

KEYNOTE

SEATTLE, WA

**TIM DEGNER**

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DESIGN CRASH COURSE



DAA

11/16/2017

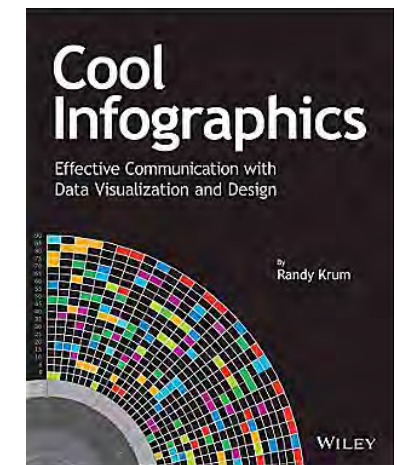
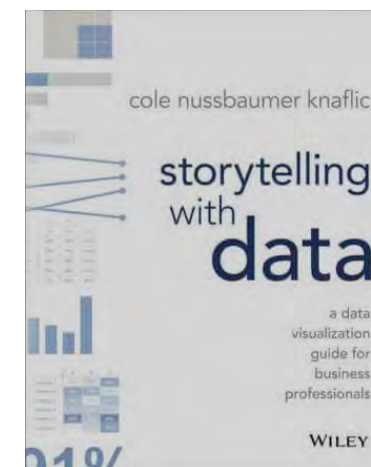
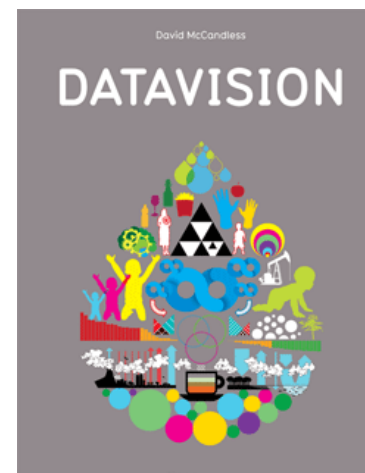
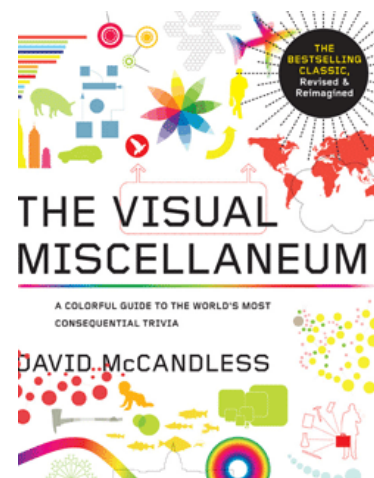
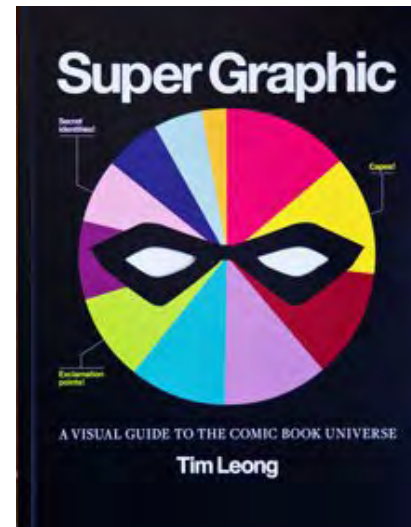
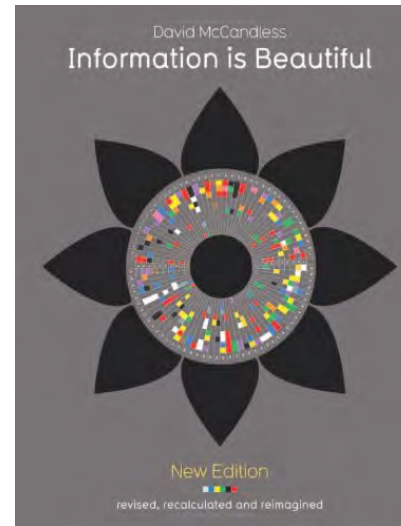
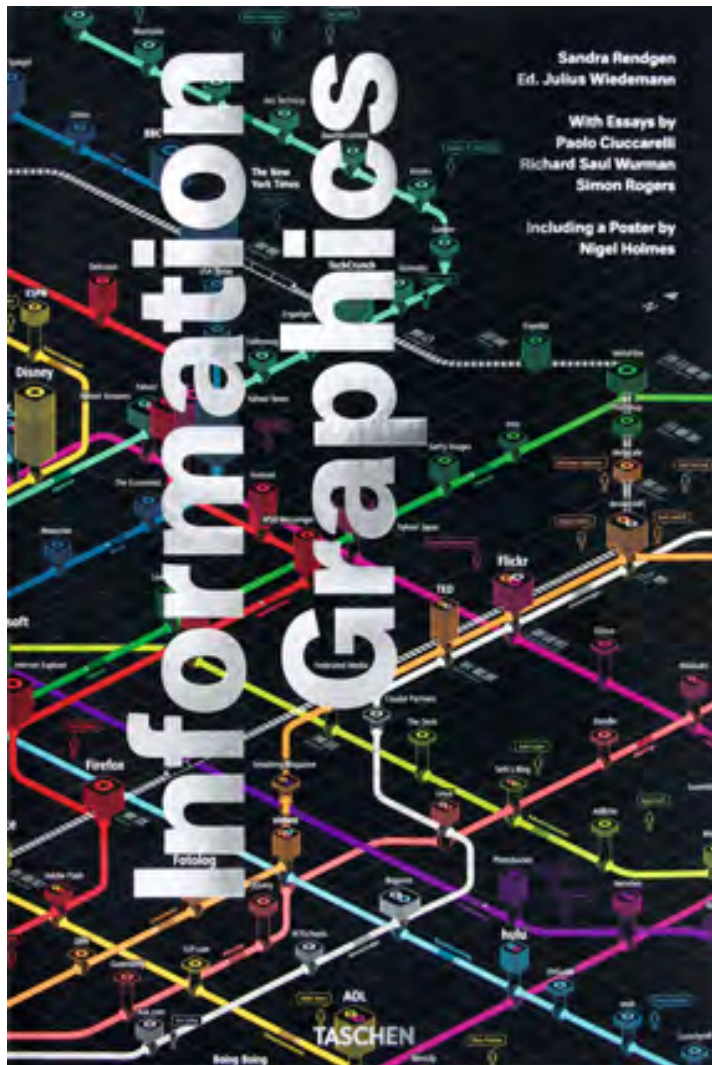
# 20 | TIPS & TRICKS

# 01. COLLECT BOOKS

TIM DEGNER

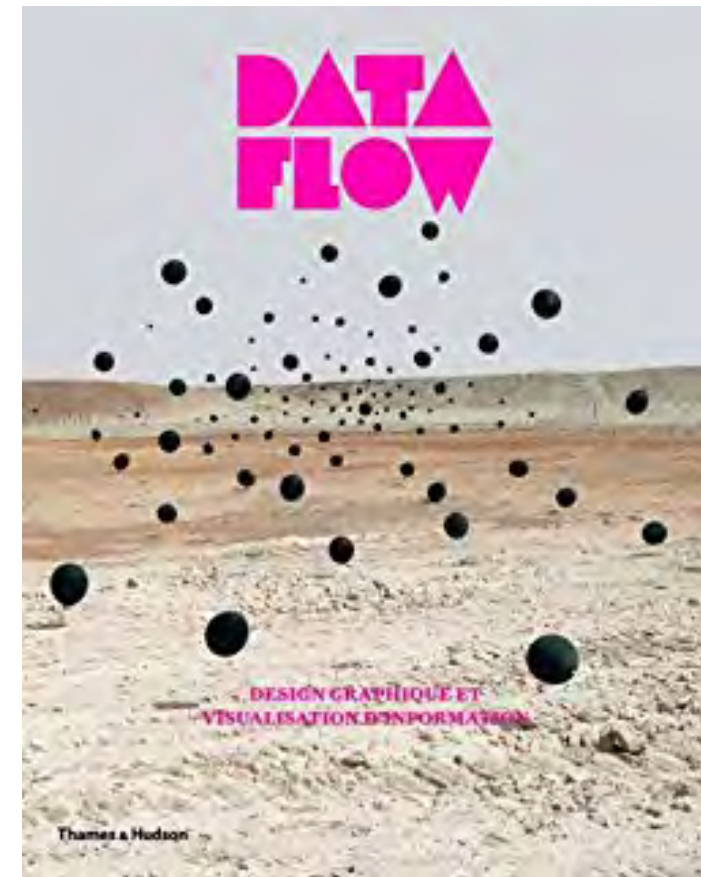
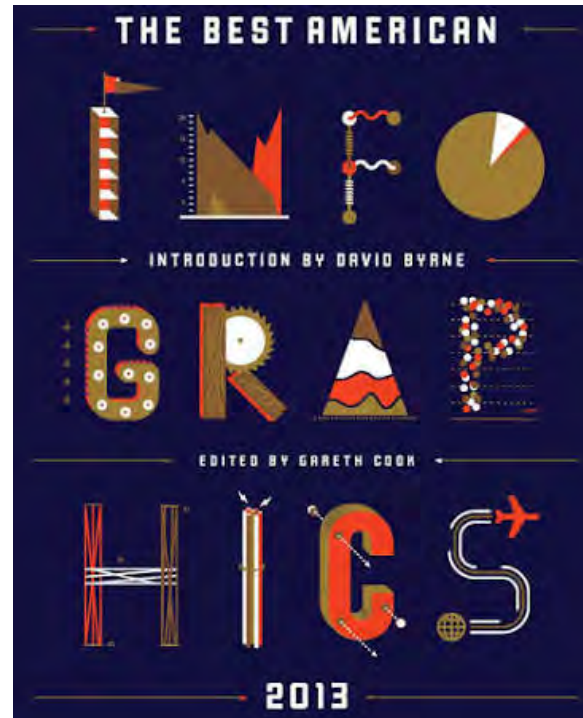


