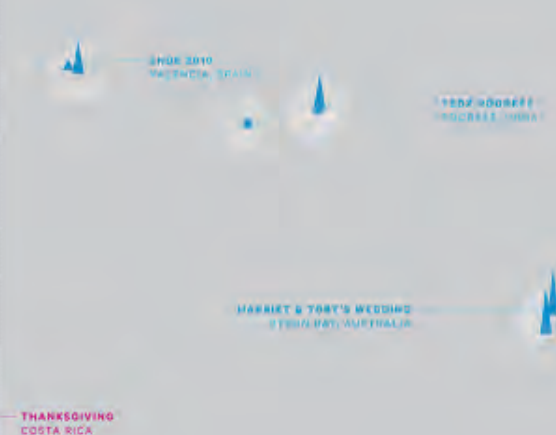
Glacier National Park, Golden Gate National Recreation Area and Joshua Tree

BOOZIEST DAY

June 12, 2011
Birthday / Housewarming party

Abroad

2010–2011



DAYS SPENT ABROAD

26

Including 4% days on international flights

FOREIGN COUNTRIES VISITED

AUSTRALIA — 8% DAYS

COSTA RICA — 4% DAYS

CANADA — 3% DAYS

INDIA — 2% DAYS

SPAIN — 2% DAYS

UAE — 1% DAYS

CITY VISITS RESTRICTED TO AIRPORTS

Two

Madrid and Abu Dhabi

MUSEUMS VISITED ABROAD

Five
Australian Museum, MCA Sydney, Sydney Aquarium, Taronga Zoo and the Valencia City of Arts and Sciences

TSUNAMI WARNINGS SURVIVED

One

February 28, 2010 at Byron Bay

COSTA RICA SCORPION SIGHTINGS

Three

At Olga's Parents' Caseta in Atenas

TIME ABROAD



FOREIGN CITIES VISITED

17

Abu Dhabi, Alajuela, Atenas, Brisbane, Byron Bay, Delhi, Herradura, Jaco, Madrid, Muzaffarnagar, Roorkee, Rosario, San Jose, Sarche, Sydney, Valencia and Vara Blanca

FLAT WHITES ENJOYED

5

3 in Sydney, 1 in Brisbane and 1 in Byron Bay

CAR ACCIDENTS ABROAD

One

Rear-ended in Brisbane

FAVORITE BEVERAGES OVERSEAS

COFFEE — 27 SERVINGS

BEER — 20 SERVINGS

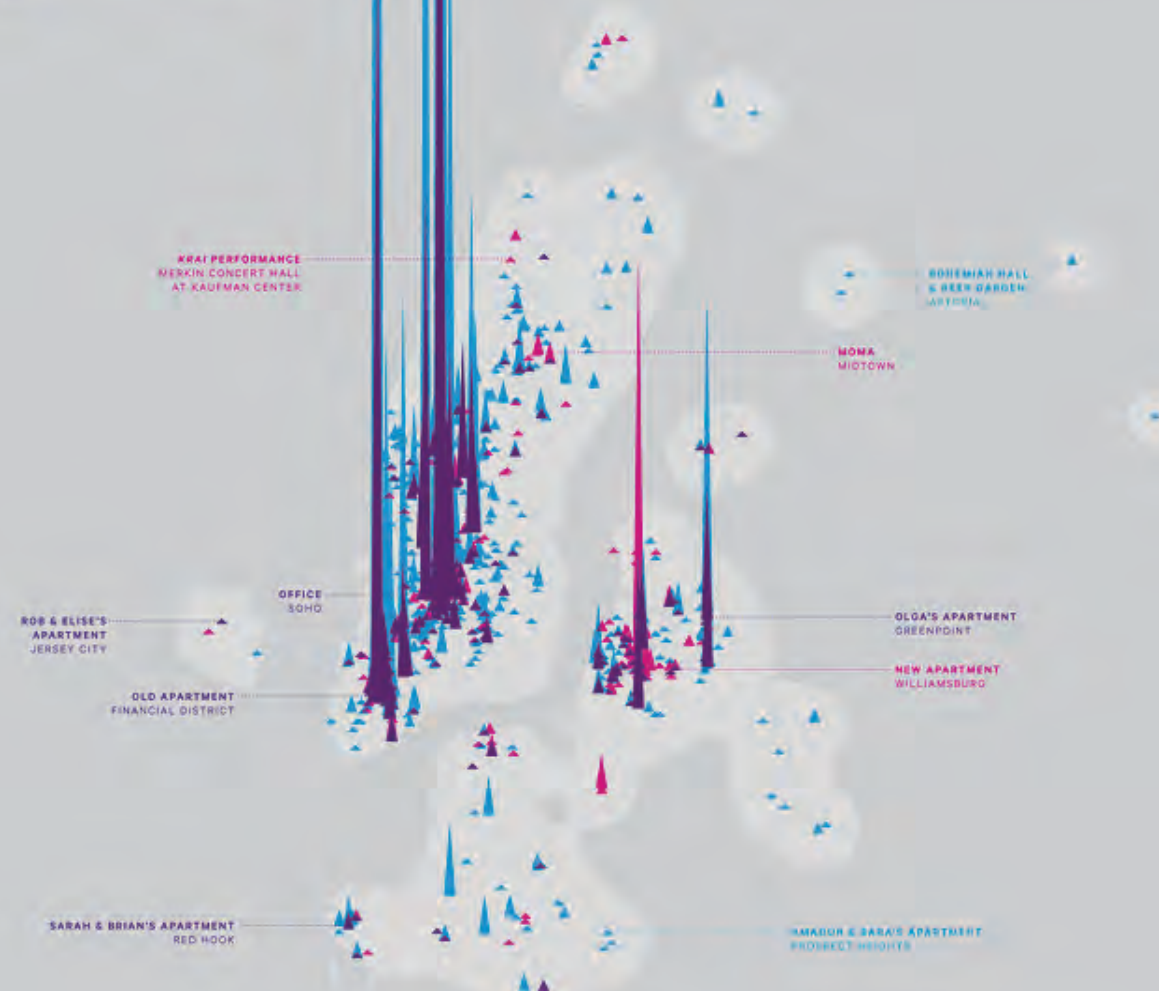
RED WINE — 12 SERVINGS

COCKTAIL — 8 SERVINGS

JUICE — 5 SERVINGS

In New York City

2010–2011



DAYS SPENT IN NEW YORK CITY

442³/₄

61% of each year

TIME IN NYC BOROUGHES

MANHATTAN — 37% DAYS

BROOKLYN — 61% DAYS

QUEENS — 3% DAYS

BRONX

STATEN ISLAND

NYC PLACES VISITED

648

173 restaurants, 121 shops, 55 bars, 41 outdoor places, 39 offices, 35 delis, 34 coffee shops, 22 homes, 20 venues, 16 grocery stores, 13 galleries, 11 banks, 9 museums, 8 airport terminals, 7 hotels, 7 liquor stores, 7 schools, 6 drug stores, 4 train stations, 4 open houses, 4 post offices, 3 laundromats, 3 movie theaters, 3 parks, 2 rental car locations, a dance studio, a gas station, a gym, mini-storage and work

MOST VISITED NYC SHOPS

FEDEX, SPRING STREET — 9 VISITS

J. CREW LIQUOR STORE — 6 VISITS

PETLAND DISCOUNTS — 7 VISITS

VITSOE — 7 VISITS

APPLE STORE SOHO — 6 VISITS

MOST VISITED DELI

Broadway Gourmet
Food Market
584-588 Broadway — 30 visits

RATIO OF NYC SUBWAY TO TAXI TRIPS

5³/₄:1

1,147 subway vs. 202 taxi trips

FAVORITE NYC BEVERAGE

Filter Coffee
296 servings

TIME IN NYC SPENT IN RESTAURANTS

5%

ACTIVITY

SIXTY

CHANCE OF WORKING
35.3 PERCENT

49.3%

WEDNESDAY
Most productive

311

Person	Percentage
Ryan	17%
Olga	14%
Mom	13%
Justin	11%
Roddy	10%
Scorp	10%
Tom V	10%
Scorp	10%
Ron	10%
Martin	10%

AUGUST
of Calicut District

51

TWELVE

SIX

**JAPANESE TV SHOWS WATCHED
THREE**
The findings, which showed an average score of

TWELVE

Chenail, J. P. (2003). *From an Illusion: Dirty Pictures to the New Chinese, Kanye West, My Darkest Dream*. *Urbanship: Verbal Arts, Identities, The XX, Vietnam*. www.urbanship.com.

TWO

Remake	PS
Endless's Game	1
Survive Alone	0
Snow Crash	0
The Most Wanted Hunter	4
Aftermath: The Game	2
Scholar's Original: The Game	2
Tim's Day	1
Modernism: The Game	1
Adventures: The Game	1

Code
Mr. Piquemore's
Home Use Contact

ONE

ONE

100 WAYS TO SPEND AN HOUR

100 WALKING

- Alone: 104
- With Olga: 34
- With Mom: 29
- With Ryan: 27
- With 43 other people: 63

100 LISTENING

100 READING

- A website: 154
- Email: 140
- Facebook: 58
- A book: 31
- Twitter: 24
- A magazine: 17
- A newspaper: 8
- A document: 8
- A Facebook message: 2
- A text message: 2
- Mail: 2
- Something else: 18

100 BEING DRIVEN

100 MOVING

100 CLEANING

100 WRITING

- An email: 52
- On Facebook: 17
- A presentation: 8
- A blog post: 8
- Twitter: 4
- Microblogs: 4
- A blog: 2
- Something else: 14

100 DRIVING

- Alone: 182
- With Olga: 26
- With Bob: 8
- With Ryan: 8
- With Mom: 4
- With 43 other people: 12

100 BUYING

100 WAITING

100 EXERCISING

100 CODING

100 DRESSING

100 ORGANIZING

2011 Annual Report	20
Facebook	20
Harvard	9
A productivity	2
Achievements	2
A system	1
A system's architecture	1
Marketing	1
Document	1
Chen's website	1
with Additional Project Courses	1
James	1
Miner's technology orientation	1
Project in America's marketing success	1
James' role	1

TV	105
A. nuptia	43
A. nuptia	46
A. nuptia	30
A. nuptia	12
A. nuptia	7
A. nuptia	3
A. nuptia	1
A. nuptia	2
A. nuptia	2
A. nuptia	2
A. nuptia	1

In person	412
On the phone	28
Unrecorded	13

also
looking

A website
An iPhone app
A classroom
The river
A classroom
A person
A bus stop
Children
An iPad app
A professional
Something else

Coasting along	0.0
Hanging out	1.0
Opening	3.0
Pushing	1.0
Somehow	0.7
Logging	0.0
Fixing	3.0
Physic	0.0
Adjusting	0.0
Thinking	0.0
Something else	0.0

WE EATING

Breakfast
Lunch
Dinner
Snack

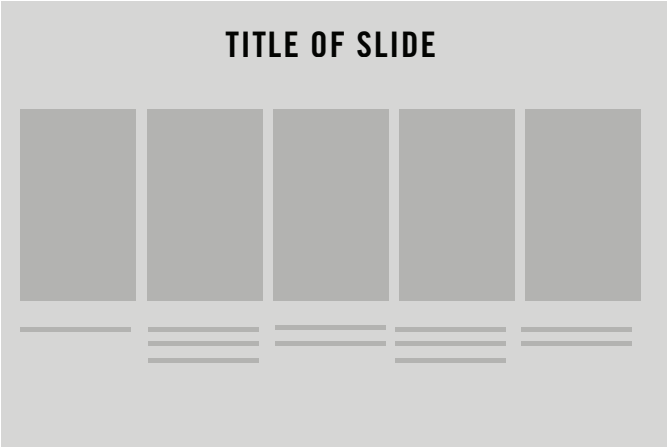
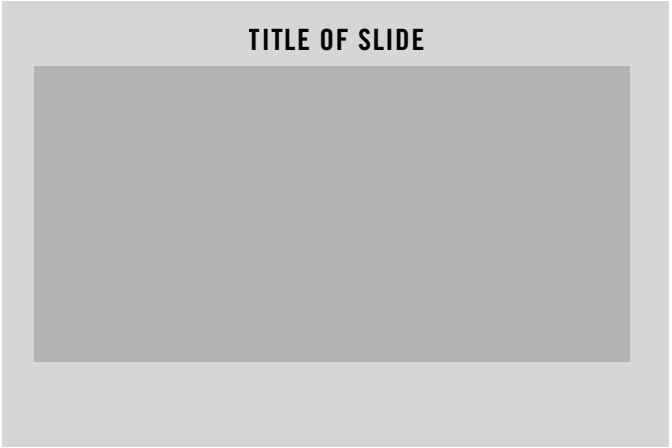
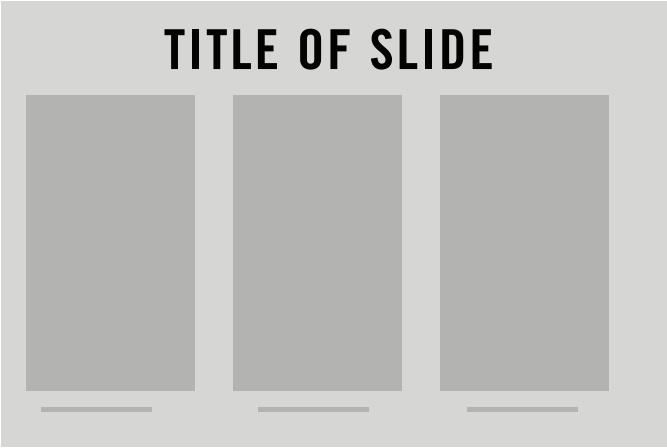
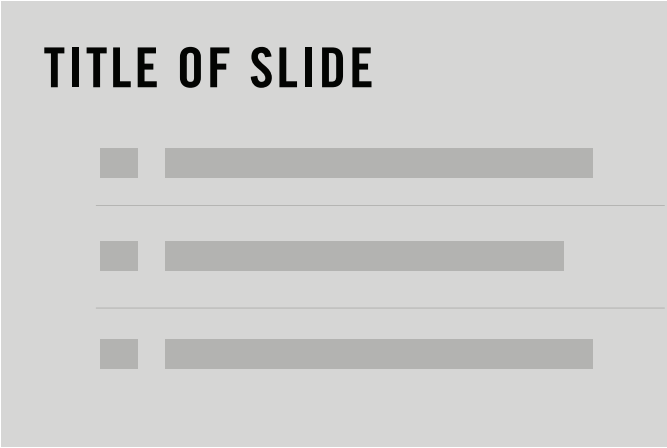
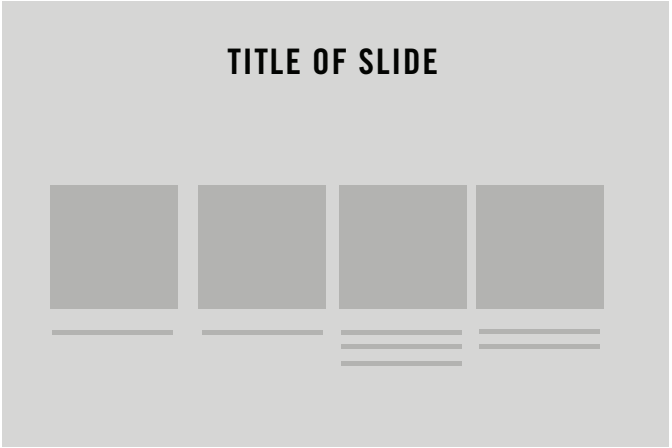
06. COLLECT ICONS

TIM DEGNER



07. TEMPLATES







1. Entire Shop Powerpoint + Keynote
by Slidedizer

\$39



2. Minimal PRO Presentations Bundle
by SlidePro

\$29



3. Infographics | FREE Updates
by TheSeamuss

\$35



4. 44 in 1 ENTIRE SHOP BUNDLE
by Dublin_Design

\$39



5. Minimal PowerPoint Templates Bu...
by Slidedizer

\$29



6. ENTIRE SHOP BUNDLE - 97% OFF
by SlidePro

\$39



08. BRANDING GUIDES



PRIMARY TYPEFACE STRATUM 1

Development of typography advertising Canadian Olympic Winter Games in the type, Stratum 1 is the primary typeface for the design. It is a modern, clean, sans-serif typeface that is well-suited for headlines and body copy.

Stratum 1 was created by the type foundry and offers a different weight ranging from Thin to Bold.

TYPE DE CARACTÈRES PRINCIPAL STRATUM 1

Appartenance de typographie événementiel les caractères des lettres d'impression Stratum 1 est le principal type de caractère pour l'affichage. Il est moderne, propre, sans-serif et bien adapté pour les titres et le texte principal.

Stratum 1 a été créé par l'atelier de typographie et offre un jeu de poids différents, allant de très fin à très épais.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐ Ñ Ò Ó Ô Õ Ö Ù Ú Û Ü Ý Þ ß à á â ã

Thin Medium Bold Thin Medium Bold Thin Medium Bold Thin Medium Bold Thin Medium Bold Thin Medium Bold

© 2010 Canadian Olympic Winter Games

CAN ADA

MOSAIC MAPLE LEAF

The mosaic maple leaf graphic is based on the geometry of the most common Canadian leaf, a well-known leaf shape, which is a simple, symmetrical, serrated leaf shape, and is a symbol of Canada.