# DATA VIZ BOOKS

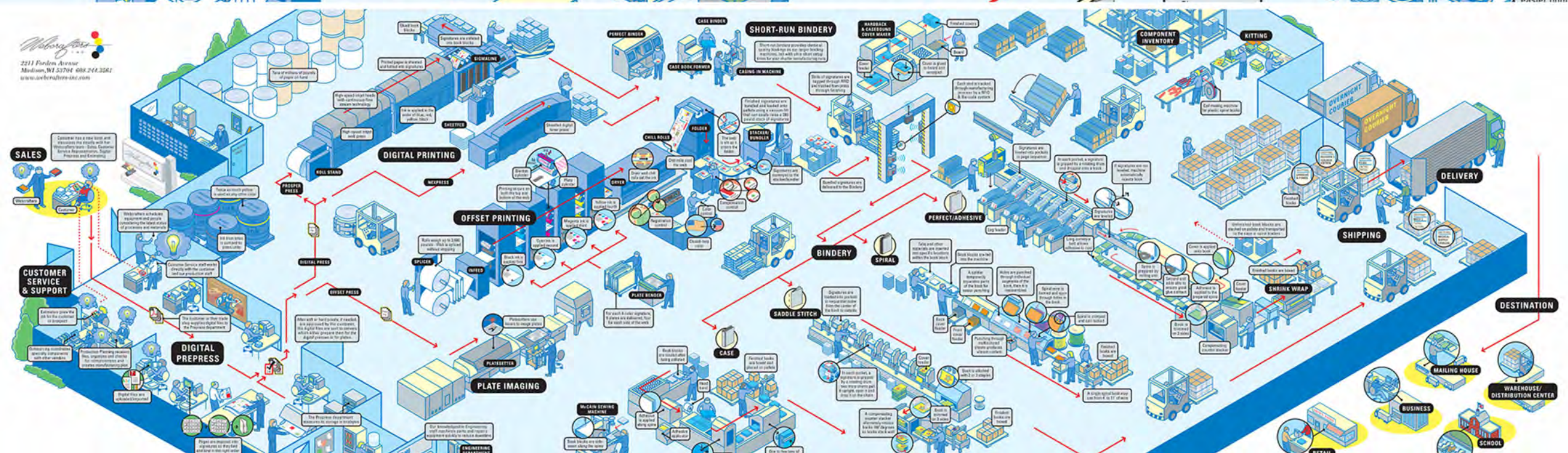
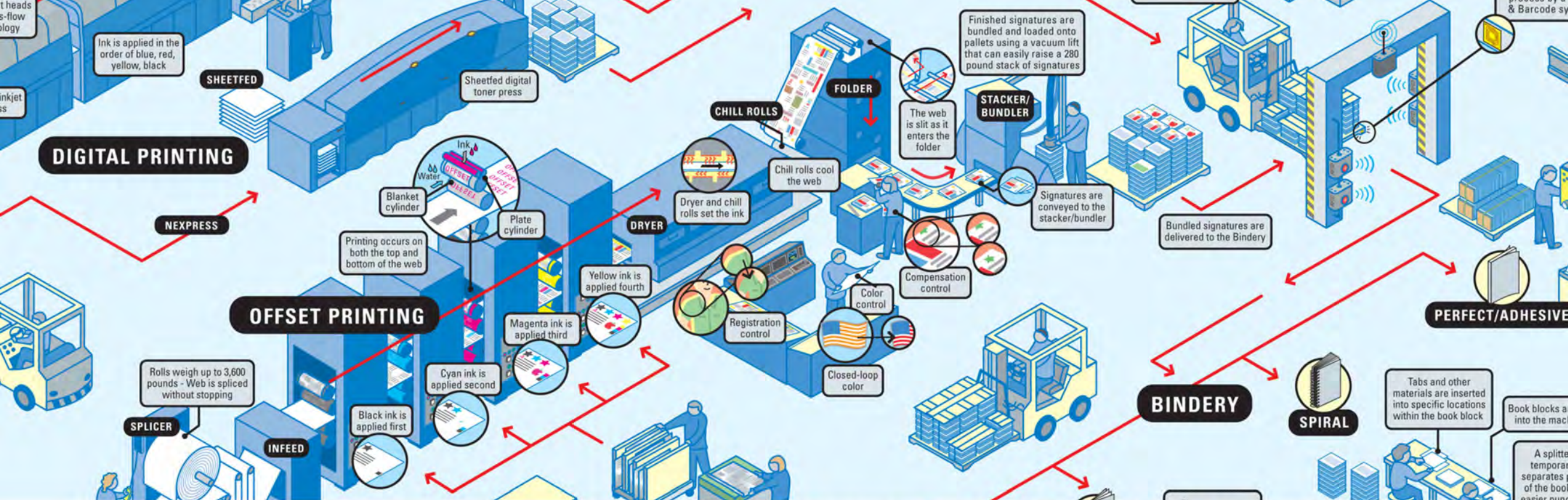




# LOTS OF GREAT BOOKS!









# 02. MAGAZINES



# 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 postmenopausal 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 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.

**C**yperus 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 gloom 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."

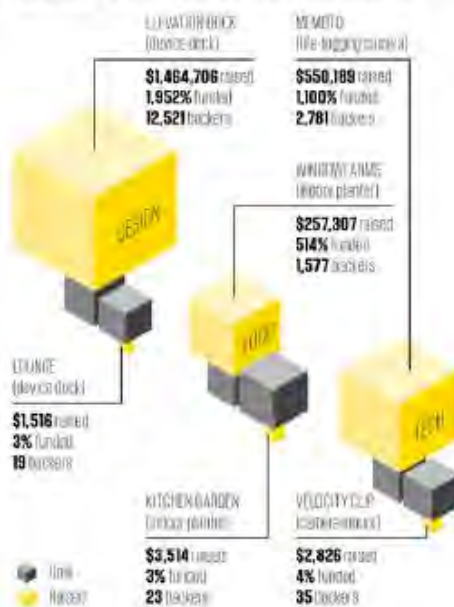
The son of a public school teacher and a social worker, Chen grew up on New York's Roosevelt Island, an experimental, planned community stuck halfway between Manhattan and Queens. He was naturally smart—in seventh grade, he earned a spot at Hunter College High School, an ultra-selective public school 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.

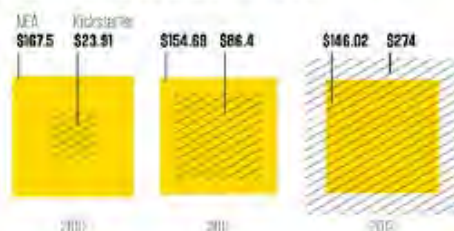
### OVERLAPPING AMBITIONS

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).



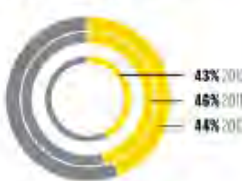
### PROJECTS LAUNCHED WITH A VIDEO

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



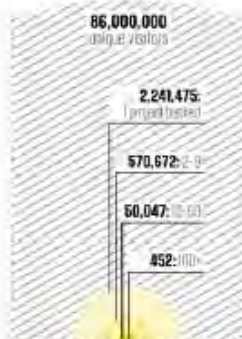
### SUCCESS RATE

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:



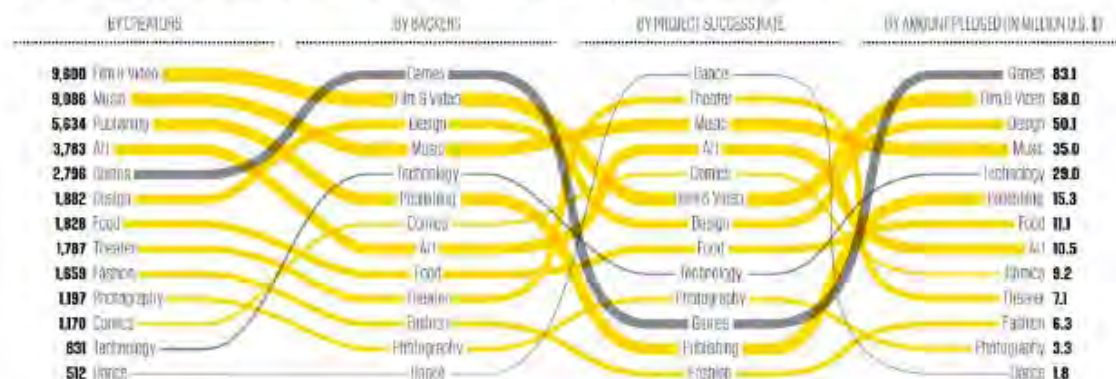
### MEET A BIG BACKER

**Nike Presad**  
Co-founder  
FLOWER POWER & CO.  
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 GRAND 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.

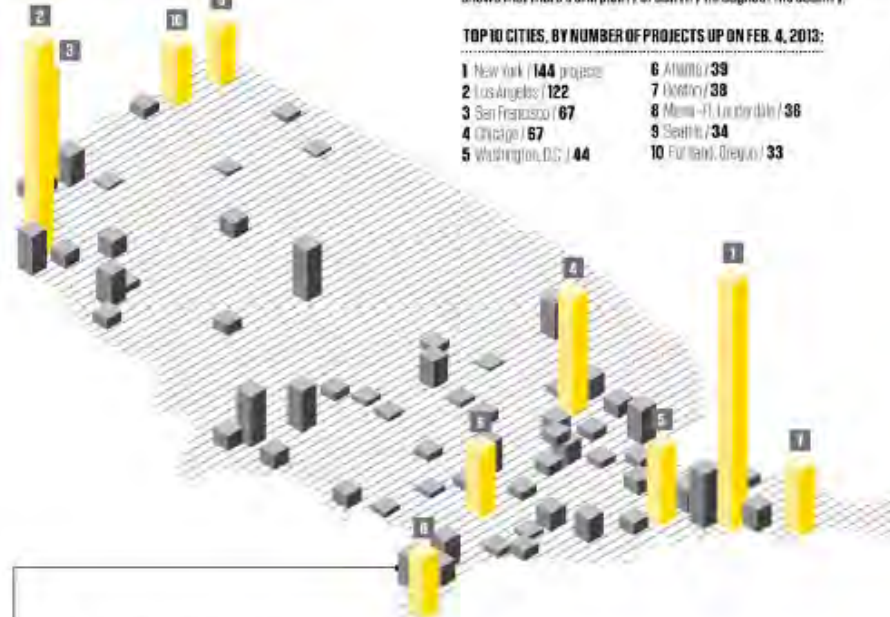


### WHERE PROJECTS ARE MOST LAUNCHED: A SNAPSHOT

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



### WHY SOME CREATORS IN TAMPA, FLORIDA, WANTED YOUR MONEY

**Nequam Sonitus** A record label that sells as a creative and active experimental music on a day-to-day basis.  
**Able Nook** Emergency relief for—what can be described as—backed and assembled without tools—hand-crafted by University of South Florida graduate students after Hurricane Katrina.  
**Eternal Rising** A novel that follows the world's first picture of ancient Egyptian mythology.

**Rick Daddy's** A growing social media company seeks to open a social media network.  
**High School** Fund the creation of a board game that follows the whimsical traditions of going through high school—focusing on the joys of being a high schooler.  
**Facebook** A novel that follows the world's first picture of ancient Egyptian mythology.

### BANNED PROJECTS



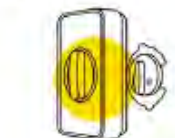
VINTAGE BAGS  
BY LATHROP GUMS

\$30,000 goal  
\$74,725 raised  
433 backers  
Campaign was canceled due to copyright infringement.



YOUNG TV GLASSES

\$50,000 goal  
\$63,790 raised  
Funding was suspended due to potential trademark infringement.



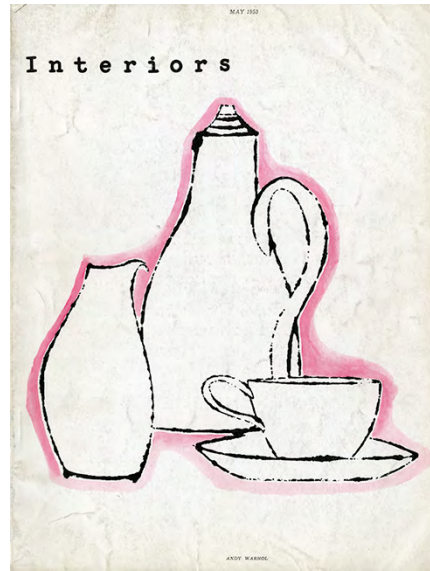
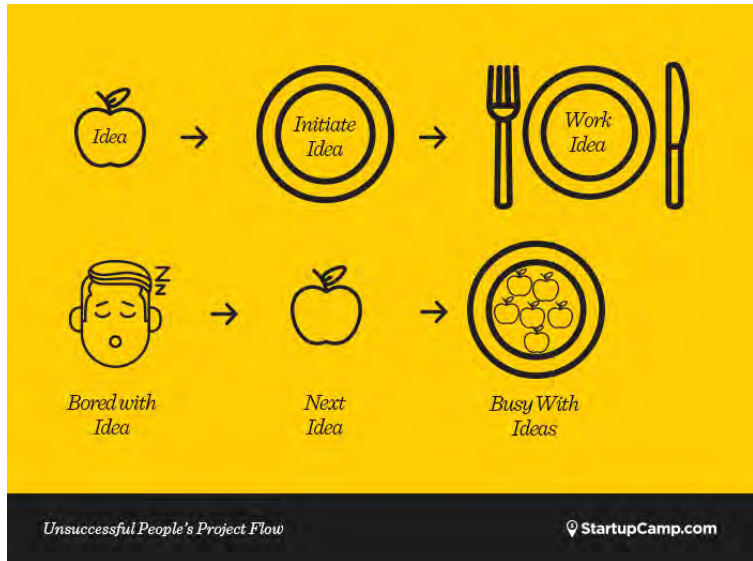
LOST PHONE

\$2,278,891 raised  
14,704 backers  
Kickstarter has decided to "remove" the project from the site.



# 03. WEB IMAGES





## SECURING THE PERIMETER

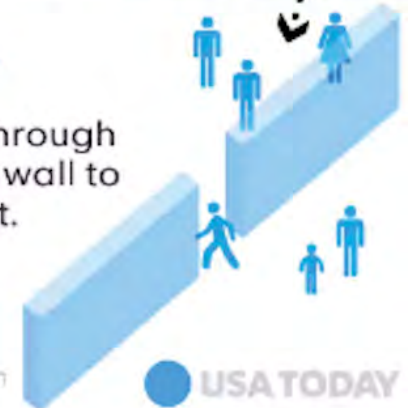
The 8.2-foot-high reinforced glass wall would protect the structure from a potential terrorist attack:



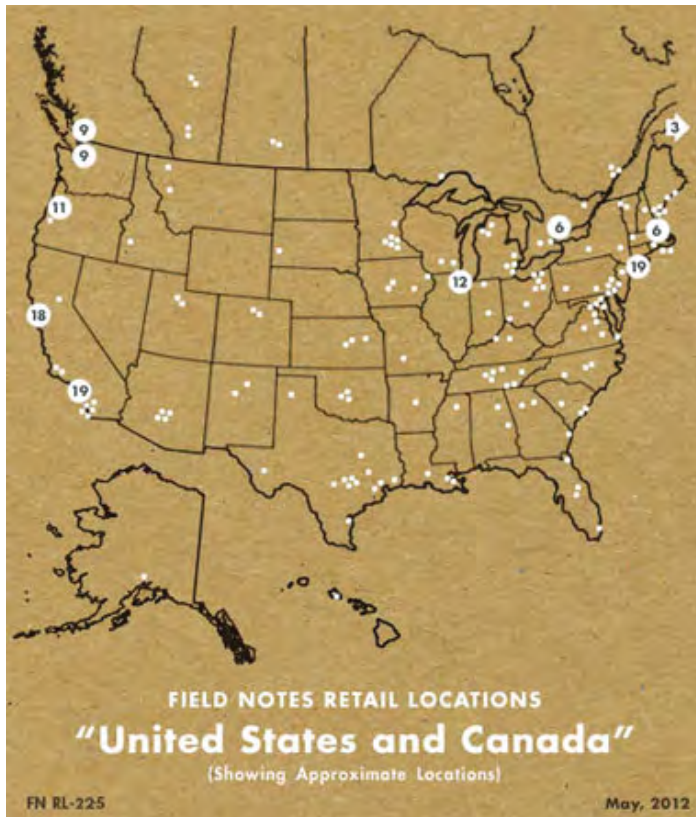
## CREATING TRANSPARENCY

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

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



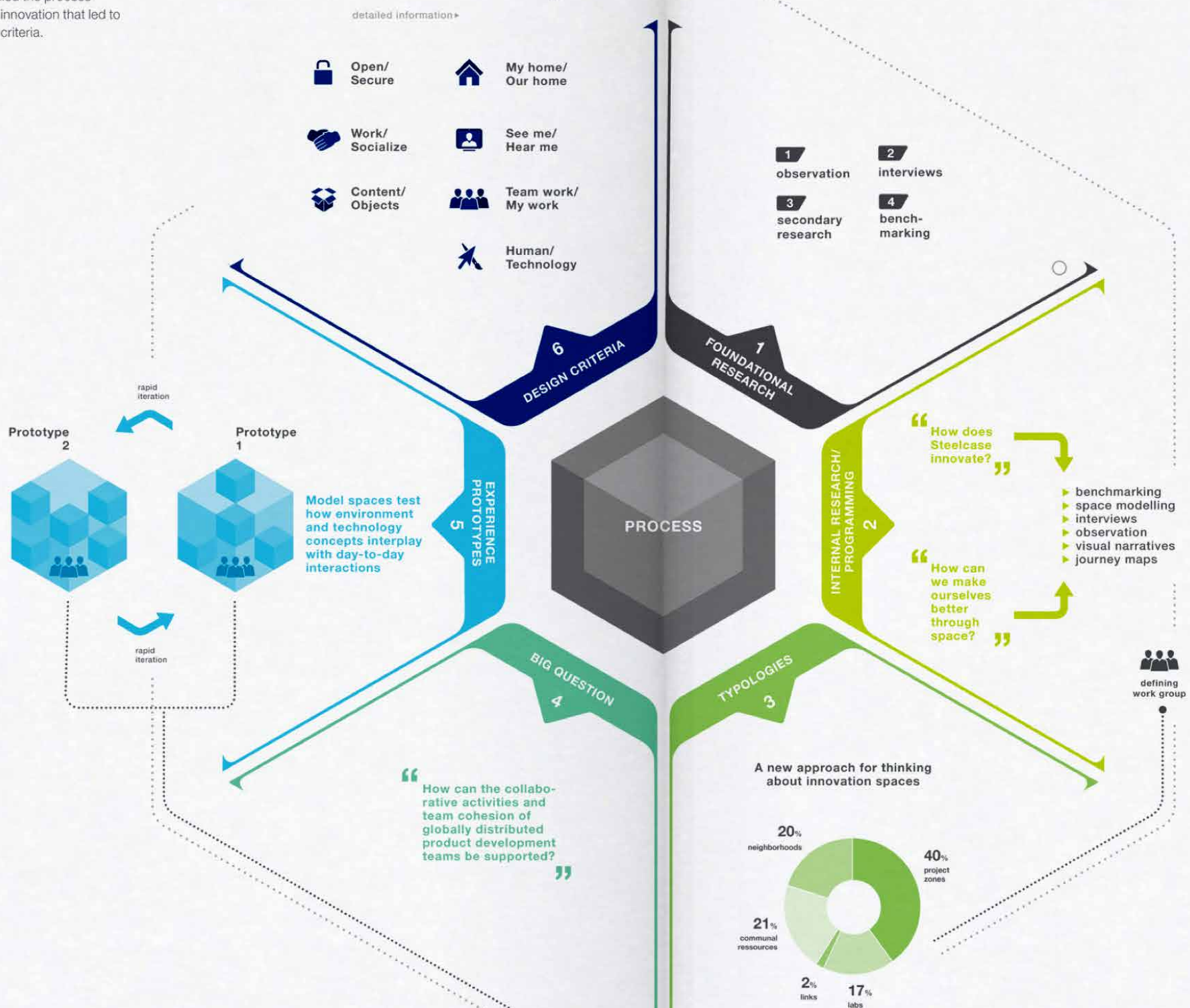
USA TODAY





Research and Synthesis

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

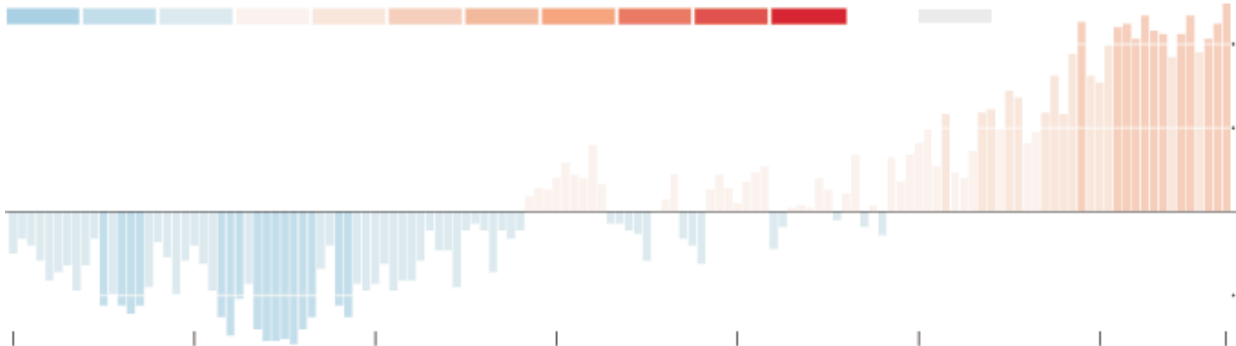
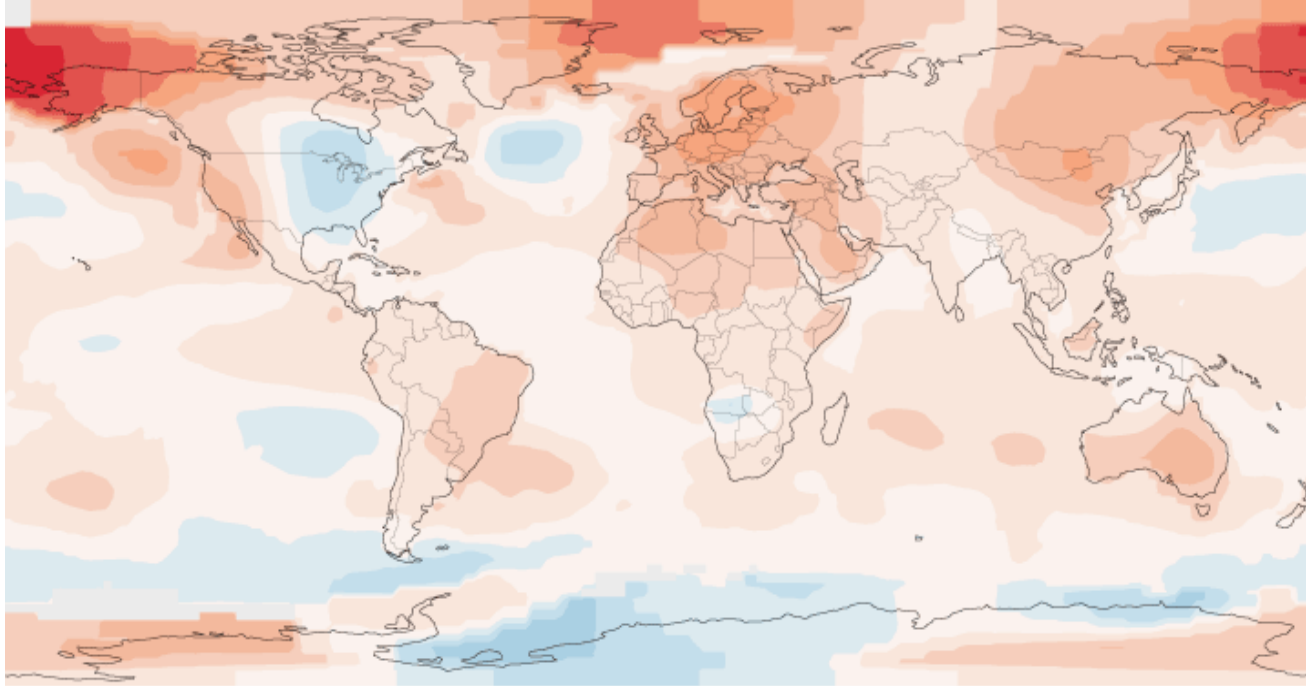


Design Criteria

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:

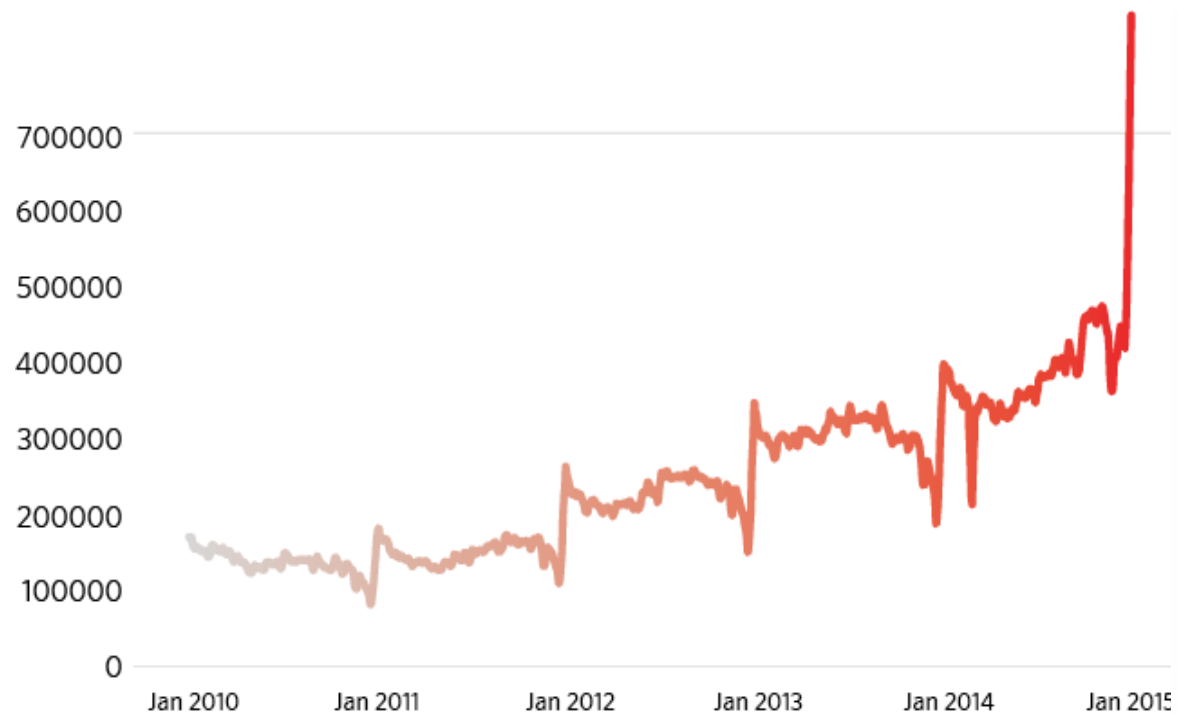
- Open/Secure**  
How could the new space support the need for transparency while balancing the need to incubate very fragile ideas in their infancy?
- Work/Socialize**  
Could the space create an atmosphere that is both highly productive and active in the pursuit of innovation while fostering social 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

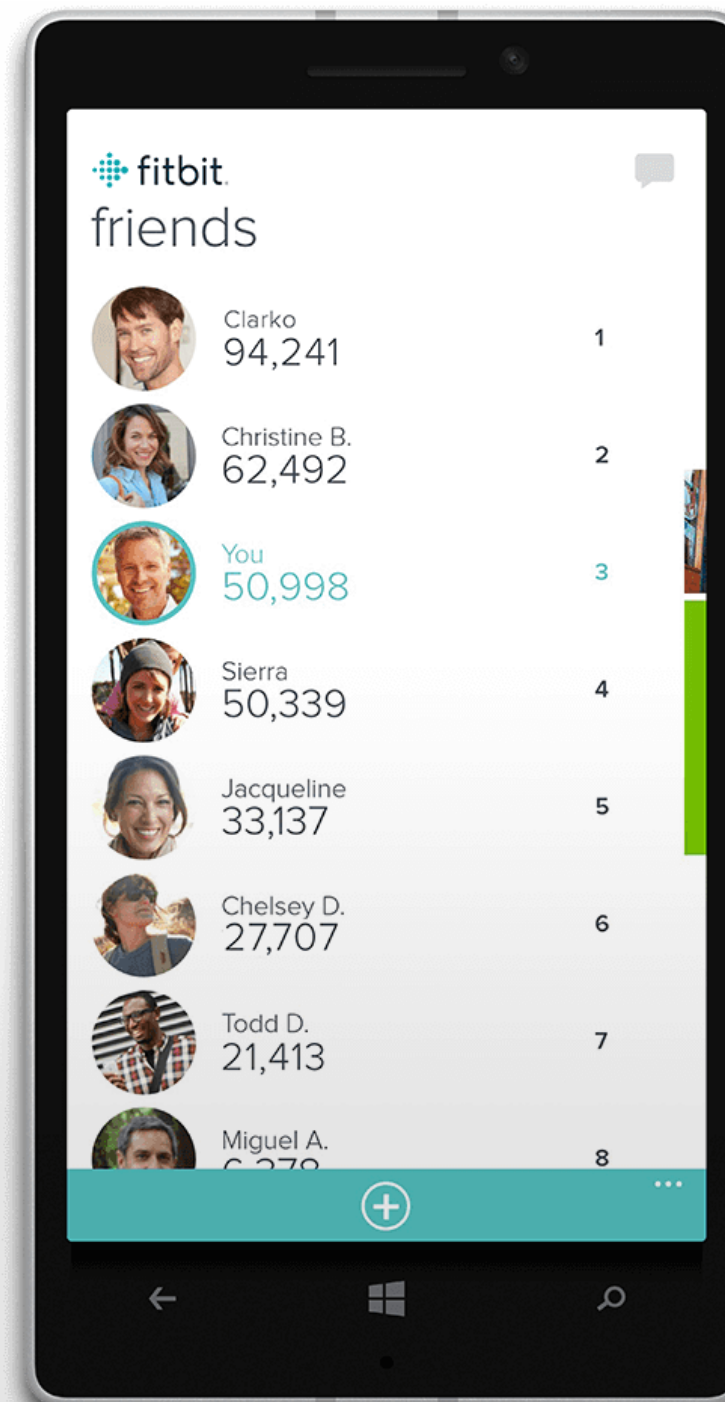
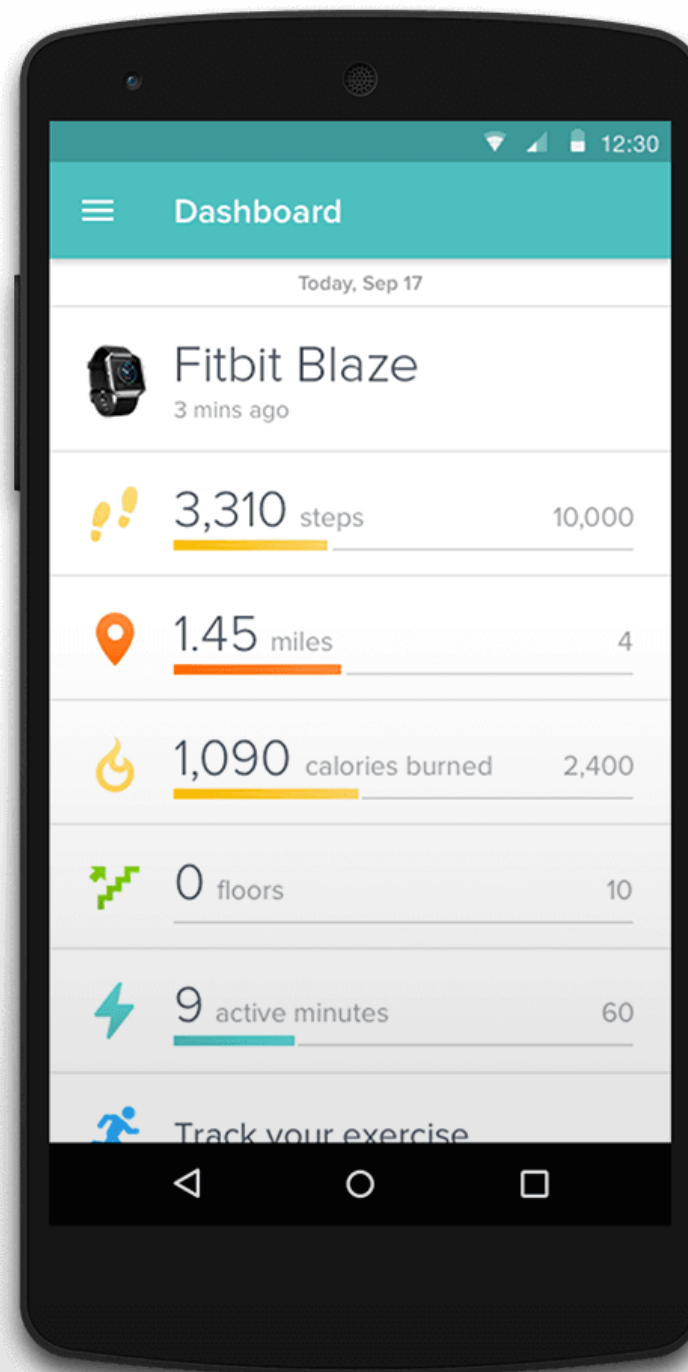
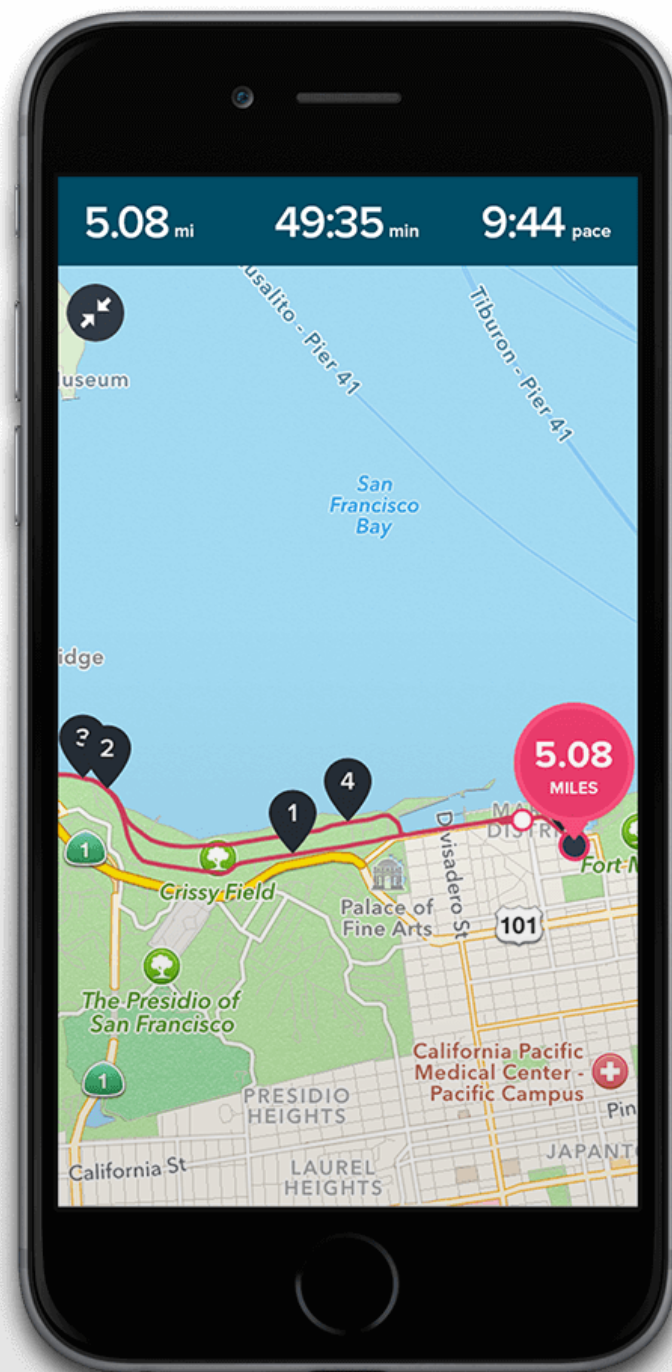












## Activity



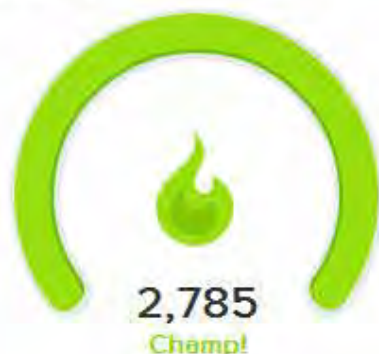
## Steps



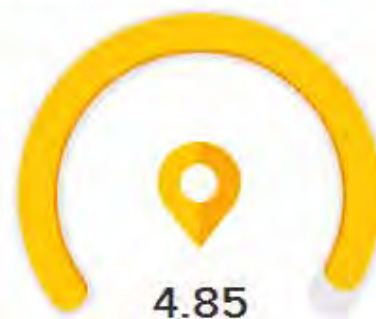
## Friends

	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



**Need motivation to move more?**  
Increase your daily activity with Fitbit Premium.

[Try now](#)