The leaf is based on the five points of the stylized leaf, which is a simple, symmetrical, serrated leaf shape, and is a symbol of Canada.

The graphic is based on the five points of the stylized leaf, which is a simple, symmetrical, serrated leaf shape, and is a symbol of Canada.

The mosaic maple leaf graphic is based on the geometry of the most common Canadian leaf, a well-known leaf shape, which is a simple, symmetrical, serrated leaf shape, and is a symbol of Canada.

REPRÉSENTATION DE LA FEUILLE D'ÉRABLE EN MOSAÏQUE

La représentation en mosaïque de la feuille d'érable est basée sur la géométrie de la feuille d'érable, une forme simple, symétrique et dentelée, qui est un symbole du Canada.

Les formes sont basées sur les cinq points de la feuille stylisée, qui est une forme simple, symétrique et dentelée, qui est un symbole du Canada.

Le graphique est basé sur les cinq points de la feuille stylisée, qui est une forme simple, symétrique et dentelée, qui est un symbole du Canada.

La mosaïque de la feuille d'érable est basée sur la géométrie de la feuille d'érable, une forme simple, symétrique et dentelée, qui est un symbole du Canada.

© 2010 Canadian Olympic Winter Games



The mosaic maple leaf graphic is based on the geometry of the most common Canadian leaf, a well-known leaf shape, which is a simple, symmetrical, serrated leaf shape, and is a symbol of Canada.





Foundation

A lot of our time was spent defining base map themes. We knew these themes would serve as the foundation for the entire project, so it was critical to get them right. We wanted to optimize these base maps for data visualization, so we focused on three main areas.



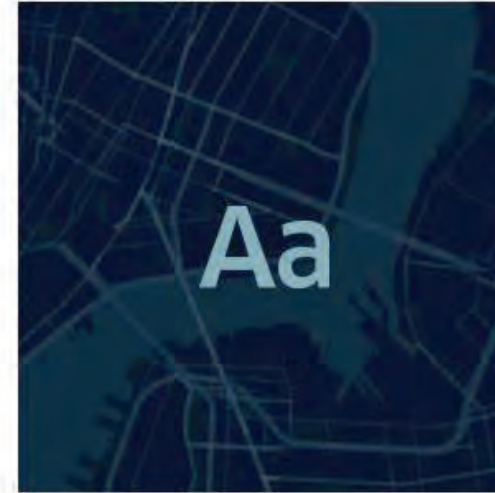
Detail

We fine-tuned the amount of detail you see at any given zoom level. We went with a relatively minimal approach so that the data wouldn't compete with the base map.



Color

Starting with Uber's brand colors, we produced various shades and tones for different map elements. For example, the dark theme was inspired by the Night Mode map used in our driver app.



Typography

We created a type system that leverages our brand typeface to pull it all together. In the spirit of consistency, we went with a relatively simple type ramp to reduce the amount of variation between our maps.

Shot list



Hero



Lifestyle



Lifestyle w/ product



Textural

09. PRINTS & DISPLAYS

TIM DEGNER





TEST DRIVE







DESIGN 101

CRASH COURSE

TIM DEGNER



10. COLORS

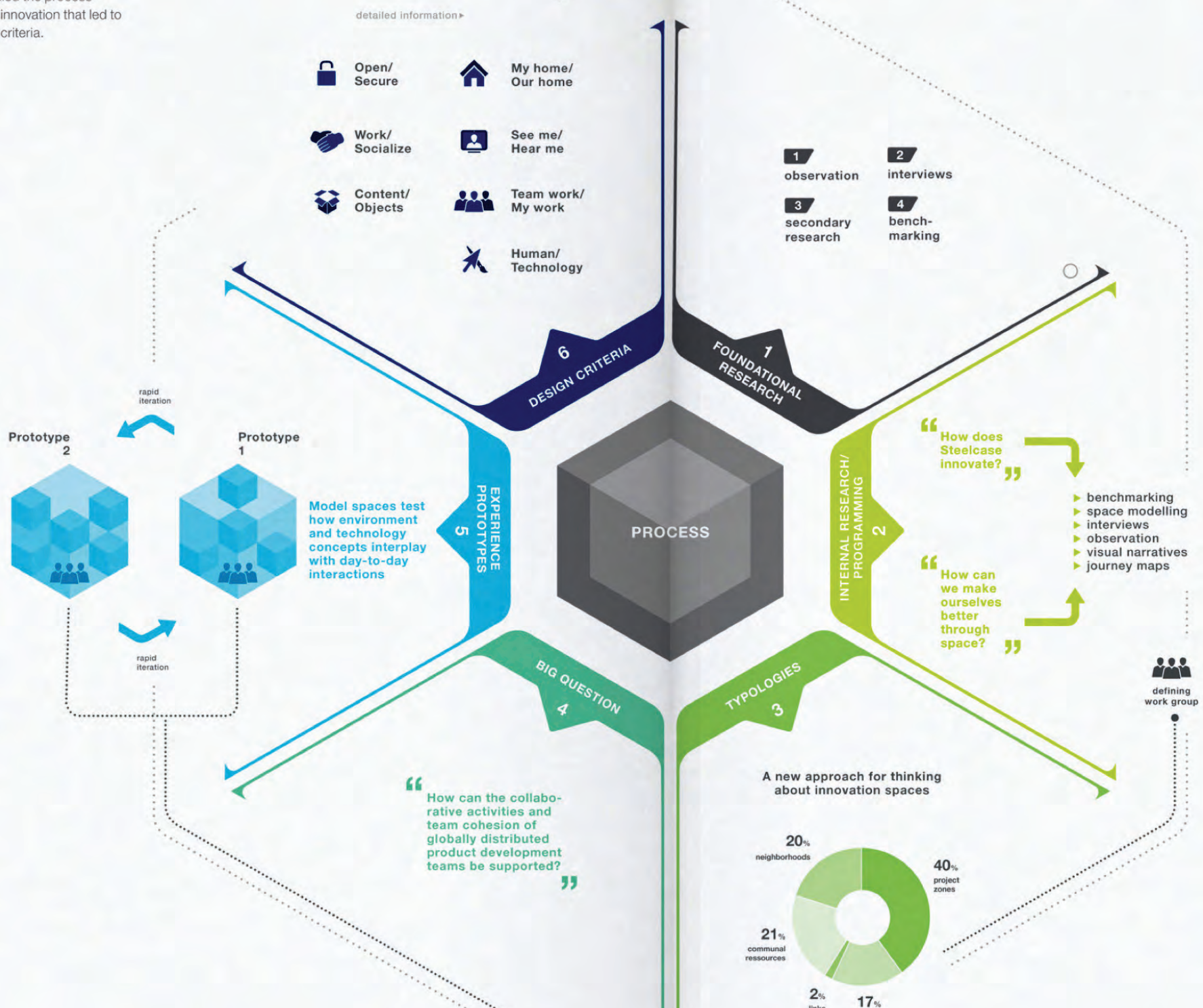


USE A COLOR PALETTE



Research and Synthesis

Steelcase researchers studied the process and the role space plays in innovation that led to the development of design criteria.



Design Criteria

The team identified a number of tensions and complexities the space needed to address. They asked themselves a series of strategic questions that would steer their design direction:

- Open/Secure**
How could the new space support the need for transparency while balancing the need to incubate very fragile ideas in their infancy?
- Work/Socialize**
Could the space create an atmosphere that is both highly productive and active in the pursuit of innovation while fostering social interactions that help develop trust?
- Content/Objects**
Does the space help concepts and ideas become visible and tangible to others? How can it also support three-dimensional prototypes and artifacts?
- My home /Our home**
How can space enable a shift from thinking about "home bases" assigned to individuals to the idea of "homes for projects"?
- Team work/My work**
What's the best way to bring people together and help them connect, and balance that with the needs of individuals to contemplate and concentrate on their focused work? How can the space support individuals to transition easily between team and private zones?
- See me/Hear me**
How can we create a positive experience for both physical and virtual presence in the space? Can we allow people to see and be seen, hear and be heard regardless of where they are working? Can we provide contextual awareness for remote participants and equal access to technology controls?
- Human /Technology**
How can the environment leverage technology to augment and enhance human interactions?

Newsletters

Once per month

Tutorial Length

10 to 20 minutes or broken into steps based on complexity

Instructional Videos

5 minutes or 6 to 15 minutes

Blogs

Distinct blogs by content

Community Site

Separate, mobile friendly

Conference Activities

Technical sessions, interactive discussions and hands on labs

Support/Forum

Provide self-help, free, and paid support

Bugs

Community Jira for requests and hot fixes

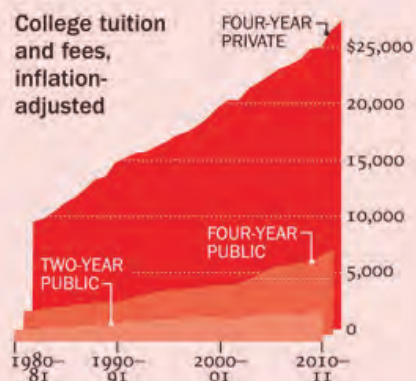
Feature Requests

Use voting with developer advocate moderation

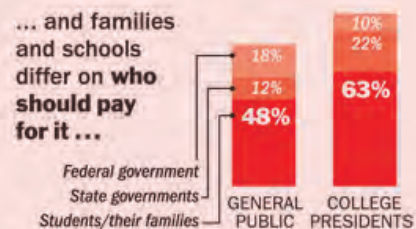
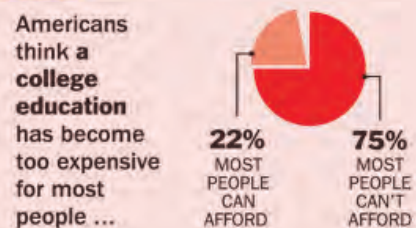




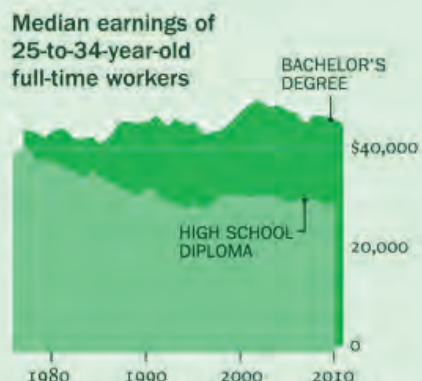
THE COST



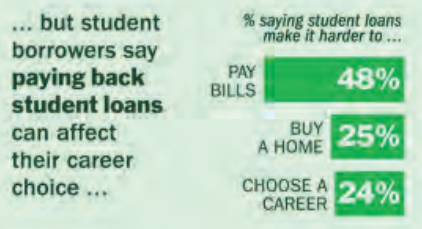
POLL



THE PAYOFF

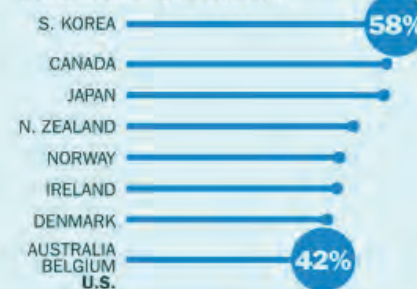


POLL

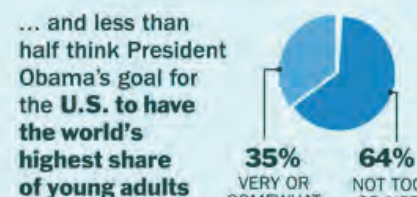
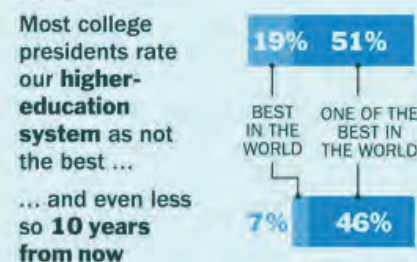


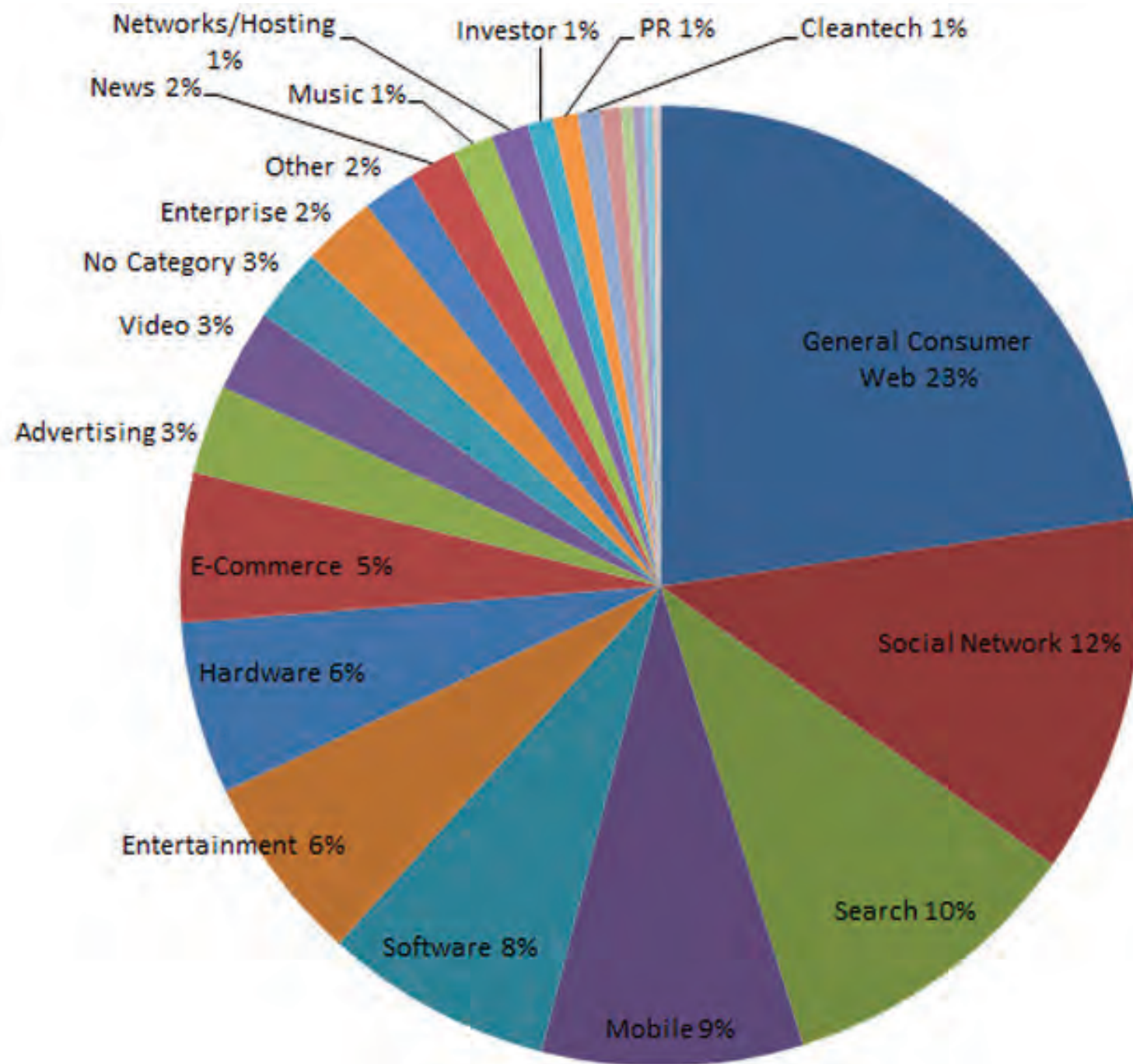
THE BIG PICTURE

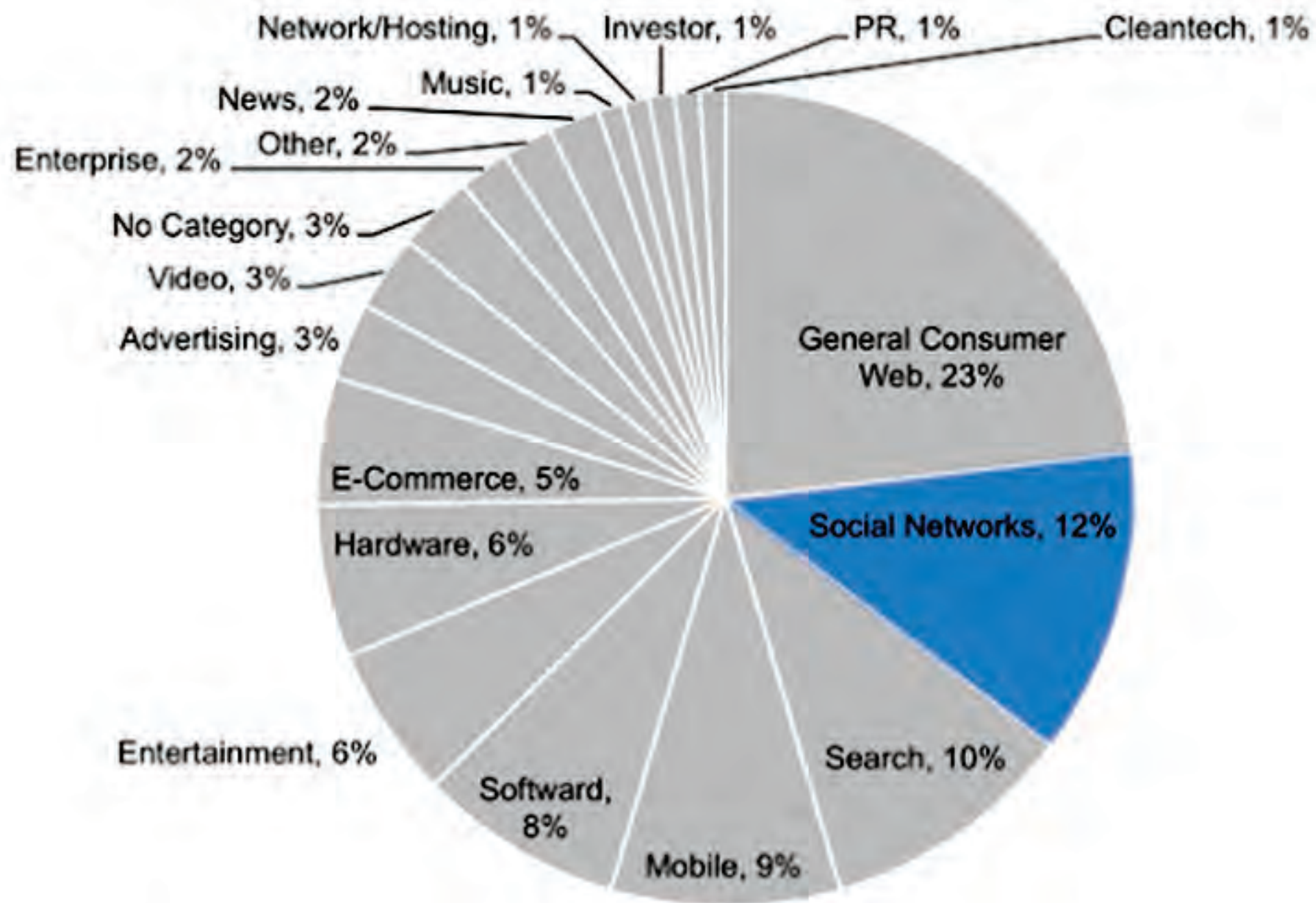
Percentage of 25-to-34-year-olds who have completed postsecondary education