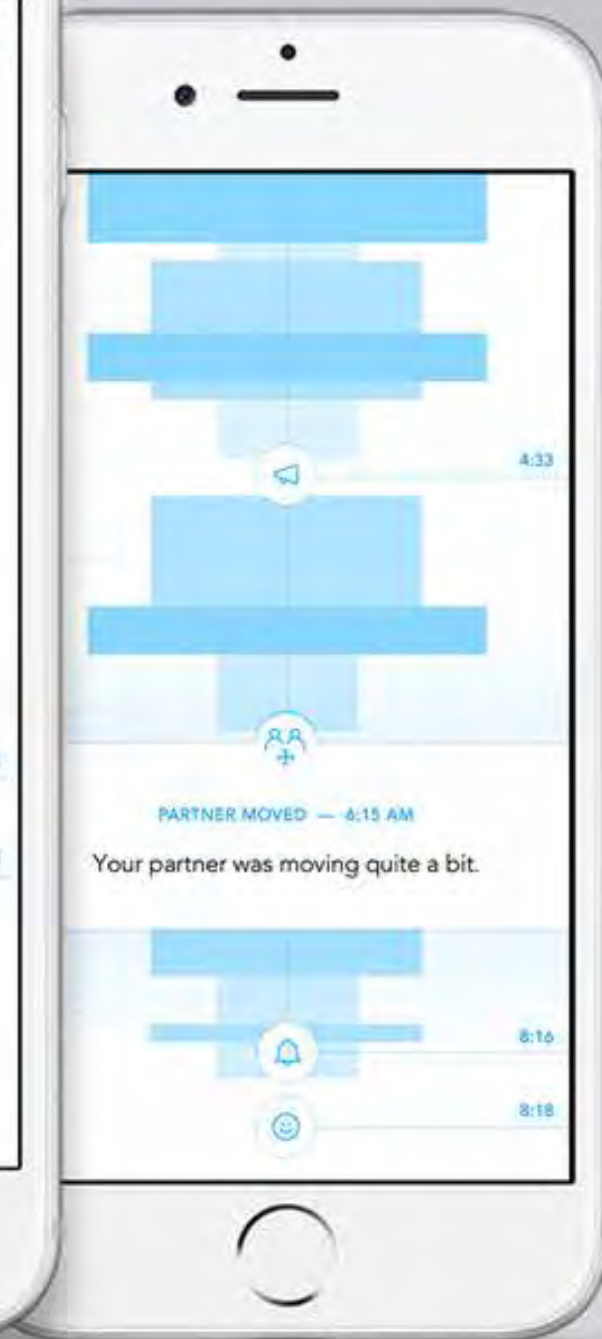
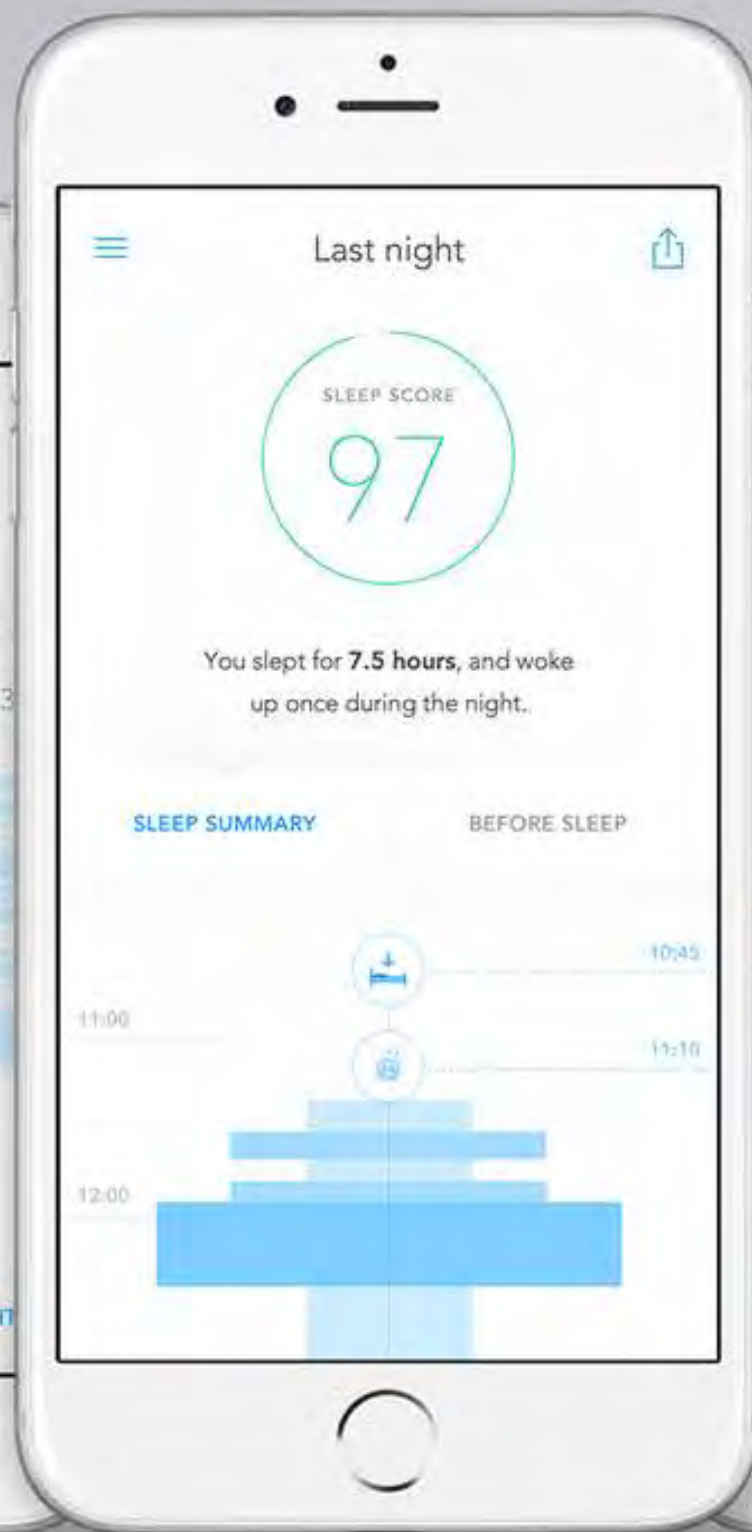
[No, thanks](#)













Short night or nap

In bed 9:09 PM - 10:00 PM

Sleep quality 9%

Time in bed 0:51

Total nights 9

Total time in bed 1.7 days

Avg. time in bed 5:33

Shortest night Mar 3, 2013



In bed 10:02 PM - 3:12 AM

Sleep quality 41%

Time in bed 5:09

Total nights 9

Total time in bed 1.7 days

Avg. time in bed 5:33

Shortest night Mar 3, 2013



Short night or nap

In bed 3:12 AM - 3:31 AM

Sleep quality 3%

Time in bed 0:19

Total nights 9

Total time in bed 1.7 days

Avg. time in bed 5:33

Shortest night Mar 3, 2013



# 05. KNOW THE EXPERTS

TIM DEGNER



# INFO DESIGN EXPERTS



**EDWARD  
TUFTE**  
*PIONEER*



**DAVID  
MCCANDLESS**  
*JOURNALIST*



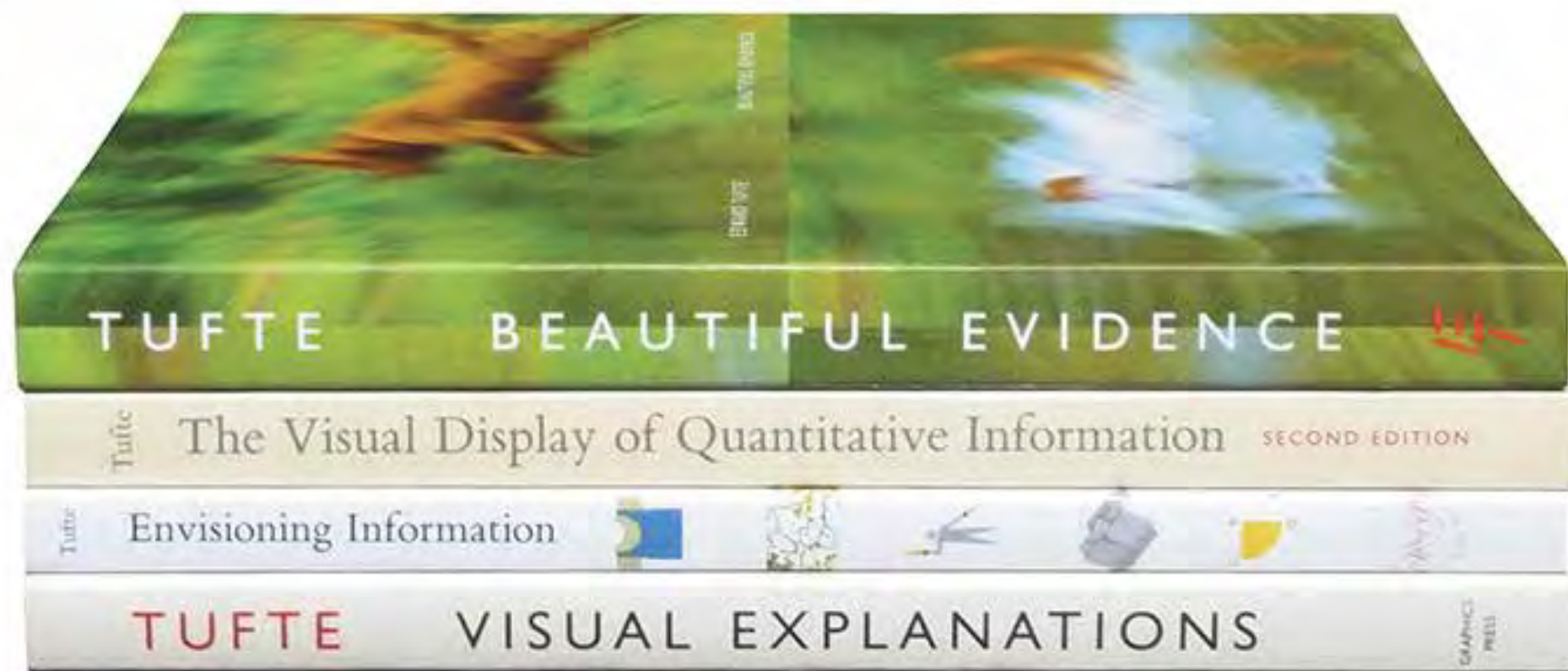
**NICOLAS  
FELTRON**  
*DESIGNER*



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 engine section at the base. The background is a plain, light-colored wall. The text "EDWARD TUFTE" is visible in red on the wall behind him, along with "ROCKET SCIENCE 3: AIRSPEED" and "EXPLORER 2011".

# 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

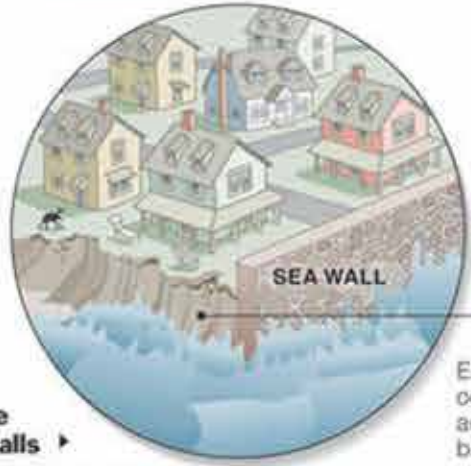
Construction that might interfere with the piping plover, an endangered shore bird found along the 83-mile stretch from Fire Island to Montauk Point, could be delayed until June 30, the end of the bird's nesting season.

### 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.

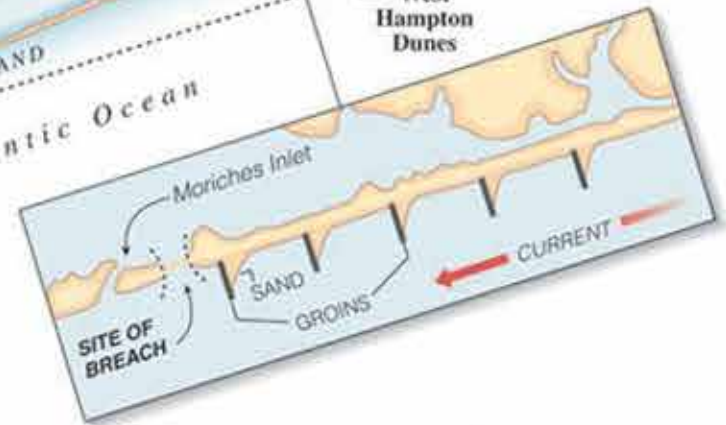
### Southampton

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



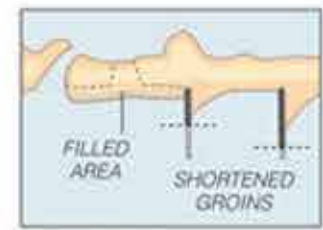
### The trouble with sea walls

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.



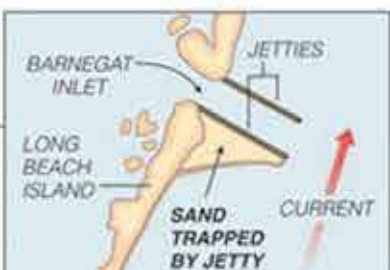
### THE REPAIR

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.

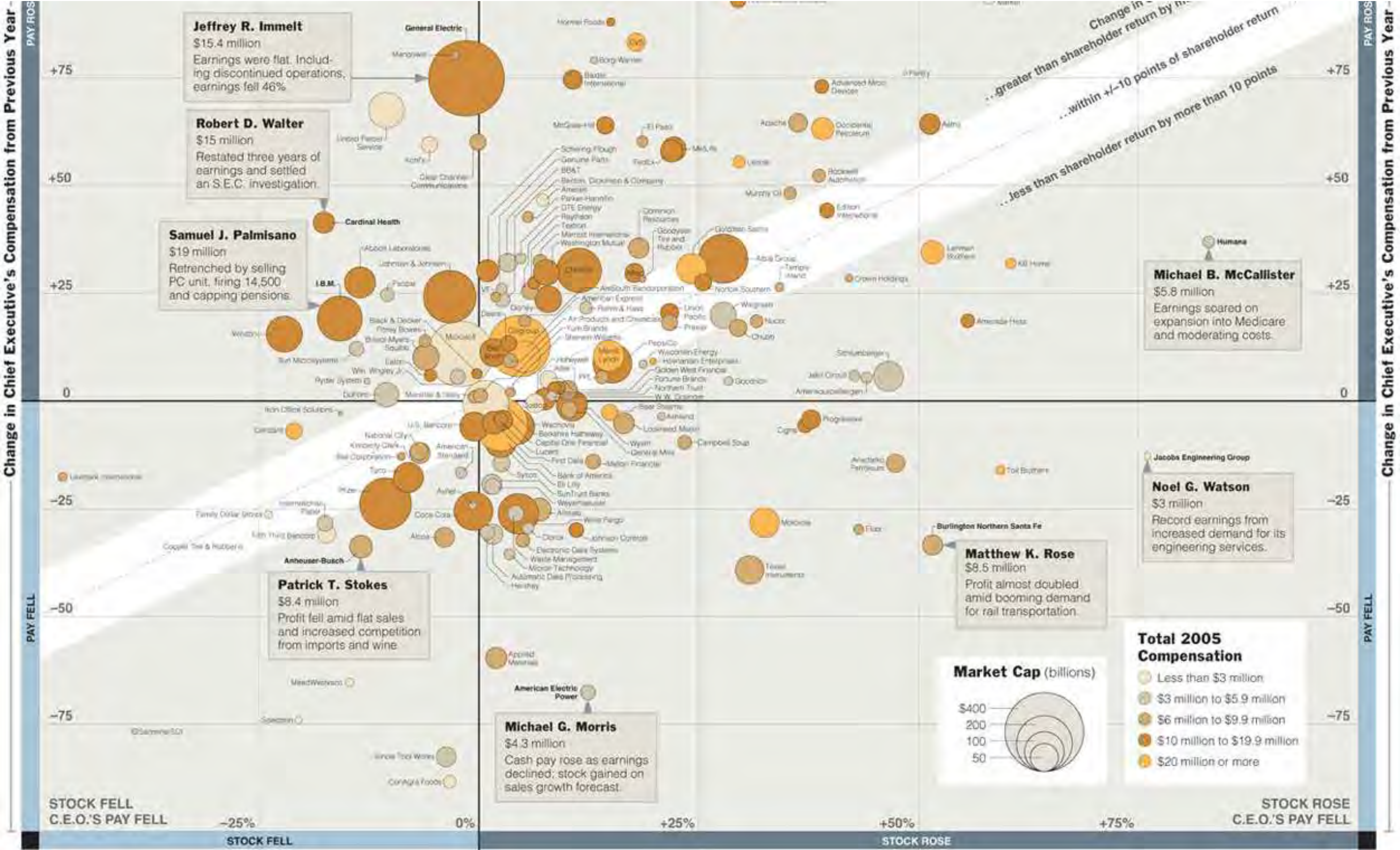
TOTAL COST TO REPAIR THE BREACH **\$32 MILLION**

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%



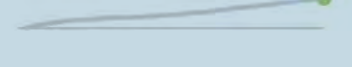
Mentions

**447** ↓9.3%



Followers

**56.8K** ↑1,143



**October 2015** • 3 days so far...



# CHARTJUNK

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 dark blazer over a light 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 screen displaying a colorful, abstract geometric pattern of lines and squares in shades of blue, red, green, and yellow. The pattern is composed of many small, irregular shapes that create a sense of depth and movement.

# DAVID McCANDLESS

British Data-Journalist / Information Designer / TED Talk



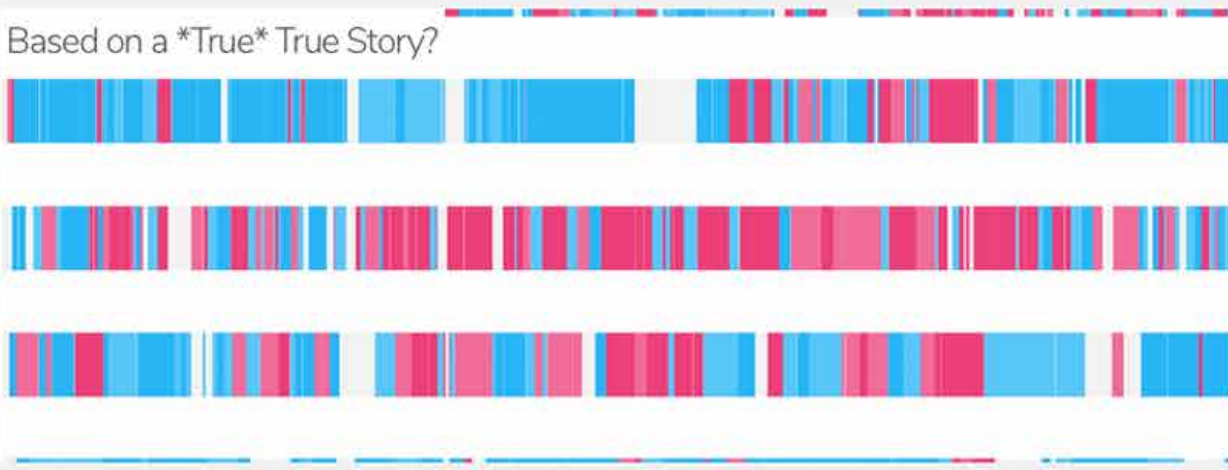
# The Billion Dollar O-Gram

David McCandless

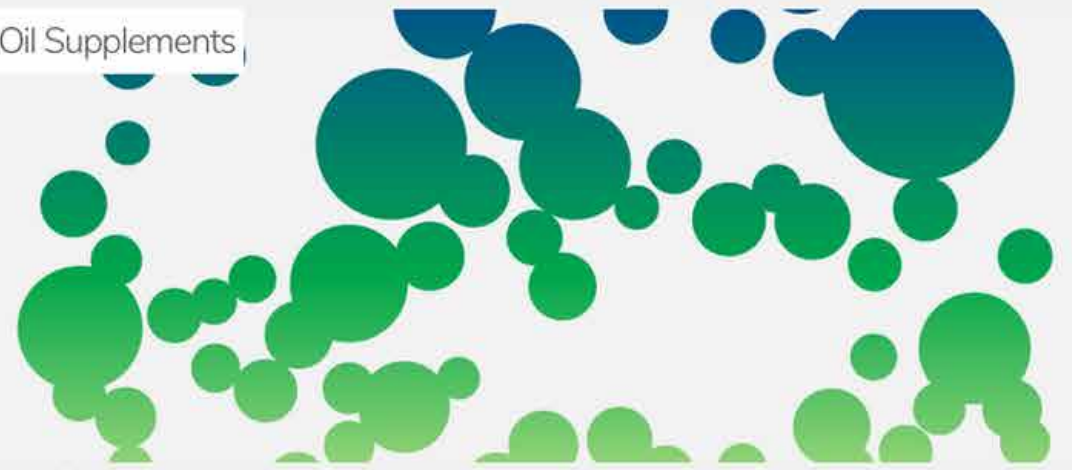
- Spending
- Earning
- Donating
- Fighting
- Crying
- Illing



Based on a \*True\* True Story?



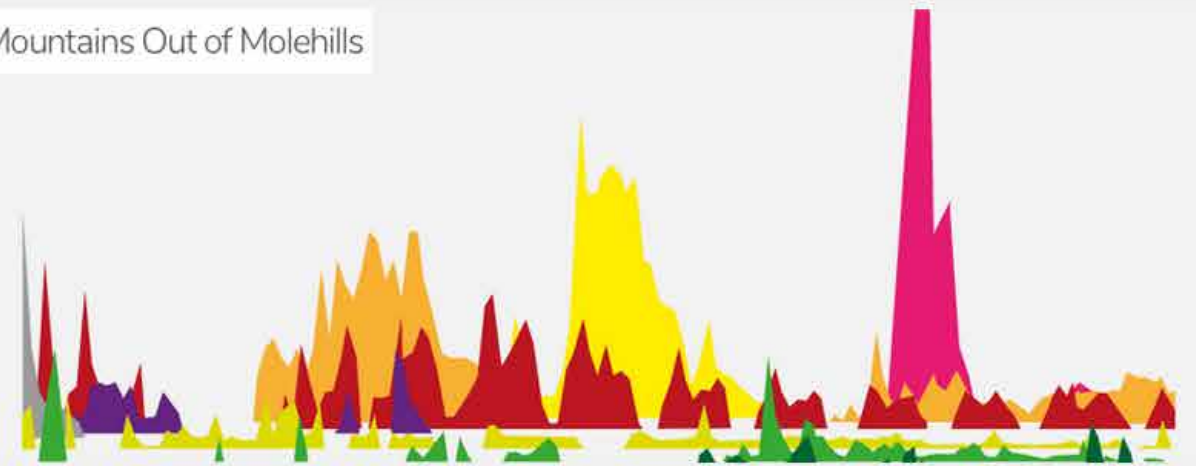
Snake Oil Supplements



Because Every Country Is the Best at Something



Mountains Out of Molehills



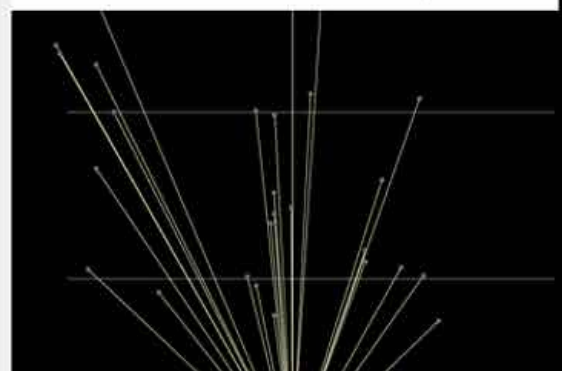
Cocktails – Interactive



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 his right hand towards a wall. On the wall are several posters, including one titled 'BEST SELLING AUTHORS' with a colorful collage of figures and percentages (36%, 65%, 8%). To the left, the back of a person's head with grey hair is visible. The background is a plain white wall.