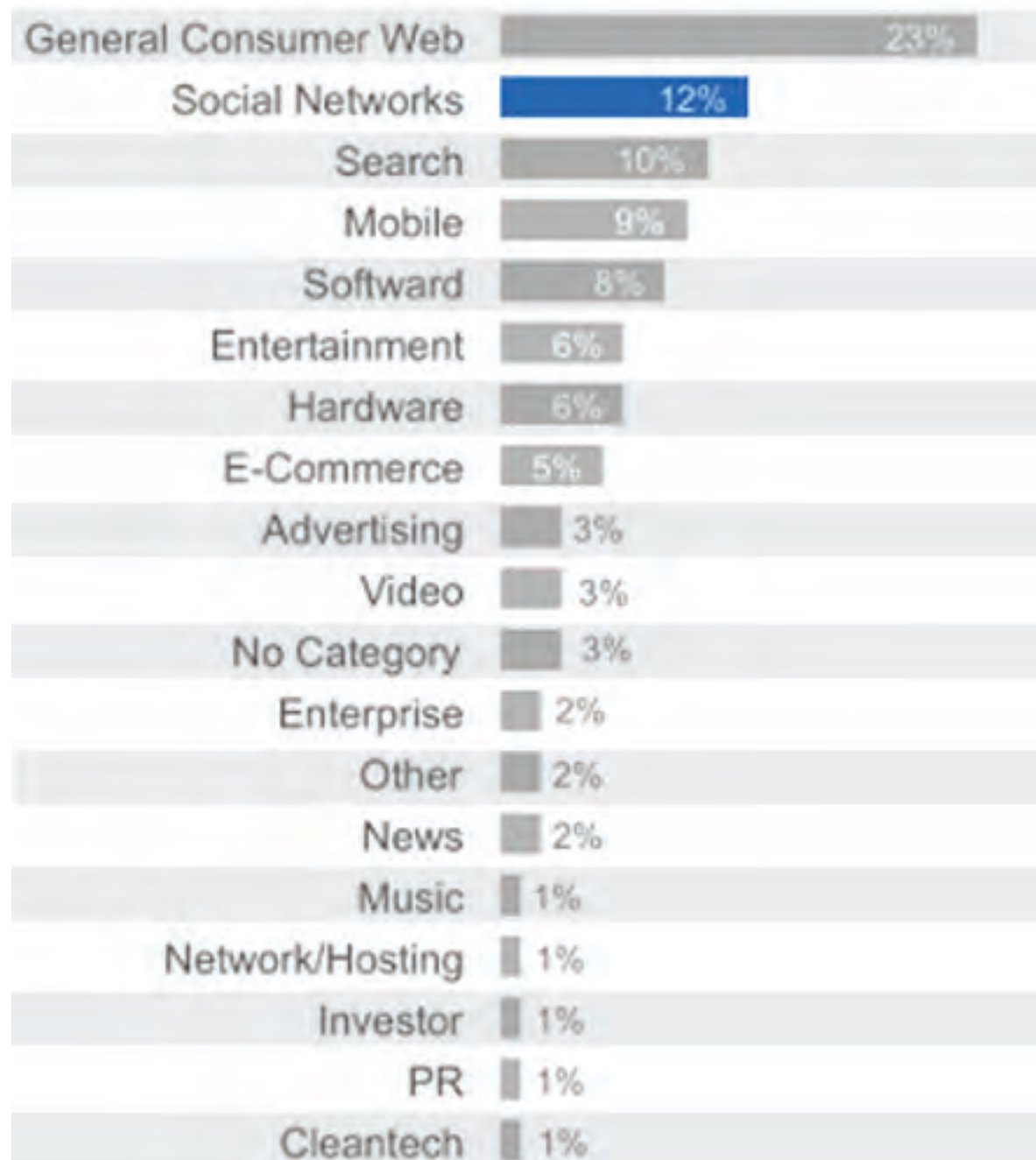


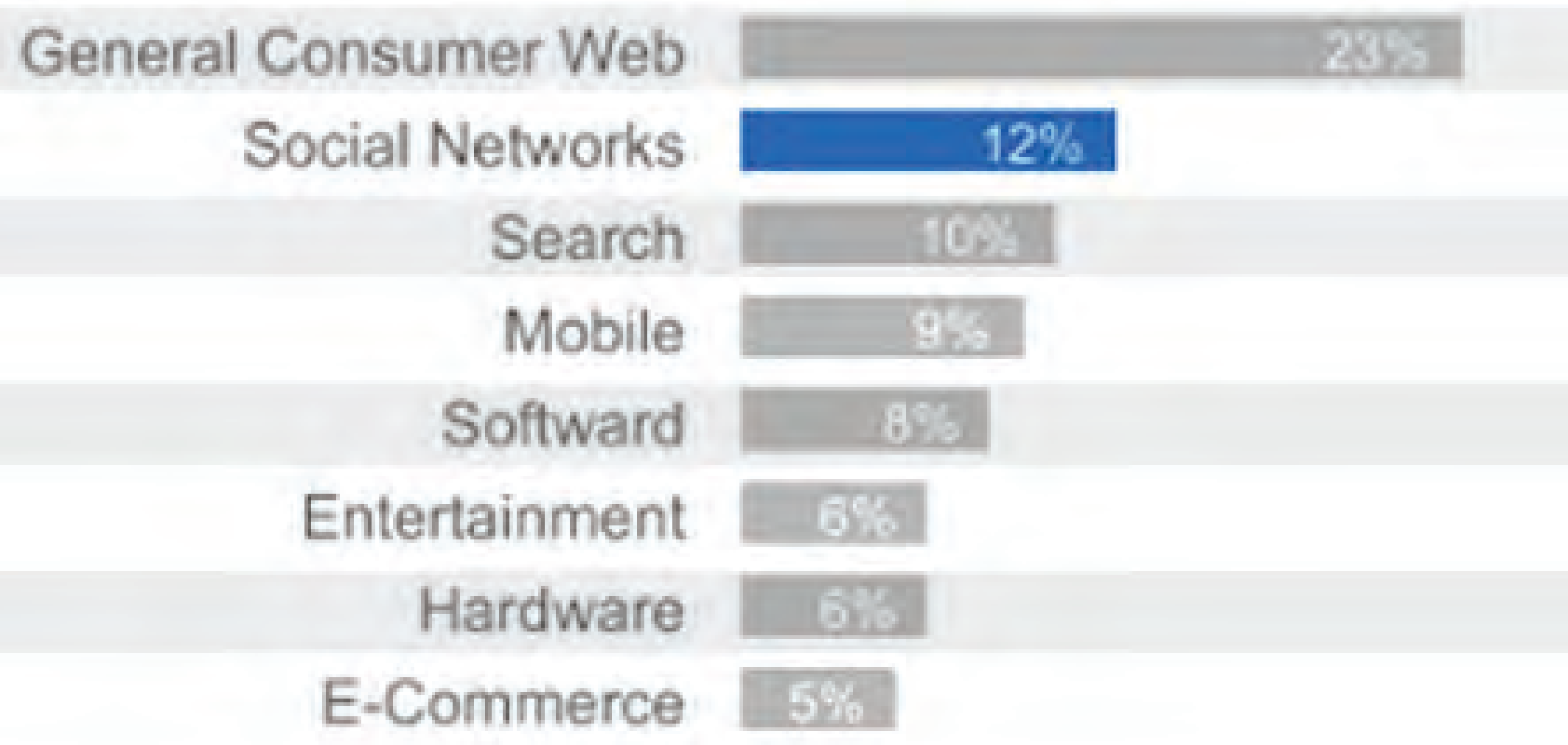
POLL



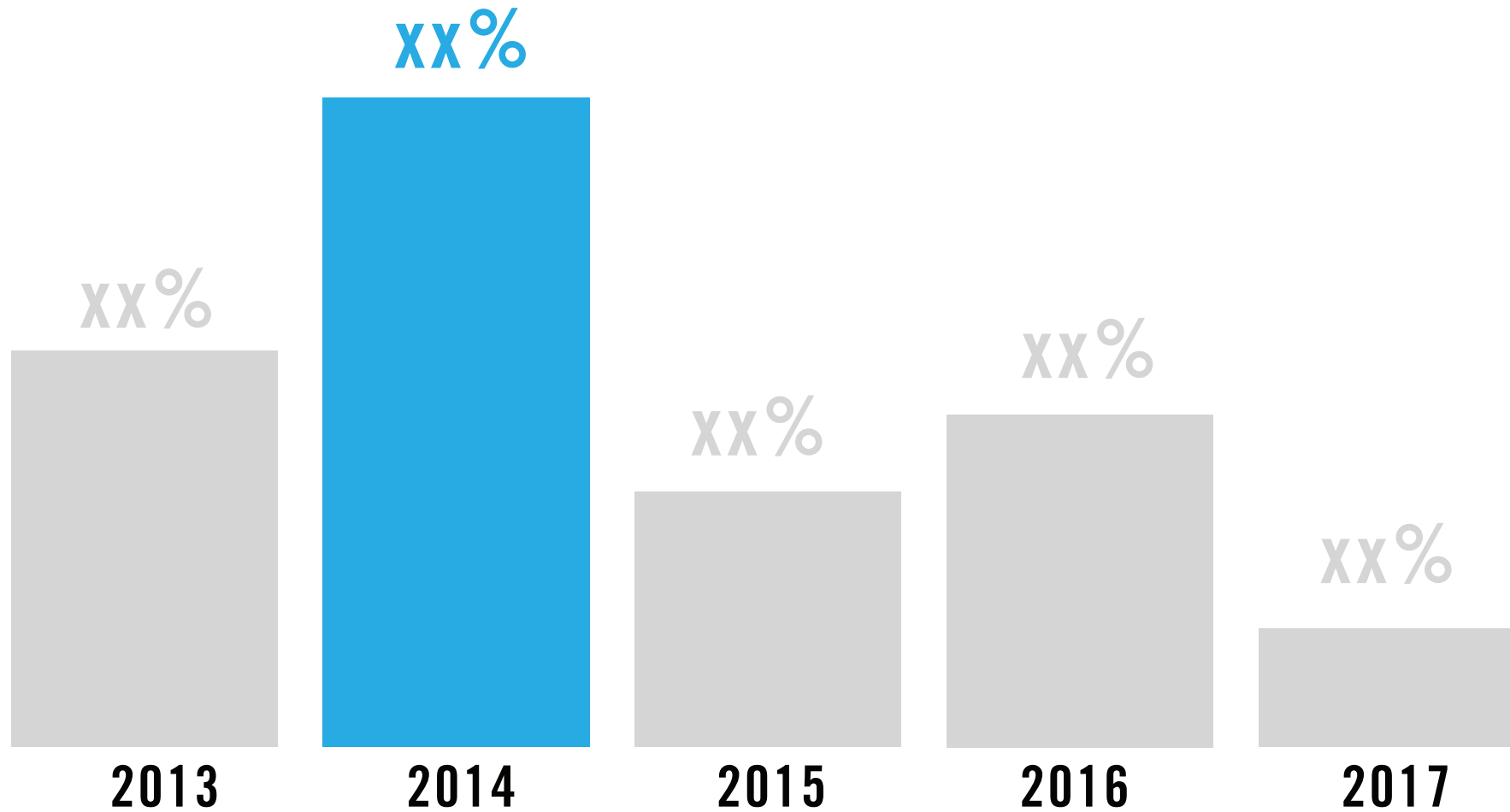




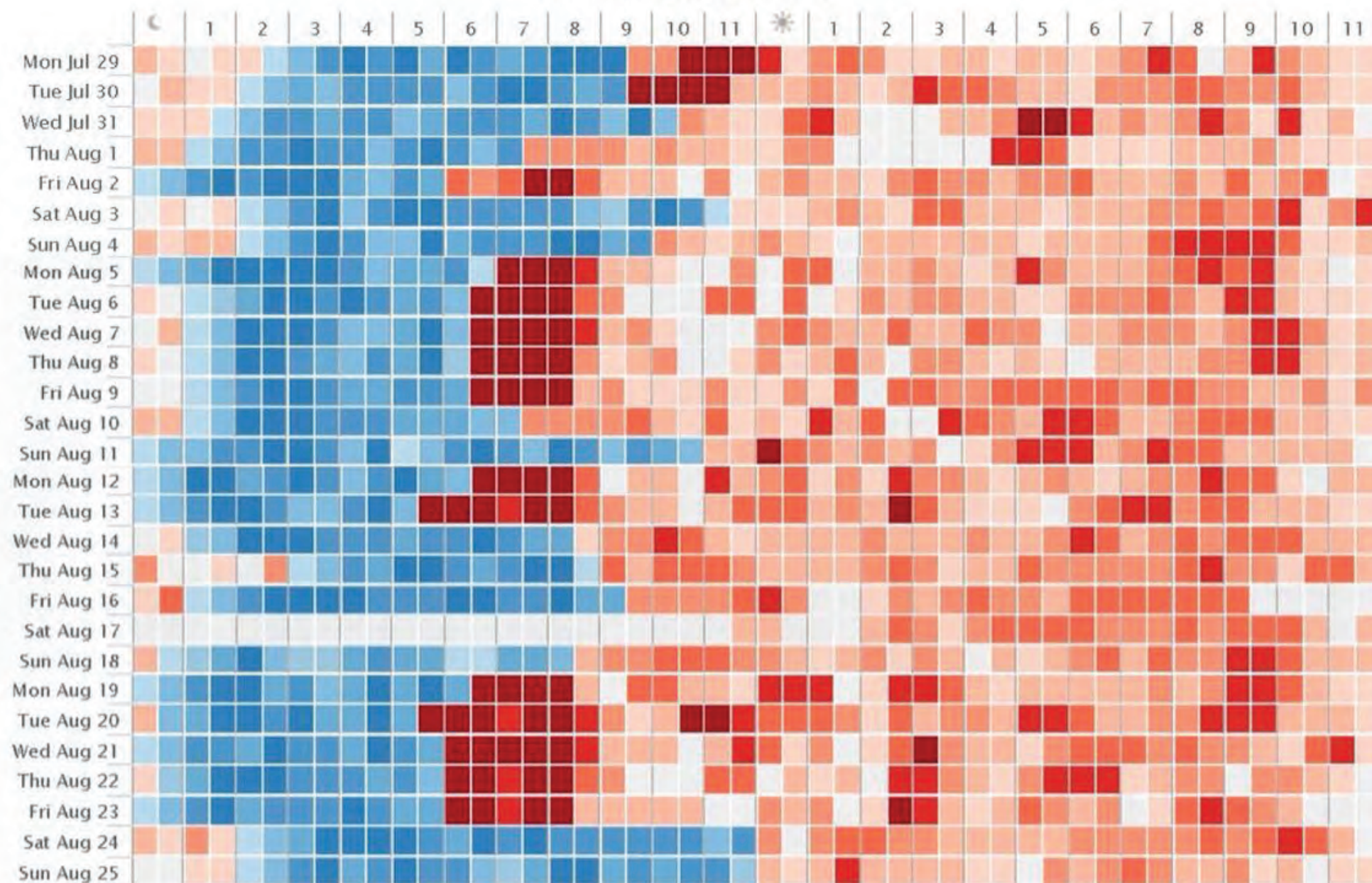




USE COLOR STRATEGICALLY



Activity & Sleep patterns



Inactive :



Activity :

soft



intense

Sleep :

light



deep

11. FONTS



PLEASE STOP USING



Times New
Roman

FONTS YOU SHOULD USE

OPEN SANS

HELEVETICA

ARIAL

ROBOTO

MERRIWEATHER SANS

FUTURA

TRADE GOTHIC

TEXT HIERARCHY

HEADER

SUB HEADER

Copy Text

Smaller Copy Text

TEXT HIERARCHY

BOLD

SEMI-BOLD

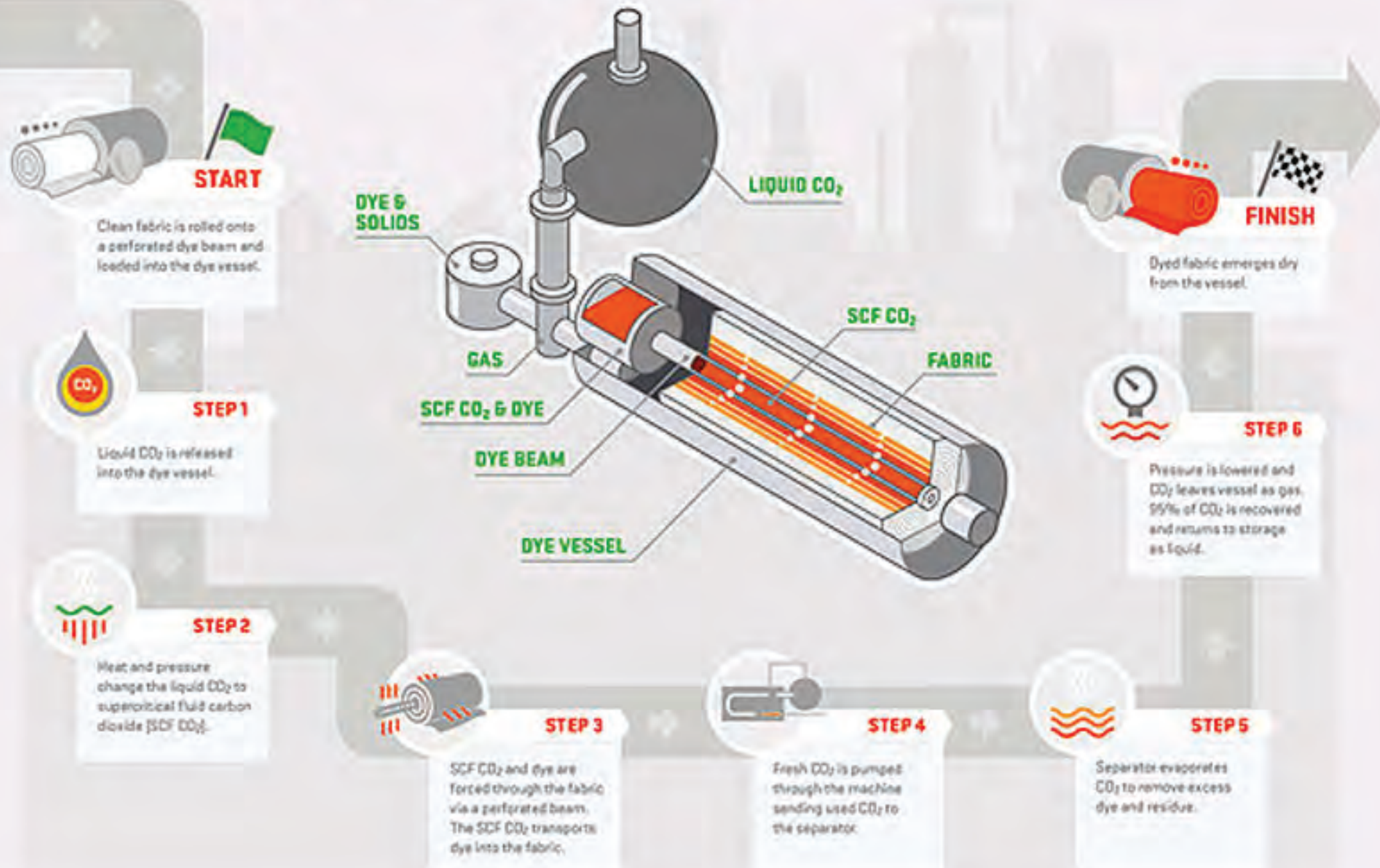
Regular

Condensed -or- Light

NIKECOLOR DRY

REVOLUTIONARY WATERFREE DYEING PROCESS

Nike believes innovation extends from design to how products are made. Dyeing without water is one example of how Nike is working to scale sustainable innovations across its supply chain.



AIR MAX 1



AIR MAX 93

1993



AIR MAX 95

1995



AIR MAX 1 X ATMOS

2003



AIR MAX 360

2006



AIR MAX 95

2015

1990

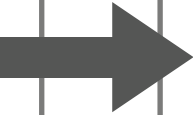
Air Max - inšpirované 'Le Centre Georges Pompidou' v Paríži - boli prvým modelom s dizajnom s odhalenou vzduchovou bublinou v podrážke. S touto technológiou prišiel vzduchový inžinier Marion Frank Rudy z NASA.

1996

Pomenovanie Air Max vzniklo na základe televíznej reklamy s Michaelom Jordanom z roku 1987. V roku 1997 Nike pridala extra fajku aj na prednú časť tenisiek, ktoré vyšli v limitovanej edícii - v dnešnej dobe populárny zberateľský kúsok s vysokou hodnotou.

12. COPYWRITING





**SHORT WORDS
& THREE'S**

SHORT SENTENCES ARE KEY



THREE IS ALWAYS BEST

SHORT WORD THIS SENTENCE IS BLANK & SLIGHTLY LONGER

SMALL WORD SO IS THIS SENTENCE & SLIGHTLY SHORTER

SHORT WORD AND YOU GUESSED IT, THIS TOO.

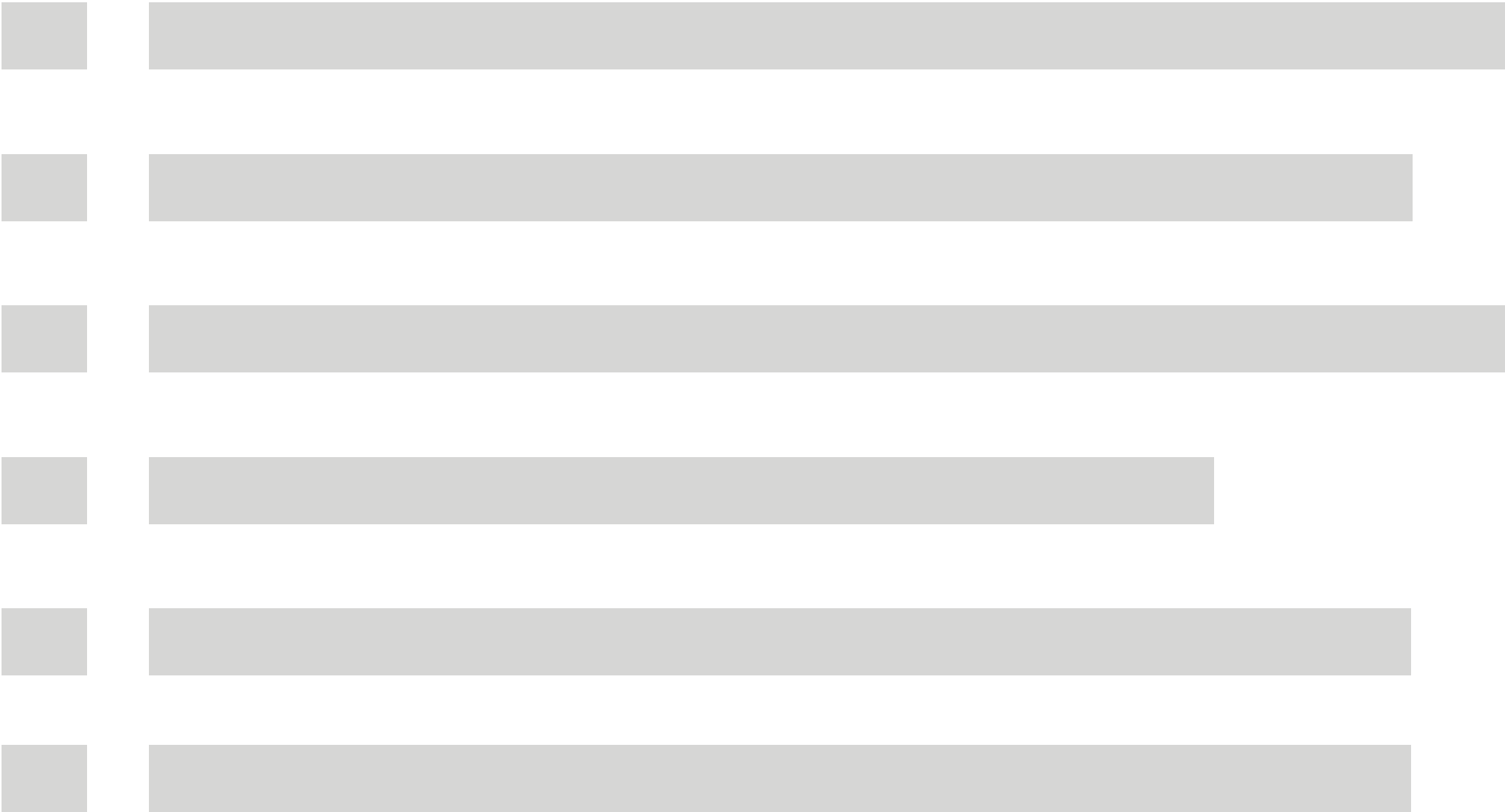
ANOTHER EXAMPLE

THIS SENTENCE IS BLANK

SO IS THIS SENTENCE

AND YOU GUESSED IT, THIS TOO

NOBODY EVER WANTS TO READ REALLY LONG TITLES ON SLIDES



Titles Should Be in All Caps

■ [Redacted]







■ [Redacted]

■ [Redacted]

13. ADD ICONS



	Zip \$59.95	One \$99.95	Flex \$99.95	Alta \$129.95	ChargeHR \$149.95	Blaze \$199.95	Surge \$249.95
Steps, Calories, Distance	✓	✓	✓	✓	✓	✓	✓
Clock	✓	✓	—	✓	✓	✓	✓
Sleep Tracking	—	✓	✓	✓	✓	✓	✓
Auto Sleep Detection	—	—	✓	✓	✓	✓	✓
Silent Wake Alarm	—	✓	✓	✓	✓	✓	✓
Floors Climbed	—	✓	—	—	✓	✓	✓
Active Minutes	✓	✓	✓	✓	✓	✓	✓
Multi-Sport	—	—	—	—	—	✓	✓
Continuous Heart Rate	—	—	—	—	✓	✓	✓
Caller ID	—	—	—	✓	✓	✓	✓
Text Notifications	—	—	—	✓	—	✓	✓
Calendar Notifications	—	—	—	✓	—	✓	—
Music Control	—	—	—	—	—	✓	✓
Connected GPS	—	—	—	—	—	✓	—
On-board GPS	—	—	—	—	—	—	✓

								
		Zip \$59.95	One \$99.95	Flex \$99.95	Alta \$129.95	ChargeHR \$149.95	Blaze \$199.95	Surge \$249.95
	Steps, Calories, Distance	✓	✓	✓	✓	✓	✓	✓
	Clock	✓	✓	—	✓	✓	✓	✓
	Sleep Tracking	—	✓	✓	✓	✓	✓	✓
	Auto Sleep Detection	—	—	✓	✓	✓	✓	✓
	Silent Wake Alarm	—	✓	✓	✓	✓	✓	✓
	Floors Climbed	—	✓	—	—	✓	✓	✓
	Active Minutes	✓	✓	✓	✓	✓	✓	✓
	Multi-Sport	—	—	—	—	—	✓	✓
	Continuous Heart Rate	—	—	—	—	✓	✓	✓
	Caller ID	—	—	—	✓	✓	✓	✓
	Text Notifications	—	—	—	✓	—	✓	✓
	Calendar Notifications	—	—	—	✓	—	✓	—
	Music Control	—	—	—	—	—	✓	✓
	Connected GPS	—	—	—	—	—	✓	—
	On-board GPS	—	—	—	—	—	—	✓

Kryo Features



Customizable Sleep
Temperature Profiles



Thermostat-Controlled,
Water-Based Cooling System



Compact, Easy-to-Hide
Control System



Super Thin Mattress
Topper



Competitively Priced



Wi-Fi Connectivity to Share Sleep
Data with NEST, Fitbit, Jawbone, etc.



Two Systems Create Temperature
Harmony for Couples on One Mattress

HOW TO MAKE COFFEE

MEASURE

One scoop (2Tbsp) for every six ounces of water.

FILL

Allow water to cool to just below boiling to avoid burning.

STIR

Ensure that all grounds are fully saturated.

STEEP

Allow to steep for three to four minutes.

PRESS

Slowly depress plunger to filter, then serve immediately.

CLEAN

Thoroughly rinse both pitcher and filter.

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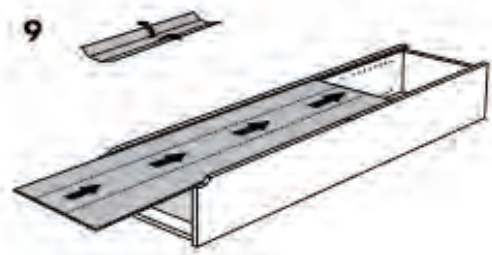
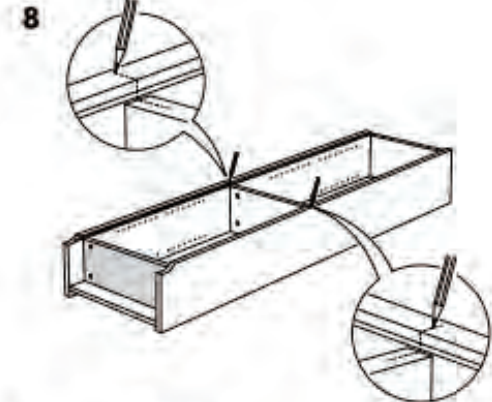
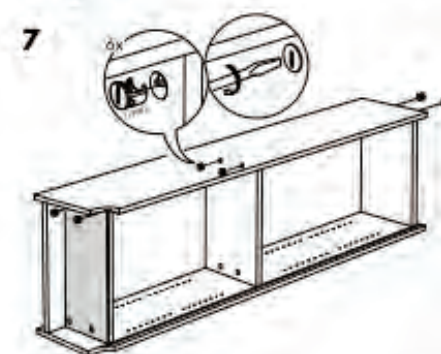
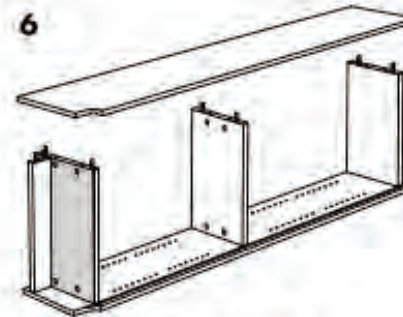
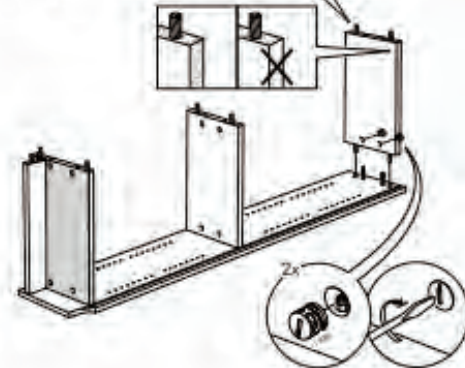
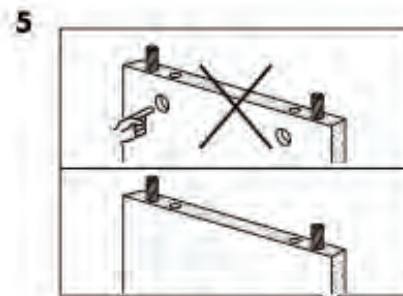
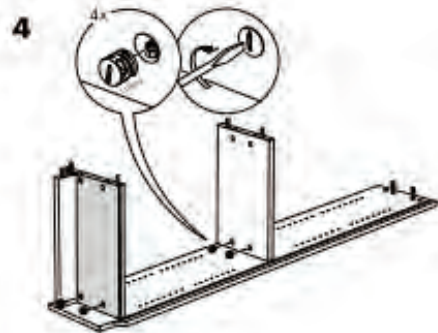
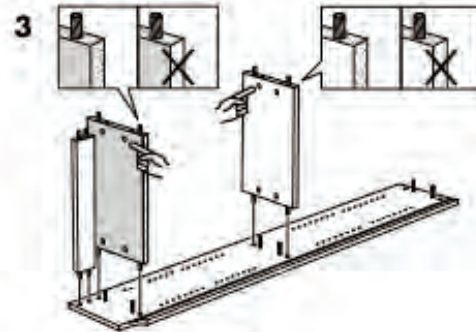
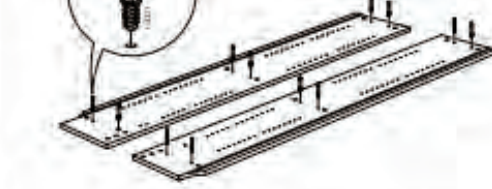
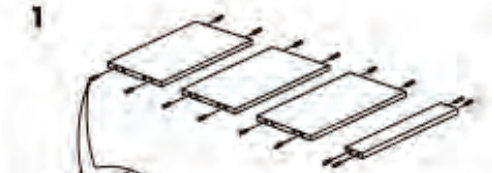
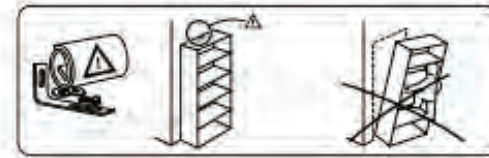
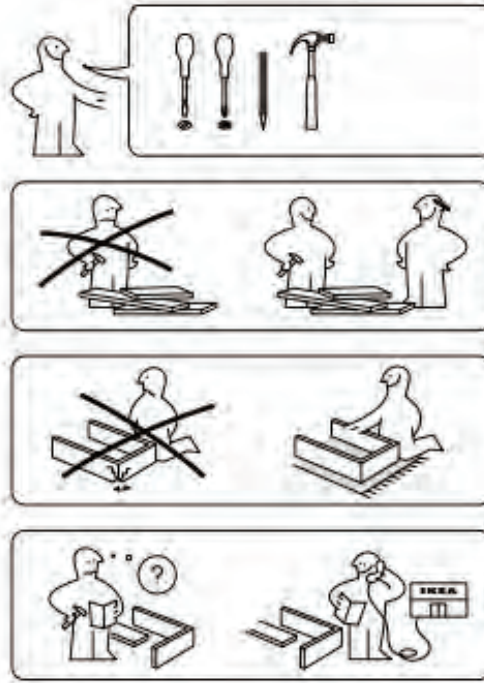
HOW TO MAKE COFFEE