# 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** — 454 DAYS

**CALIFORNIA** — 309 DAYS

**ALASKA** — 10 DAYS

**MINNESOTA** — 48 DAYS

**COLORADO** — 48 DAYS

ANIMALS SAVED

## An Octopus

Feed 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 Morgan 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** — 58 AVG. DRINKS A DAY

**PALM SPRINGS** — 55 AVG. DRINKS A DAY

**MENLO PARK** — 54 AVG. DRINKS A DAY

**VAIL** — 5 AVG. DRINKS A DAY

**TROY** — 48 AVG. DRINKS A DAY

NATIONAL PARKS VISITED

## Three

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

BOOZING DAY

## June 12, 2011

Birthday / Housewarming party

## Abroad

2010–2011



DAYS SPENT ABROAD

# 26

Including 86 days on international flights

FOREIGN COUNTRIES VISITED

**AUSTRALIA** — 85 DAYS

**COSTA RICA** — 48 DAYS

**CANADA** — 28 DAYS

**INDIA** — 28 DAYS

**SPAIN** — 28 DAYS

**UAE** — 8 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 WARNING SURVIVED

## One

February 28, 2010 at Byron Bay

COSTA RICA ECORRION SIGHTINGS

## Three

At Olga's Parents' Casita in Menos

TIME ABROAD



FOREIGN CITIES VISITED

# 17

Abu Dhabi, Alajuela, Athens, Brisbane, Byron Bay, Delhi, Herradura, Jaco, Mahad, Miraflores, Rorkeby, Rosario, San Jose, Sarche, Sydney, Valencia and Yara Blanca

FLAT WHITES ENJOYED

# 5

5 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

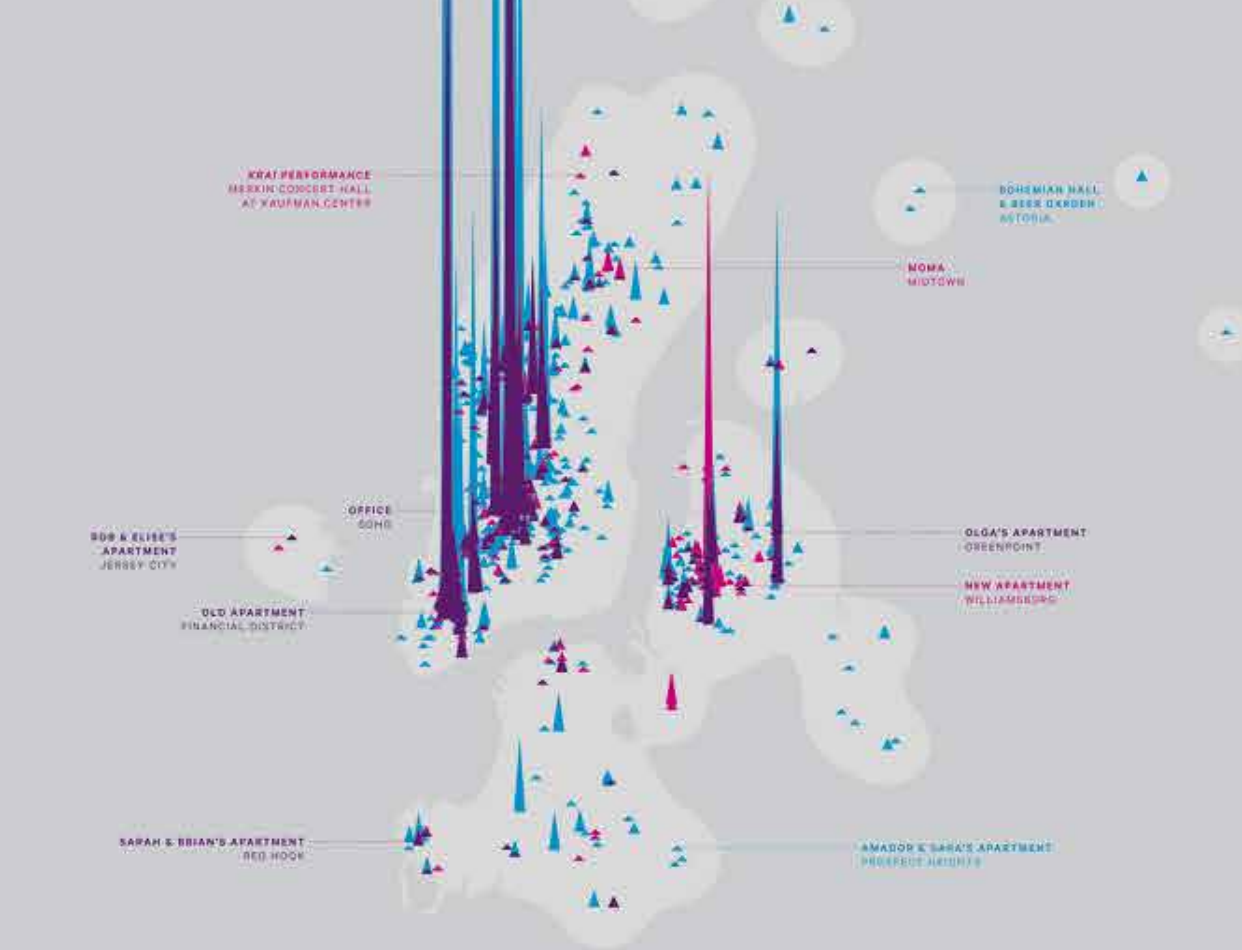
**RED WINE** — 12 SERVINGS

**COCKTAIL** — 8 SERVINGS

**JUICE** — 3 SERVINGS

## In New York City

2010–2011



DAYS SPENT IN NEW YORK CITY

# 442<sup>3</sup>/<sub>4</sub>

67% of each year

TIME IN NYC BOROUGH

**MANHATTAN** — 372H DAYS

**BROOKLYN** — 61H DAYS

**QUEENS** — 31H 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, 2 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** — 9 VISITS