BILLY



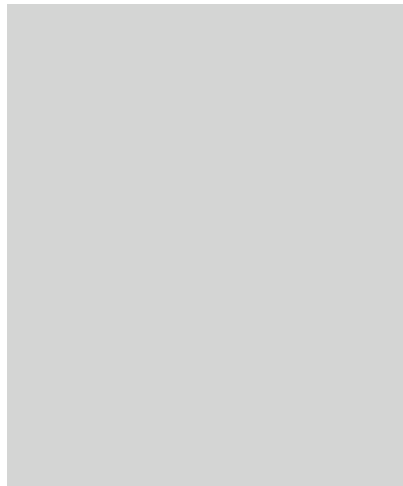
IKEA



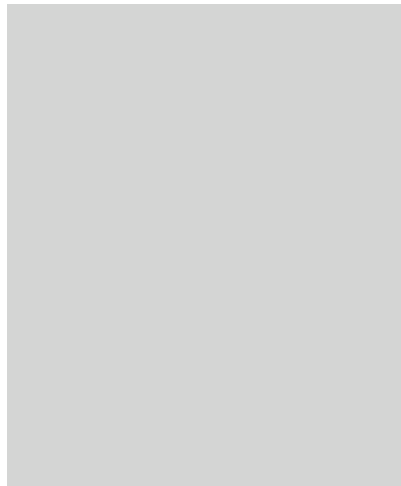
14. PRESENTATIONS



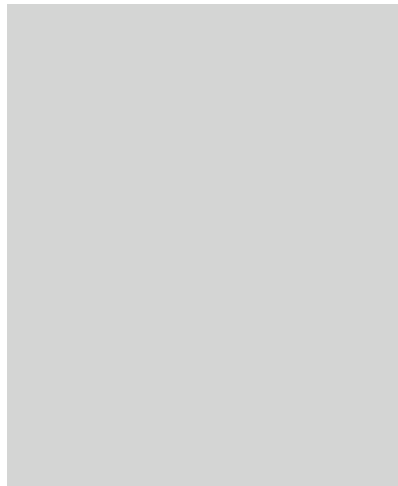
DON'T SHOW TOO MUCH



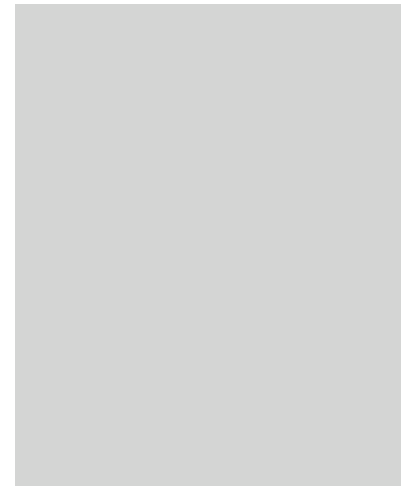
XYZ



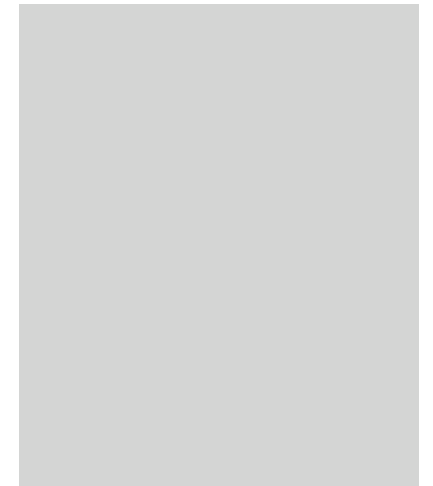
ABC



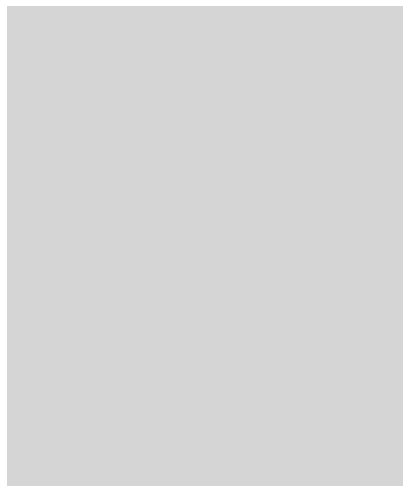
XYZ



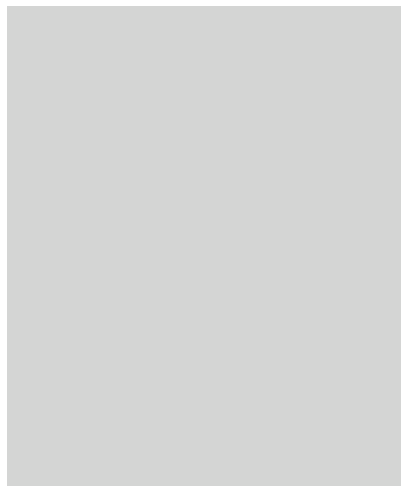
XYZ



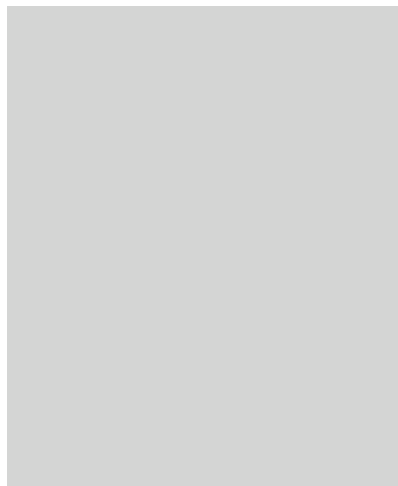
XYZ



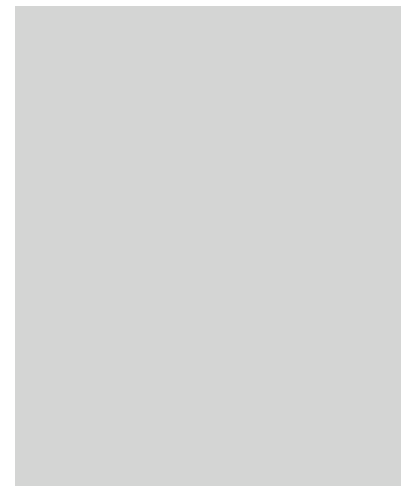
XYZ



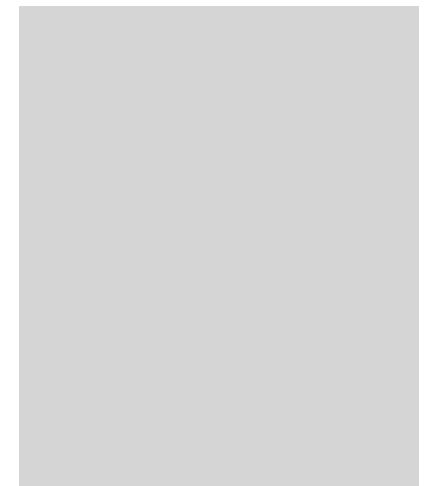
ABC



XYZ

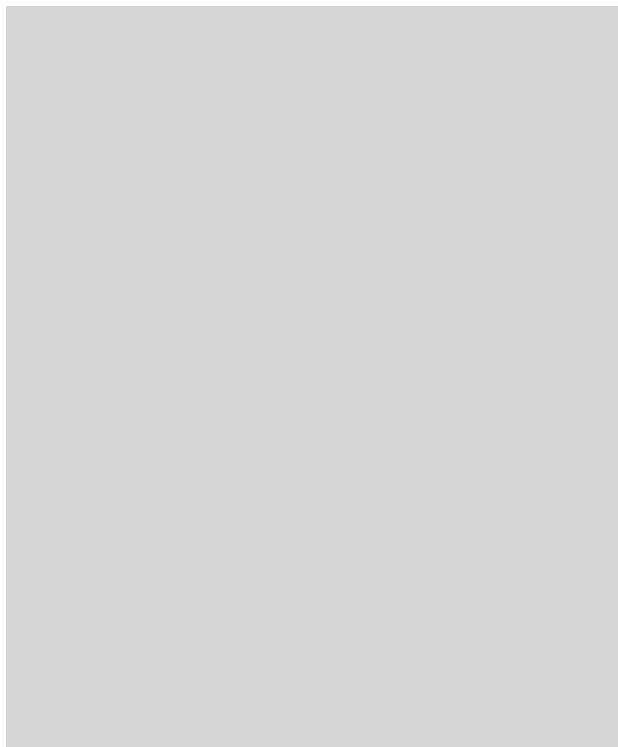


XYZ

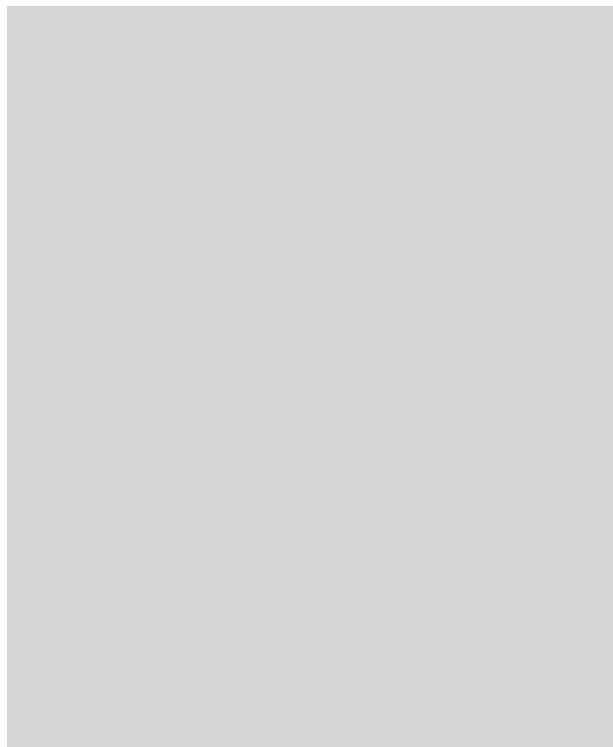


XYZ

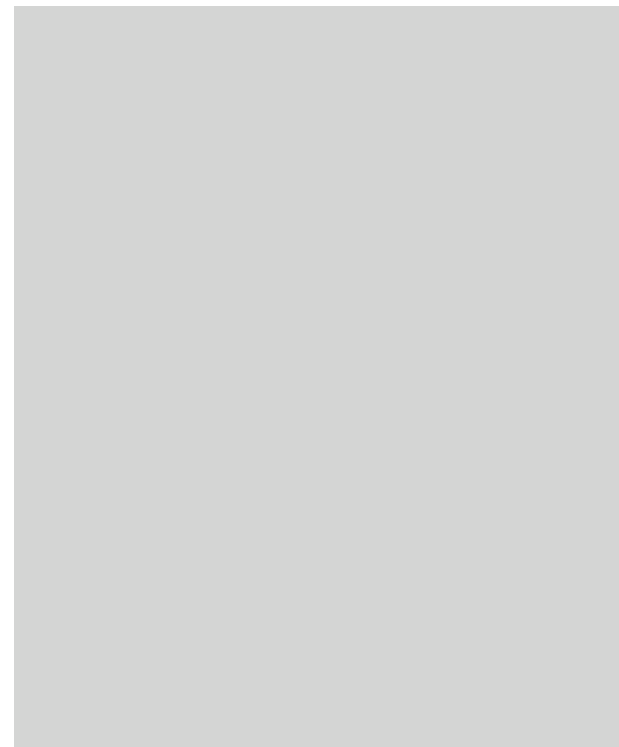
THREE IS ALWAYS BEST



XYZ



ABC



XYZ

Designed smart, to make life seamless.



Call, Text & Calendar Alerts

Receive call, text and calendar notifications on display, so you never miss the messages that matter.



Customizable Clock Faces

Choose your clock display based on the stats you want to see and the design that suits your taste.



Reminders to Move

Get friendly on-screen messages that encourage you to reach mini-goals of 250 steps each hour.



SMALL



MEDIUM



LARGE



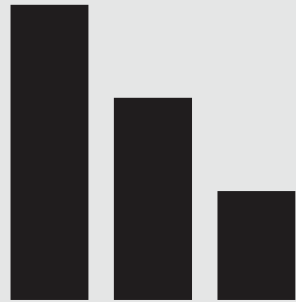
15. SORTING



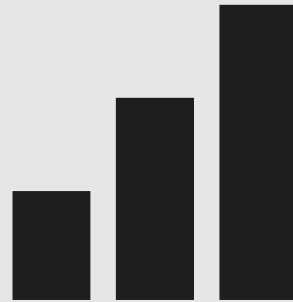
SORTING METHODS

ABC

ALPHABETIZED



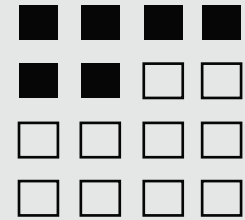
HIGH TO LOW



LOW TO HIGH



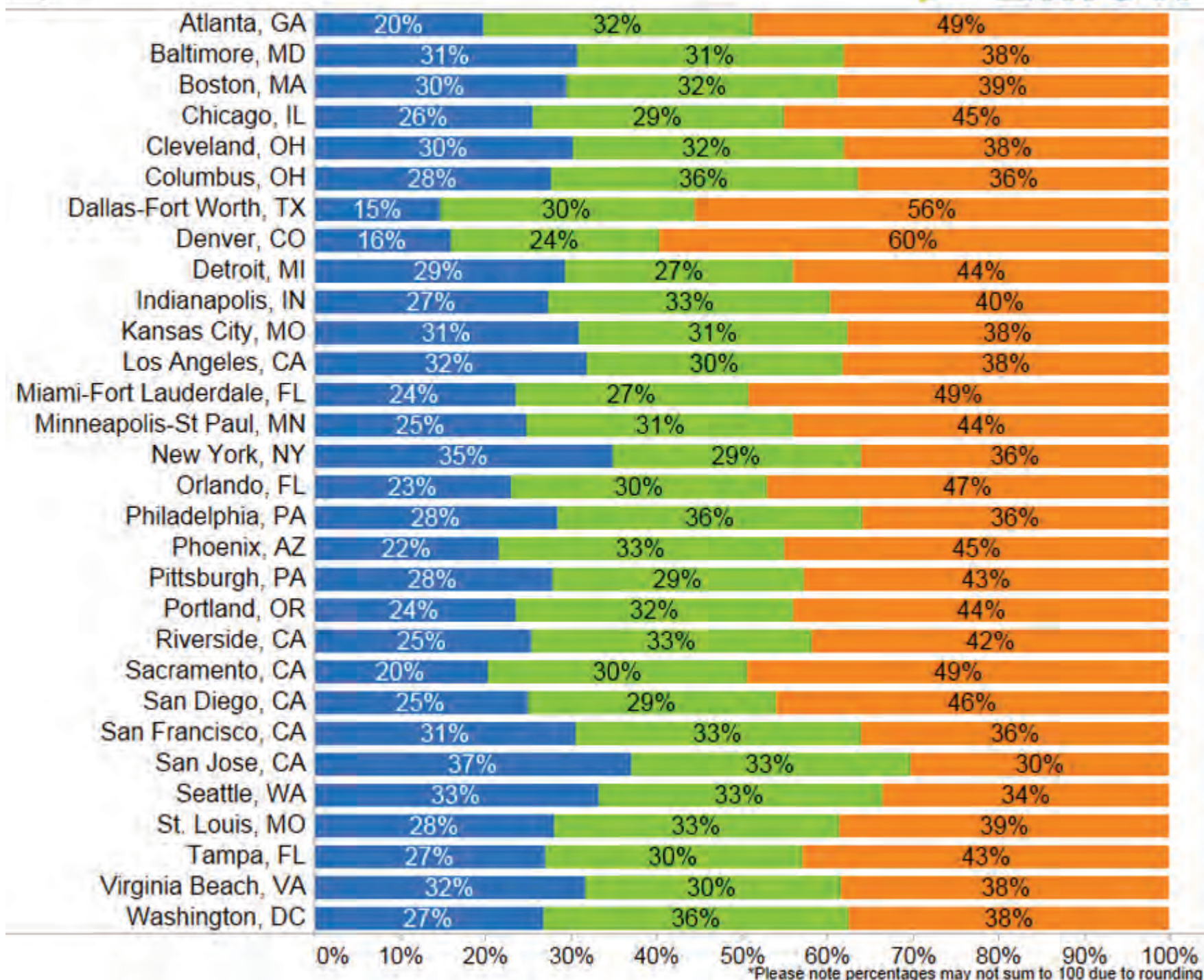
RECENT



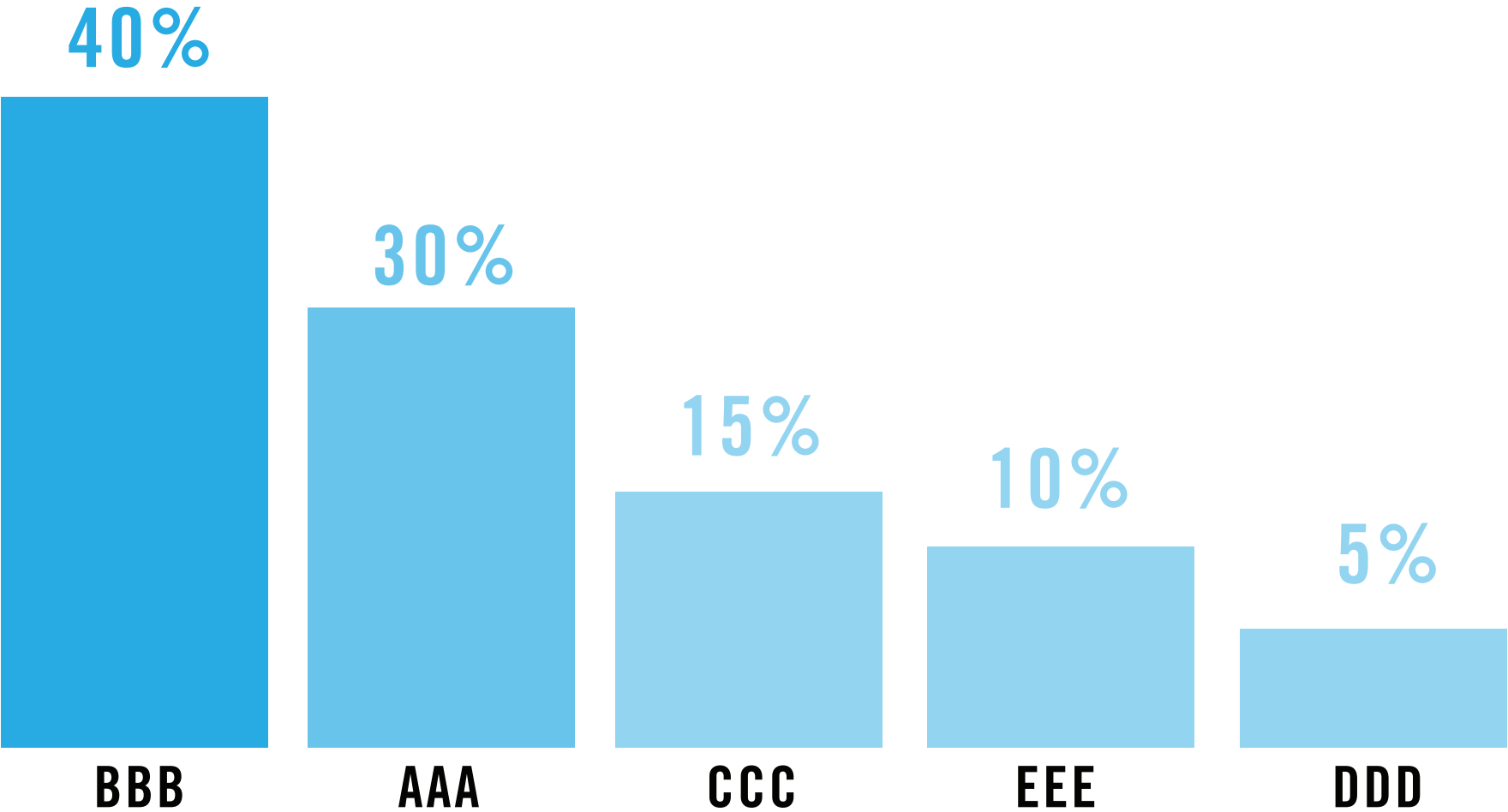
REDUCED

Figure 7: Share of For-Sale Inventory by Home Value Tier

May 2014



SORTING BY SIZE



16. BAD DESIGNS

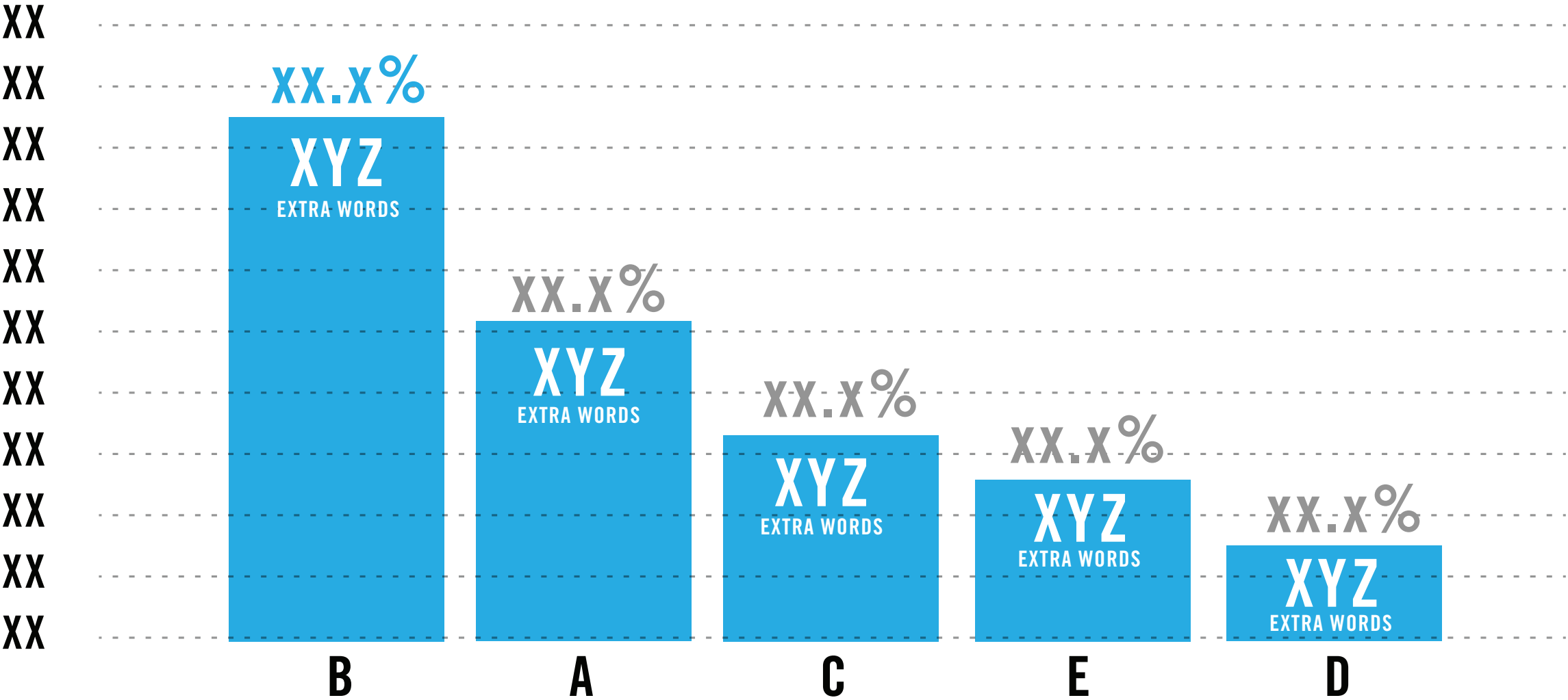


[illegible]



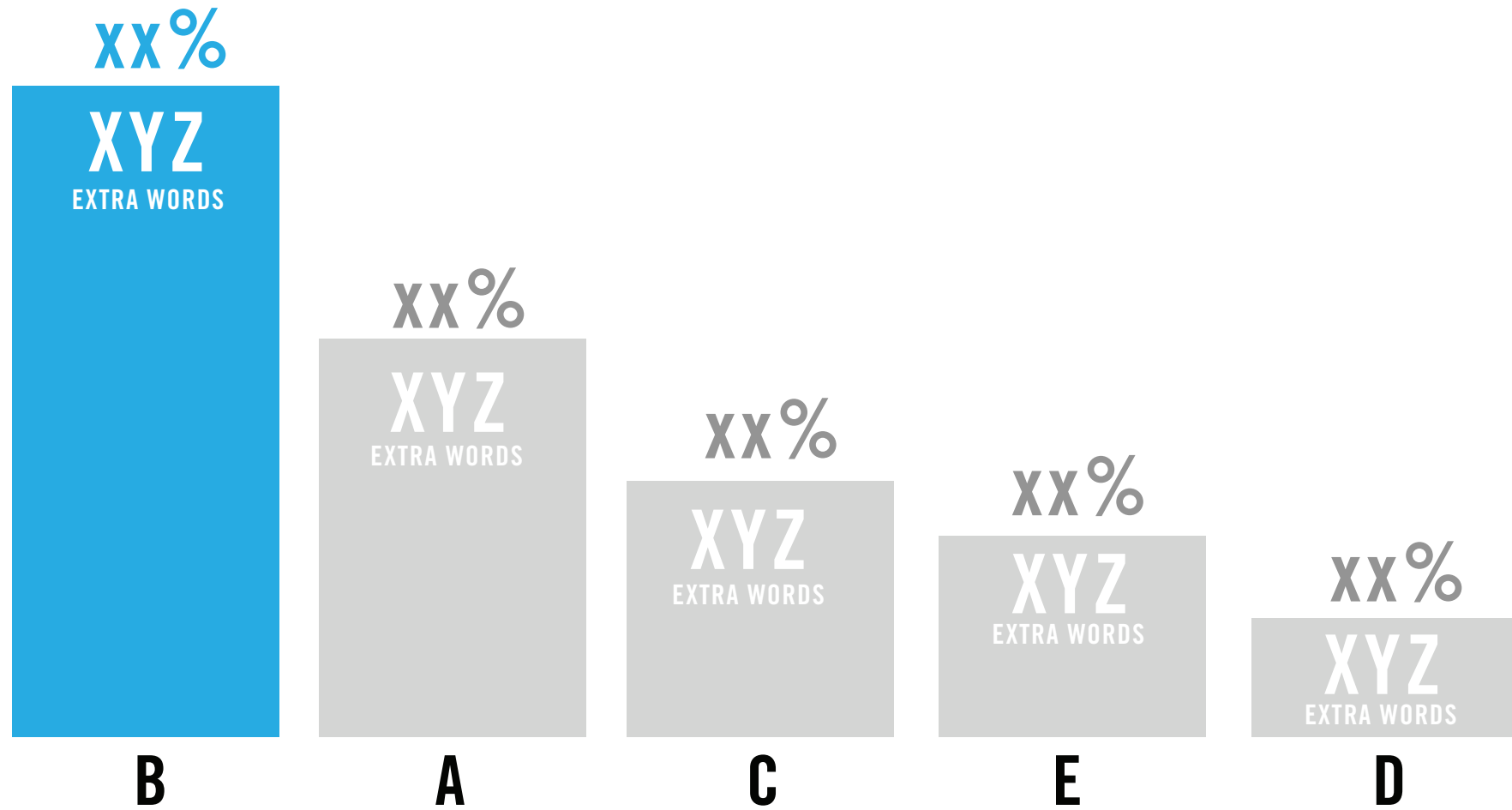
DELETE THE CHARTJUNK

EXTRA WORDS MY CLIENTS LOVE TO FILL THE CHARTS WITH CAN BE DELETED



SIMPLE TITLE

LESS WORDS HERE



17. CHART SELECTION



COMMUTING TO WORK

CHICAGO / LOS ANGELES / NEW YORK CITY / ATLANTA
SAN FRANCISCO / HOUSTON / WASHINGTON / SEATTLE

CHI

LA

NYC

ATL

SF

HOU

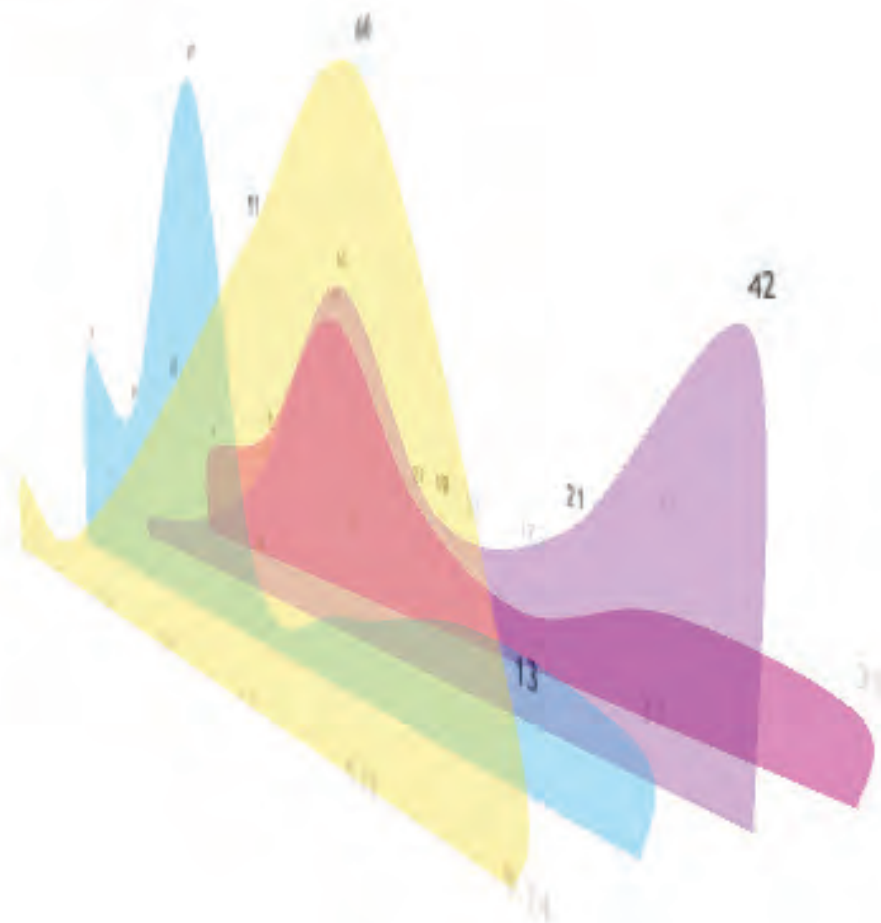
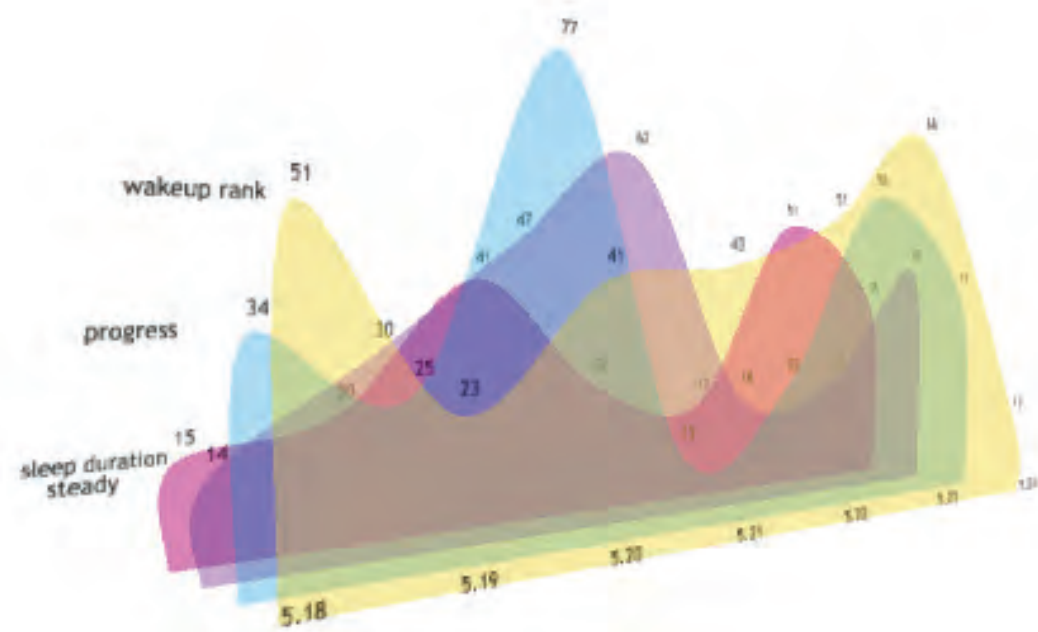
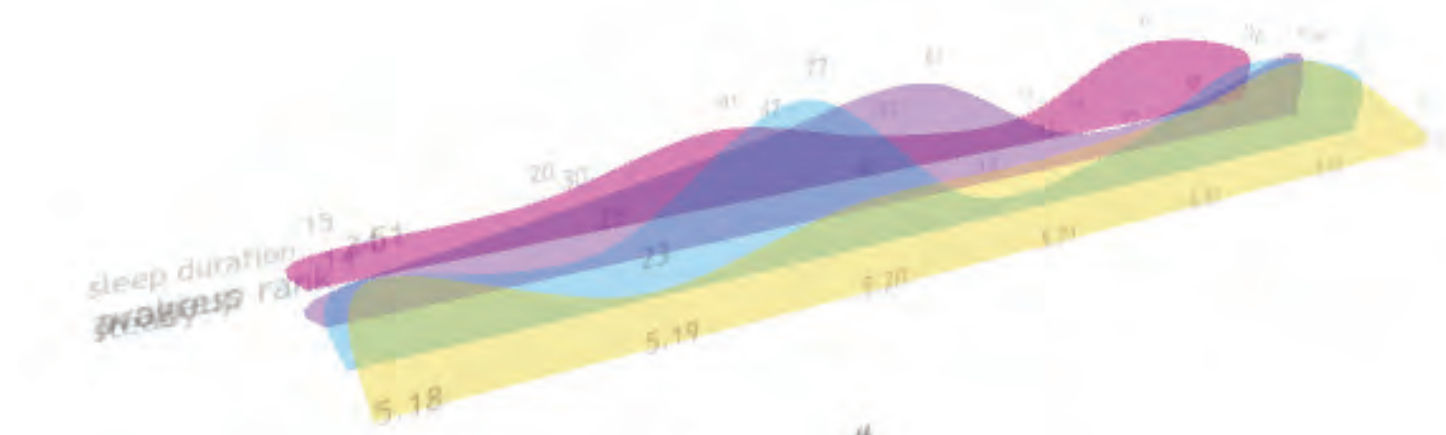
DC

SEA

- % who drive themselves
- % who carpool to work
- % who take public transport
- % who walk to work
- % who bike, work at home, etc.

Latest 7 Days Records

wakeup rank, progress, steady, sleep duration



DWI Rates in Austin

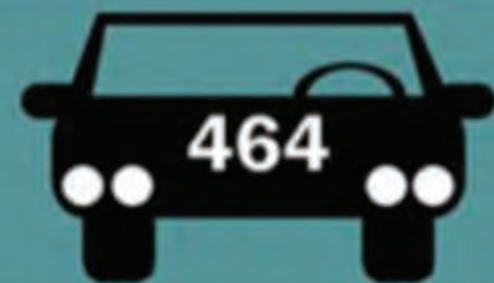
January



February



March



April



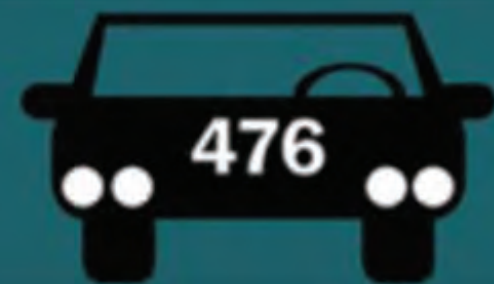
May



June

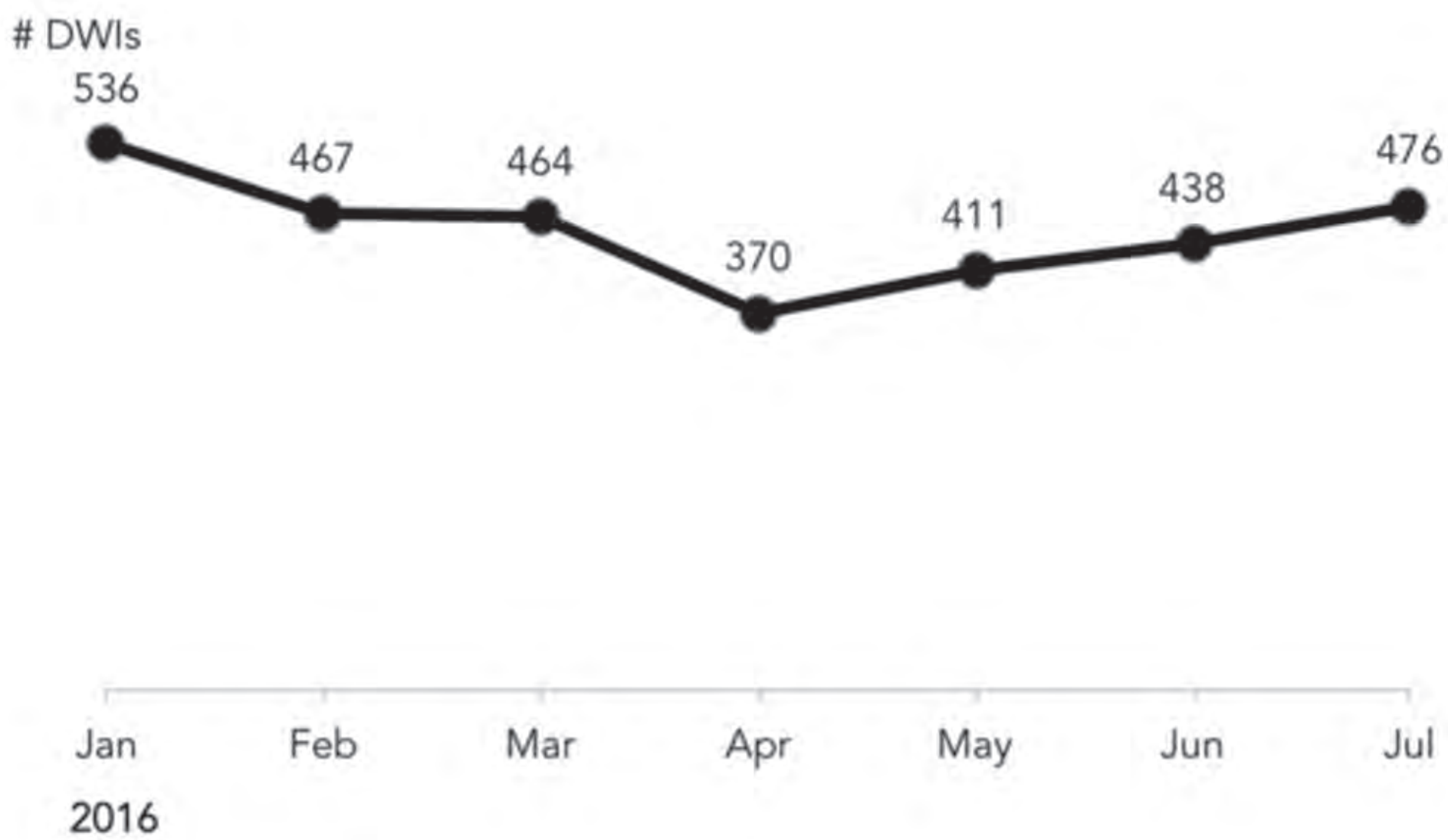


July



Source: Austin Police Department

Austin Driving While Intoxicated (DWI) arrests



\$41 BILLION IN SALES

BILLIONS OF DOLLARS

GDP OF AFGHANISTAN
\$21 BILLION

\$4.1 BILLION IN SALES

\$4.3 BILLION IN SALES

\$8 BILLION IN SALES

\$8.2 BILLION IN SALES

\$11.3 BILLION IN SALES

\$9.4 BILLION IN SALES



40

35

30

25

20

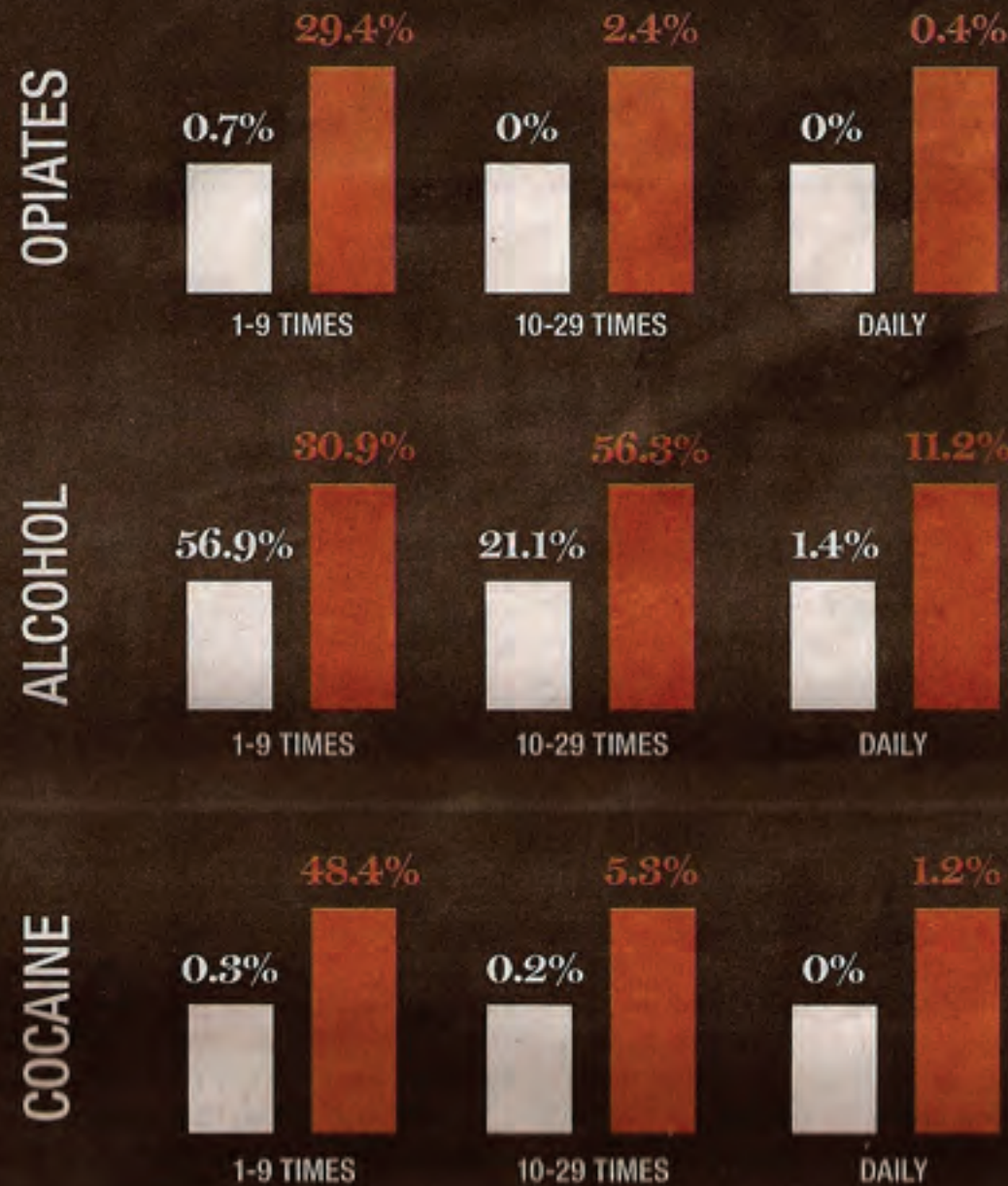
15

10

5

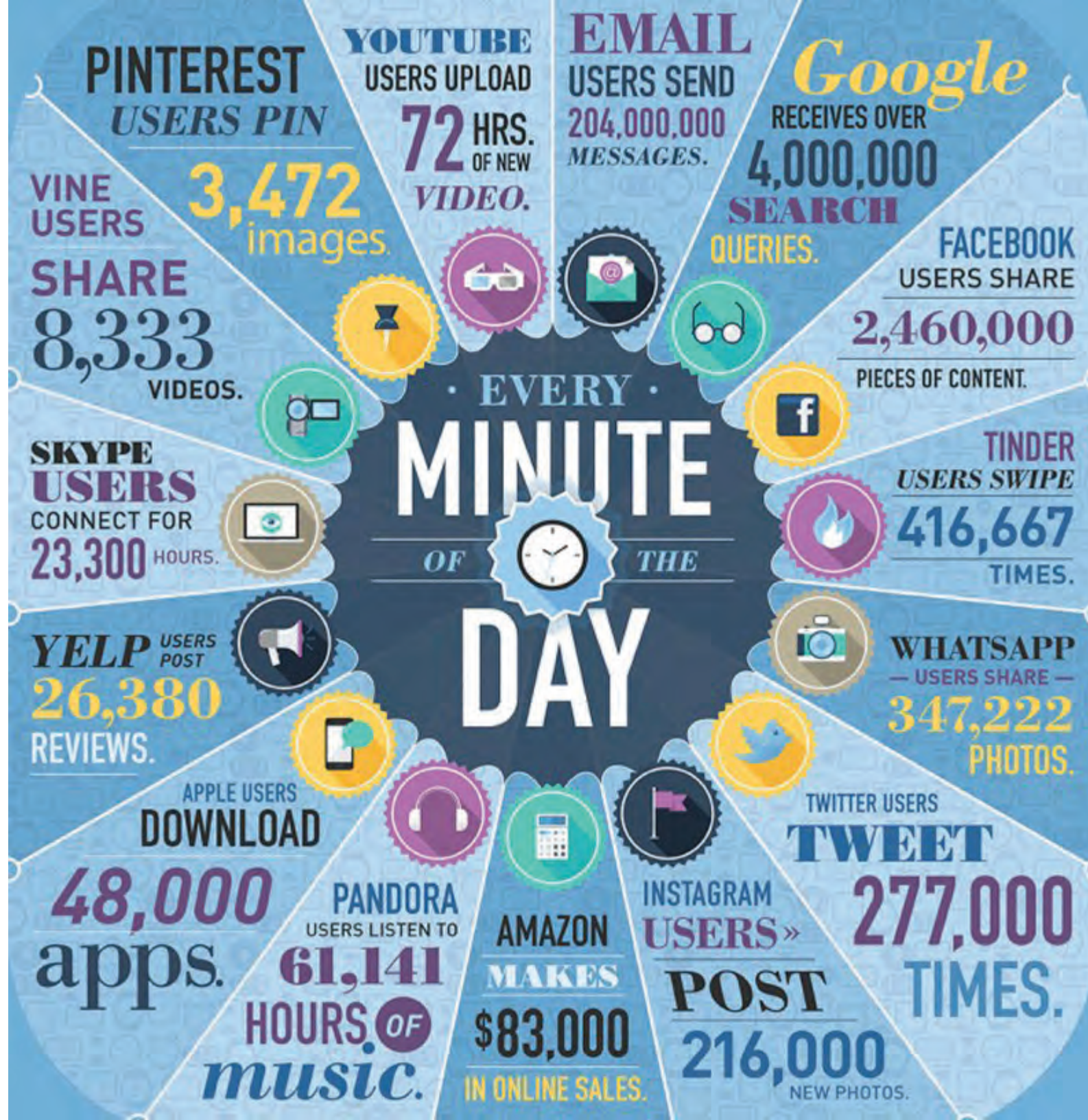
BY THE NUMBERS

The National Collegiate Health Assessment was taken by 1,000 UCSB students in Spring 2009. Participants were asked how frequently they used substances over the past 30 days. Numbers in white reflect actual student use, while red numbers indicate perceived substance use. The average age of participants was 20 years and approximately 99 percent were full-time students.



18. TOO MUCH DATA





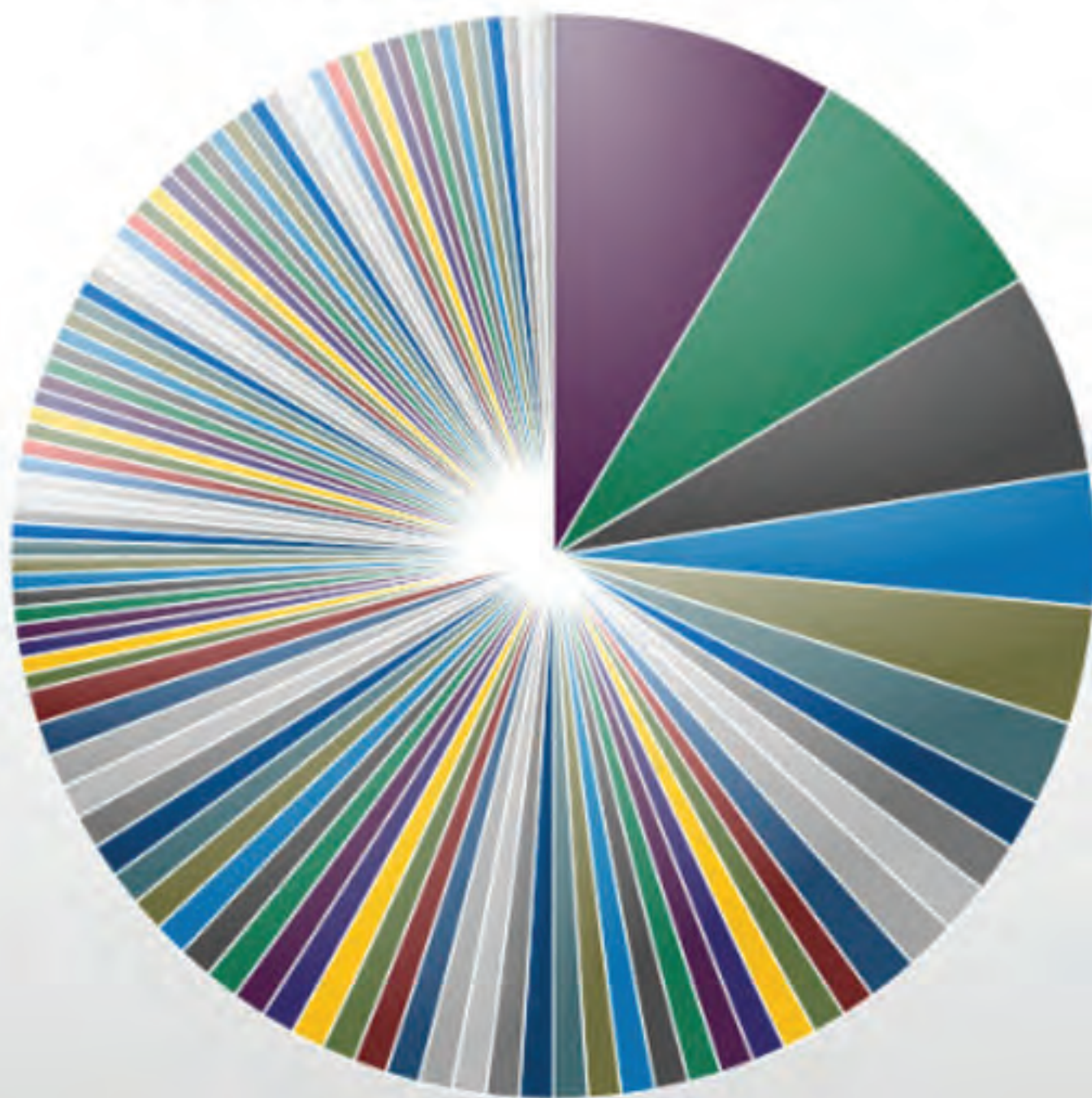
ROUNDING NUMBERS

$$23.7\% = 24\%$$

$$67,895 = 68 \text{ k}$$

$$\$92.44 \text{ M} = \$92 \text{ M}$$

100 Most Active Tweeters

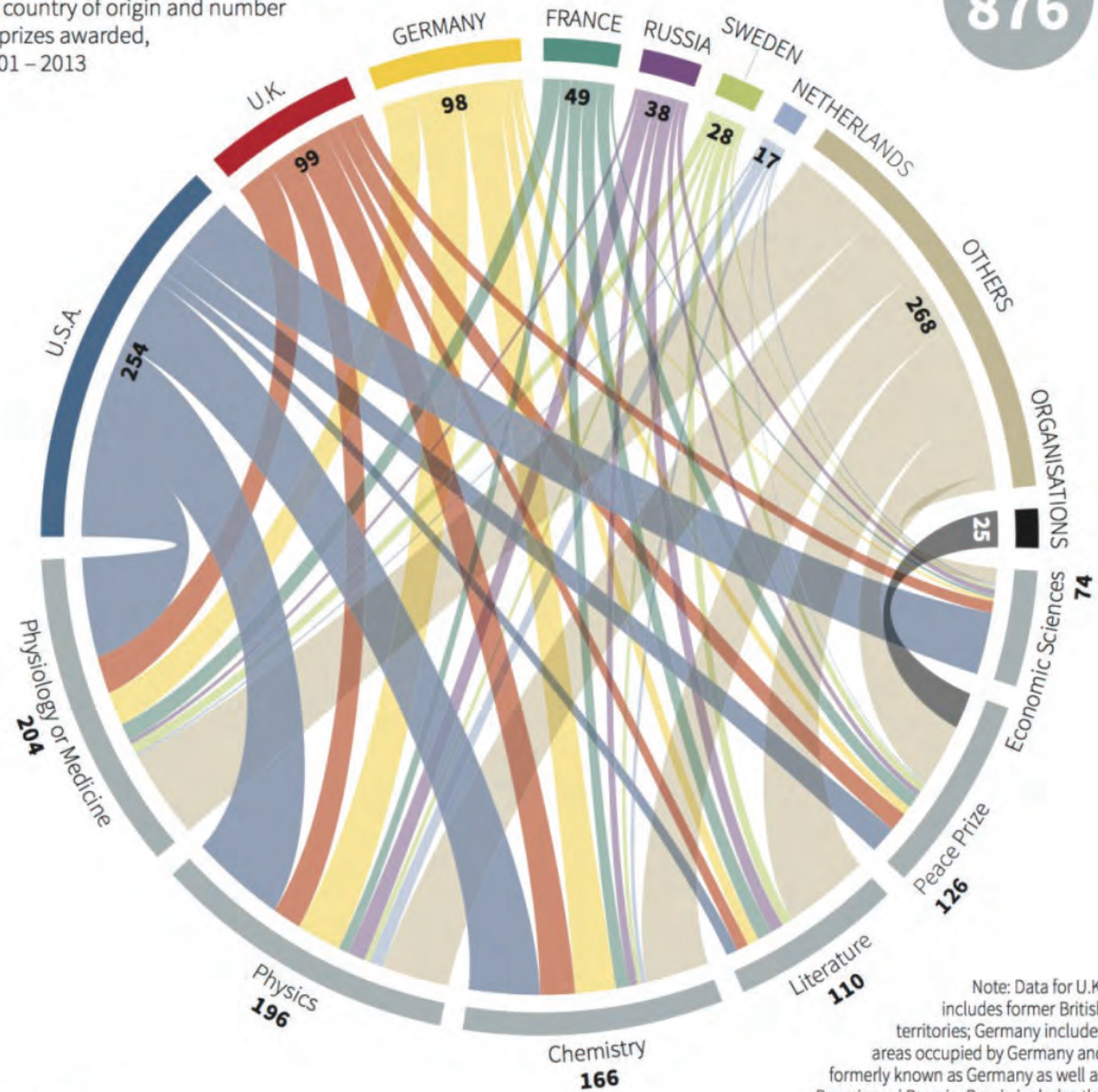


- download11
- suhd
- iggym
- paviles
- System
- silverfighter
- saurabhshah
- giographix
- DianaKhalil
- dotnetshoutout
- jeffsand
- LukCAD
- inkhead
- alexpuig
- phpcamp
- MSExpression
- hashajax
- marxwang
- del_javascript
- james_novak
- mmarkov
- katriendg
- engineerfinder
- ch9
- flashbrasil
- irhetric
- JungchanHsieh
- niceoutput
- jjross
- BrianBBrian
- Tunis
- pl_sharepoint
- skroski
- Crssp
- timheuer
- jorgegamb
- JimDeger
- iBlend
- xgluxv
- ...

Nobel Prize NOBEL LAUREATES

By country of origin and number
of prizes awarded,
1901 – 2013

TOTAL
876



Note: Data for U.K. includes former British territories; Germany includes areas occupied by Germany and formerly known as Germany as well as Bavaria and Prussia; Russia includes the former Russian Empire and U.S.S.R.

Source: Nobel Foundation

W. Foo, 03/10/2014

REUTERS

19. DESIGN DEADLY SINS



About Company

3d Pie Chart

This slide is perfect for long text descriptions

16%

Creative Design

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

24%

Desktop Application

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

50%

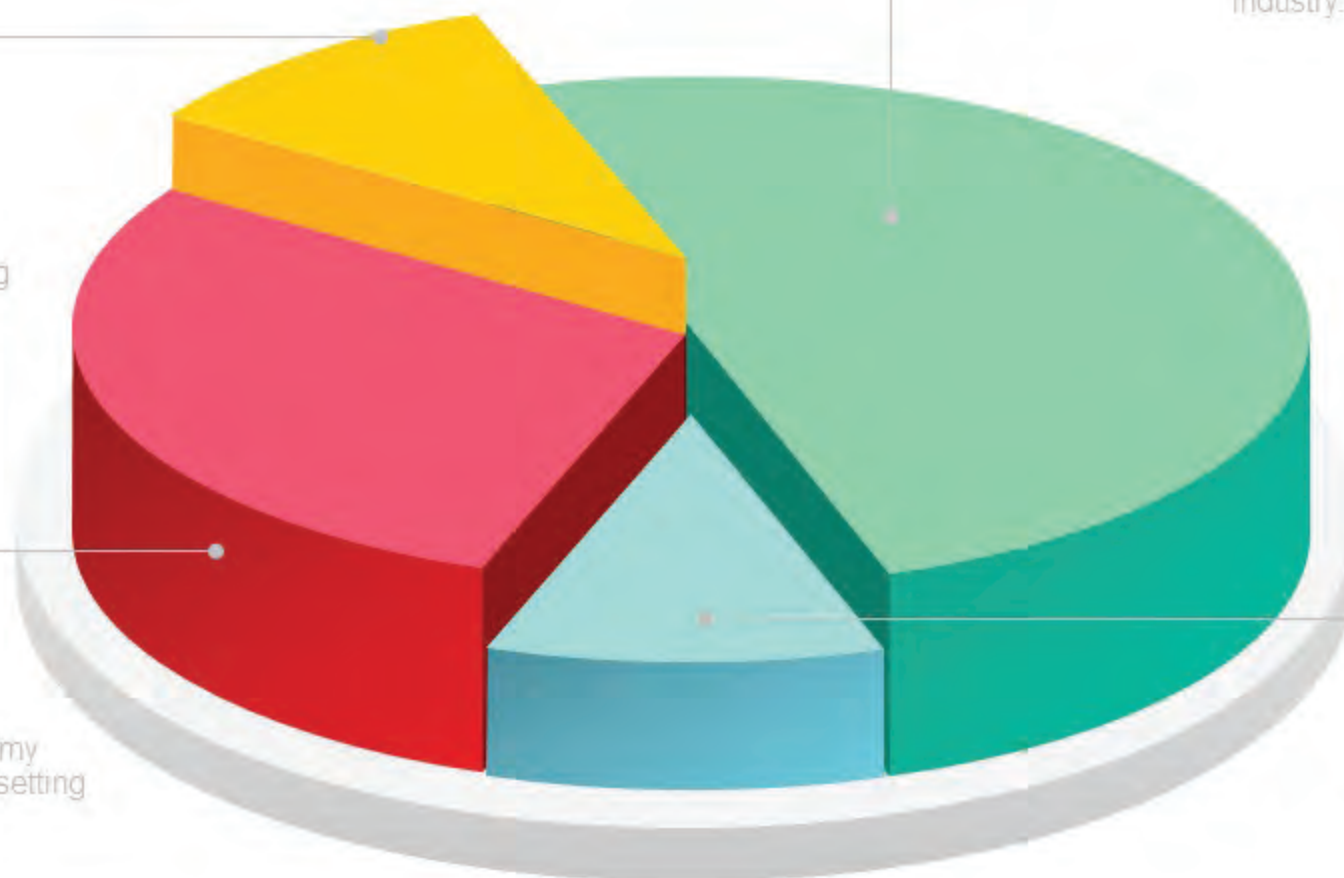
Mobile App Design

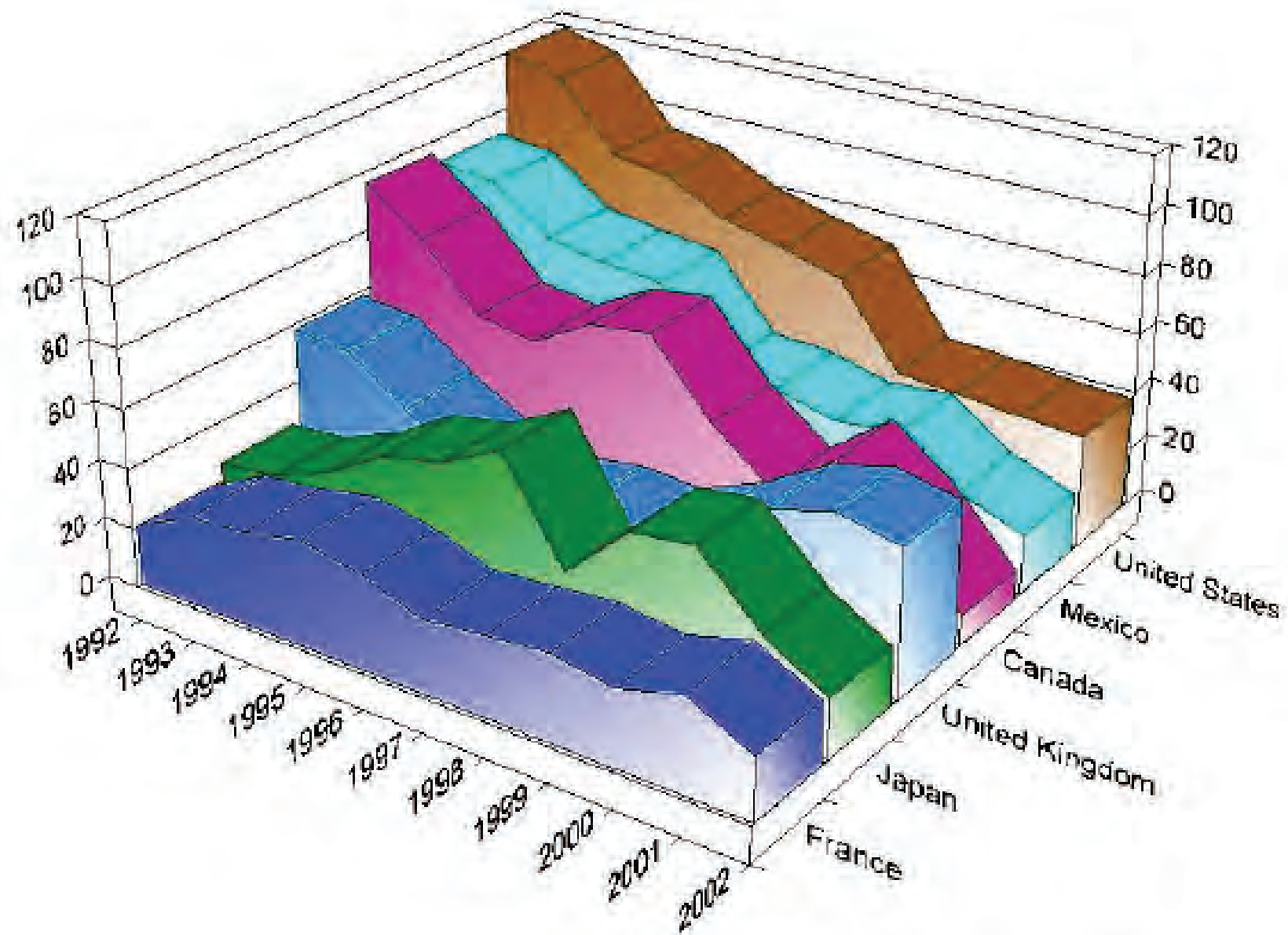
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

10%

Commercial Print Ad

Lorem Ipsum is simply dummy text of the printing and typesetting industry.





Top 10

Apple

178,119 \$m

Google

133,252 \$m

Coca-Cola

73,102 \$m

Microsoft

72,795 \$m

Toyota

53,580 \$m

IBM

52,500 \$m

Samsung

51,808 \$m

Amazon

50,338 \$m

Mercedes-Benz

43,490 \$m

GE

43,130 \$m

20. STUDY GOOD DESIGNS

TIM DEGNER







Built for Safety

Model S is the safest car ever. Built from the ground up as an electric vehicle, the body, chassis, restraints and battery technology provide the lowest probability of occupant injury.

TESLA



Front-Impact Protection

There is no internal combustion engine in Model S. As a result, the front crumple zone is 2-3 times larger than other cars—providing incredible front-impact protection.

Side-Impact Protection

Combined with impact-absorbing rails and center pillar reinforcements, the strength and support of the rigid battery pack provides protection from every side.

Lowest Rollover Risk

The position and weight of the floor-mounted battery pack provides a very low, solid center of gravity—allowing for the lowest rollover risk of any car on the road.



Schedule a test drive

SCHEDULE



Subscribe to receive Model S updates

SUBSCRIBE



THE 30 SECONDS SUMMARY



SUMMARY

1. KEEP IT SIMPLE

2. USE COLOR WISELY

3. COLLECT EXAMPLES

SUMMARY

4. ONE QUESTION PER CHART

5. THREE'S

6. DELETE “CHART JUNK”

SUMMARY

7. ROUND NUMBERS

8. DIFFERENT VIEWS

9. SUMMARY

THANK YOU!



@timdegner



tim.degner@nike.com



@timdegner