**PETLAND DISCOUNTS** — 7 VISITS

**VITSOSE** — 7 VISITS

**APPLE STORE SOHO** — 6 VISITS

MOST VISITED DELI

## Broadway Gourmet Food Market

544-588 Broadway — 10 visits

RATIO OF NYC SUBWAY TO TAXI TRIPS

# 5<sup>3</sup>/<sub>4</sub>:1

1,147 subway vs. 202 taxi trips

FAVORITE NYC BEVERAGE

## Filter Coffee

346 servings

TIME IN NYC SPENT IN RESTAURANTS

# 5%





# 06. COLLECT ICONS

TIM DEGNER



# FLAT ICONS





# COLOR ICONS

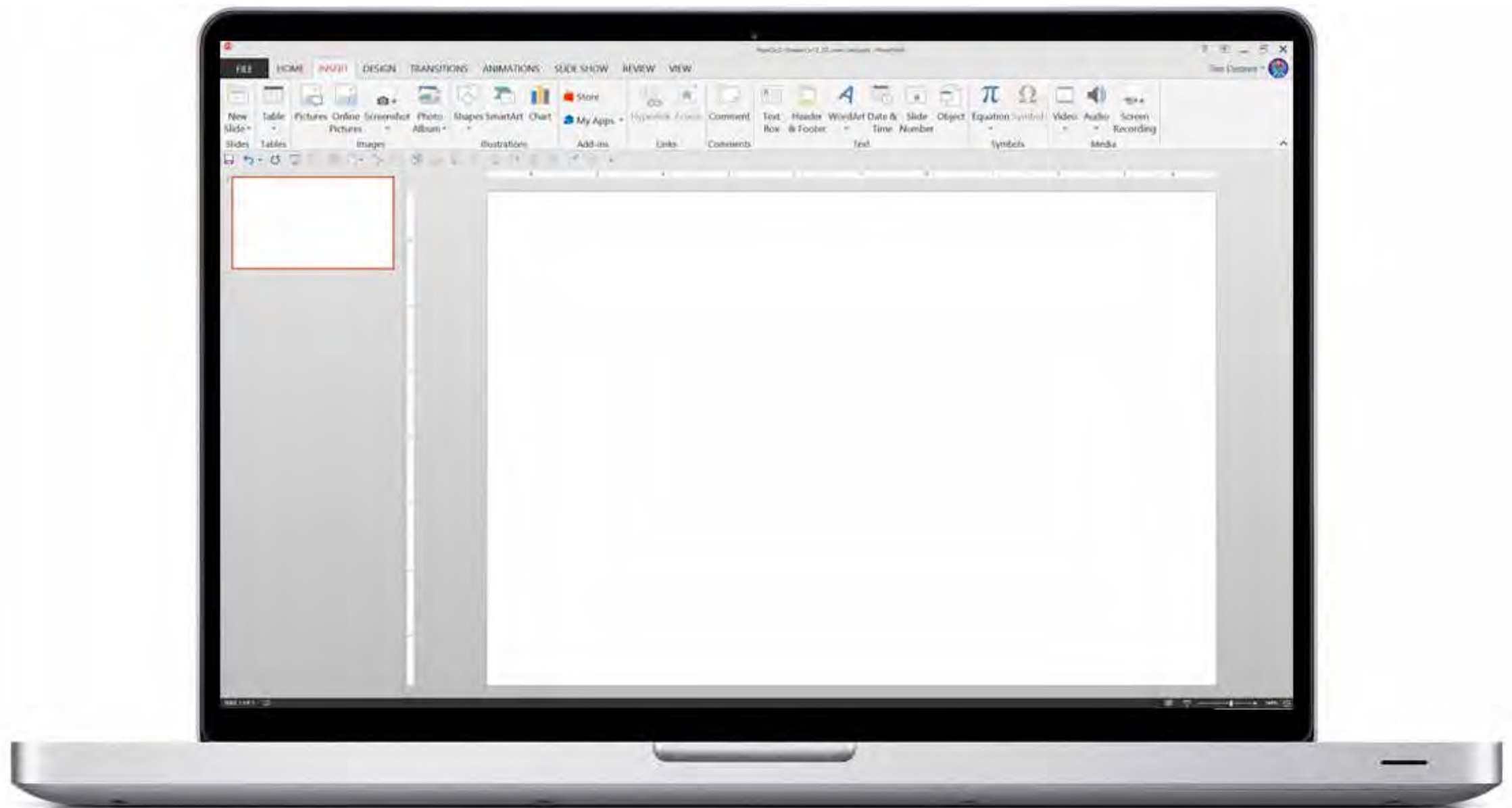




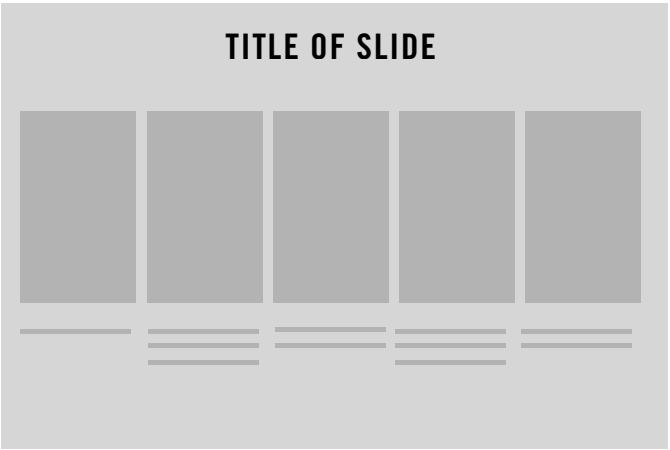
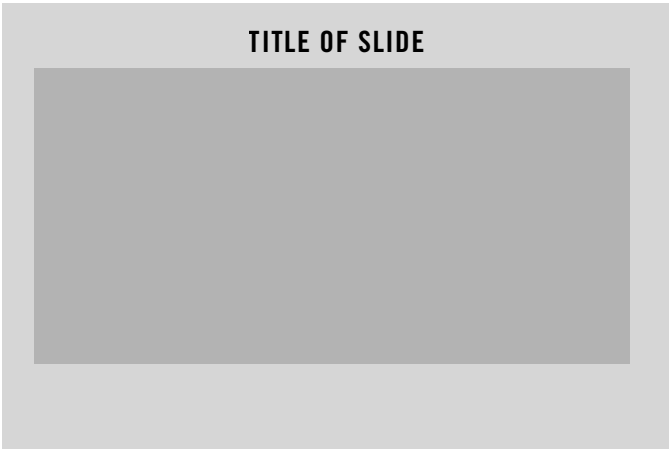
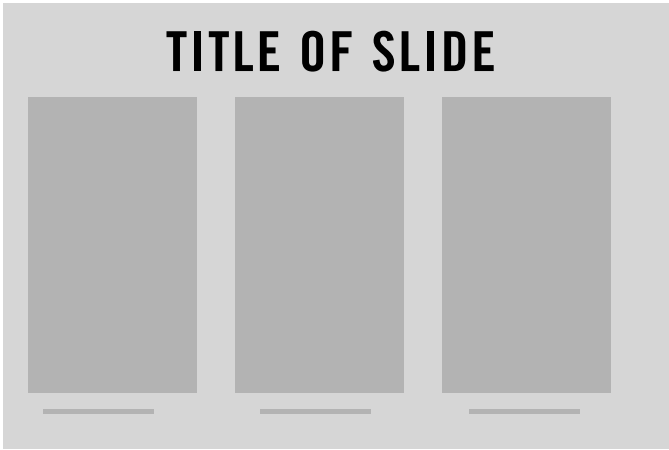
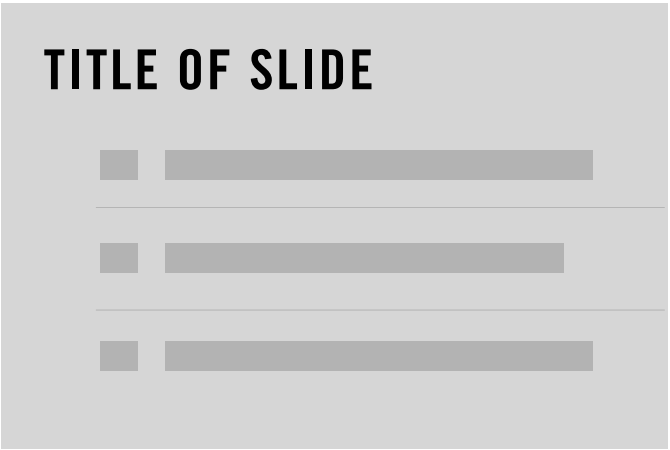
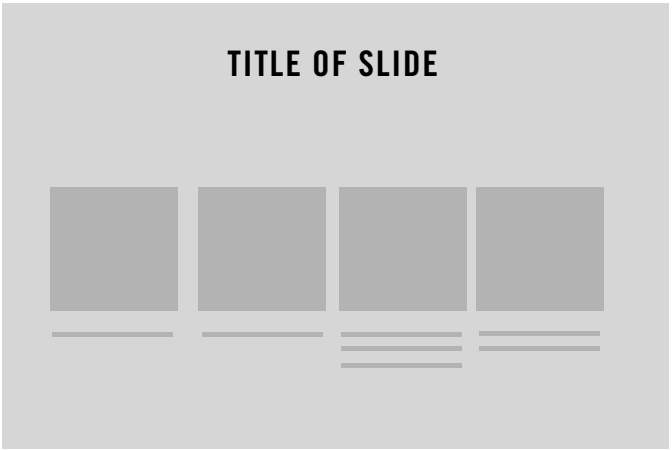


# 07. TEMPLATES











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 Bundle by Slidedizer \$29



6. ENTIRE SHOP BUNDLE - 97% OFF by SlidePro \$39





# 08. **BRANDING GUIDES**



## PRIMARY TYPEFACE STRATUM 1

Stratum 1 is a sans-serif typeface designed by the Canadian graphic designer, Stratum 1. It is a clean, modern, and versatile typeface that works well in a variety of contexts, from corporate branding to editorial design.

Stratum 1 was created by Stratum 1, a Canadian graphic designer, and is available in a variety of weights and styles.

## TYPE DE CARACTÈRES PRINCIPAL STRATUM 1

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Stratum 1 was created by Stratum 1, a Canadian graphic designer, and is available in a variety of weights and styles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ  
0123456789

SS Ss Ss Ss Ss Ss

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# CAN ADA

## MOSAIC MAPLE LEAF

The mosaic maple leaf graphic is a representation of the Canadian flag, created by the Canadian graphic designer, Stratum 1. It is a colorful, abstract, and modern representation of the maple leaf, which is the national symbol of Canada.

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## REPRÉSENTATION DE LA FEUILLE D'ÉRABLE EN MOSAÏQUE

La représentation en mosaïque de la feuille d'érable est une œuvre d'art graphique créée par le designer canadien, Stratum 1. Elle est une représentation abstraite et moderne de la feuille d'érable, qui est le symbole national du Canada.

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© 2014 Stratum 1. All rights reserved.



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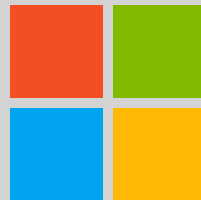
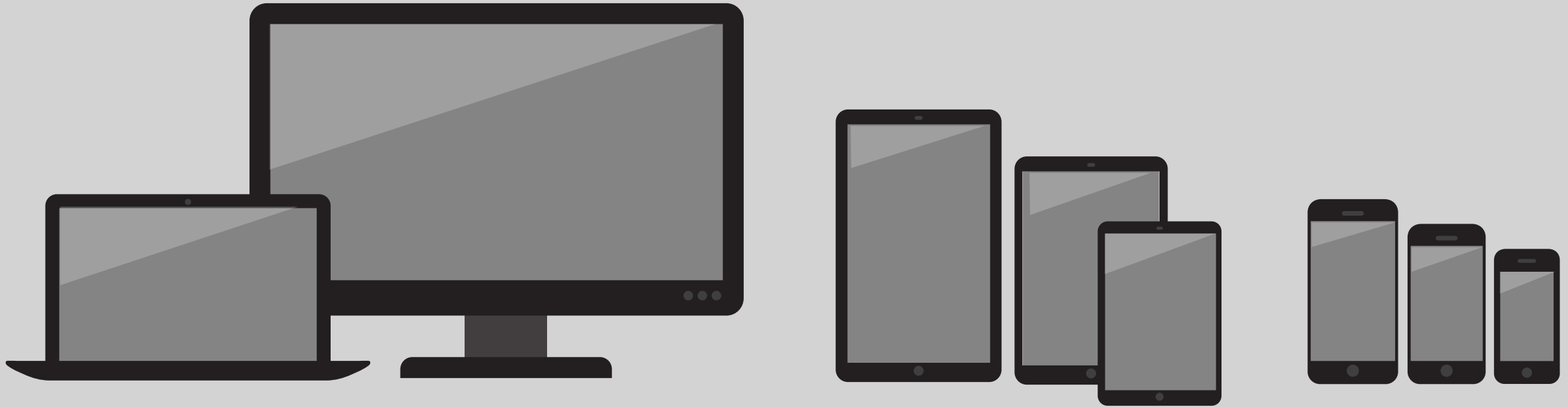


# 09. PRINTS & DISPLAYS

TIM DEGNER



# KNOW YOUR DISPLAYS

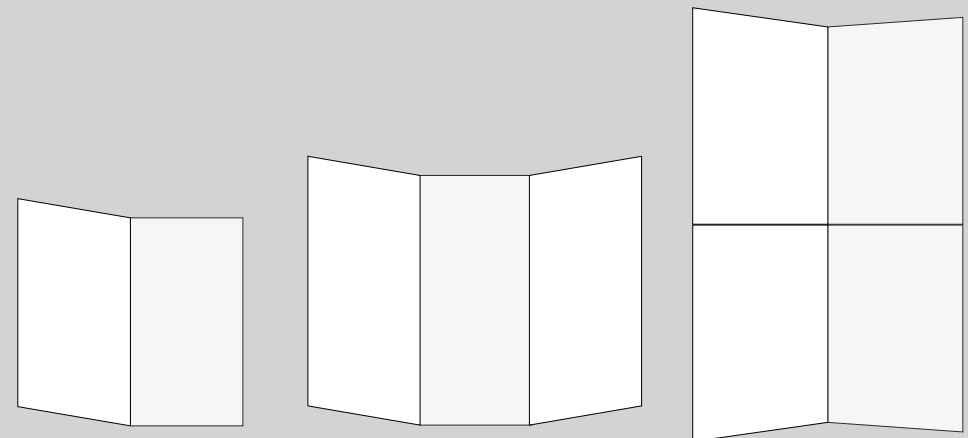




# KNOW YOUR PRINT OPTIONS



**PAPER SIZES**



**FOLDS**

# DESIGN 101

---

CRASH COURSE

TIM DEGNER

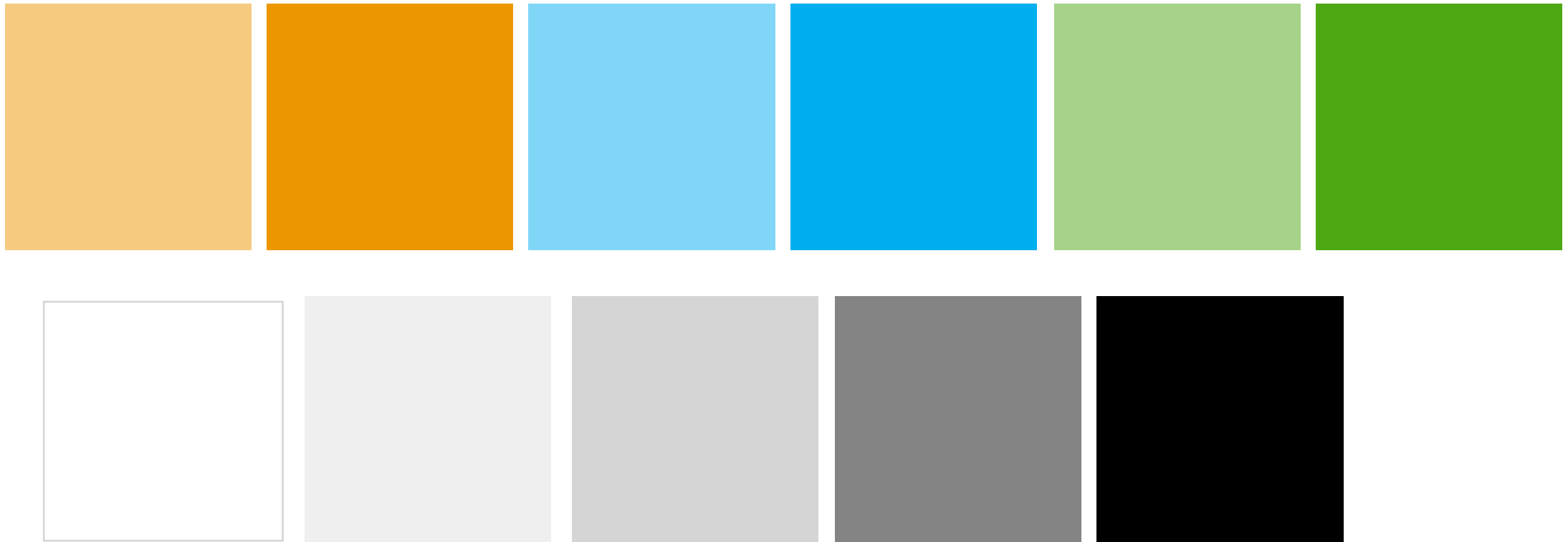


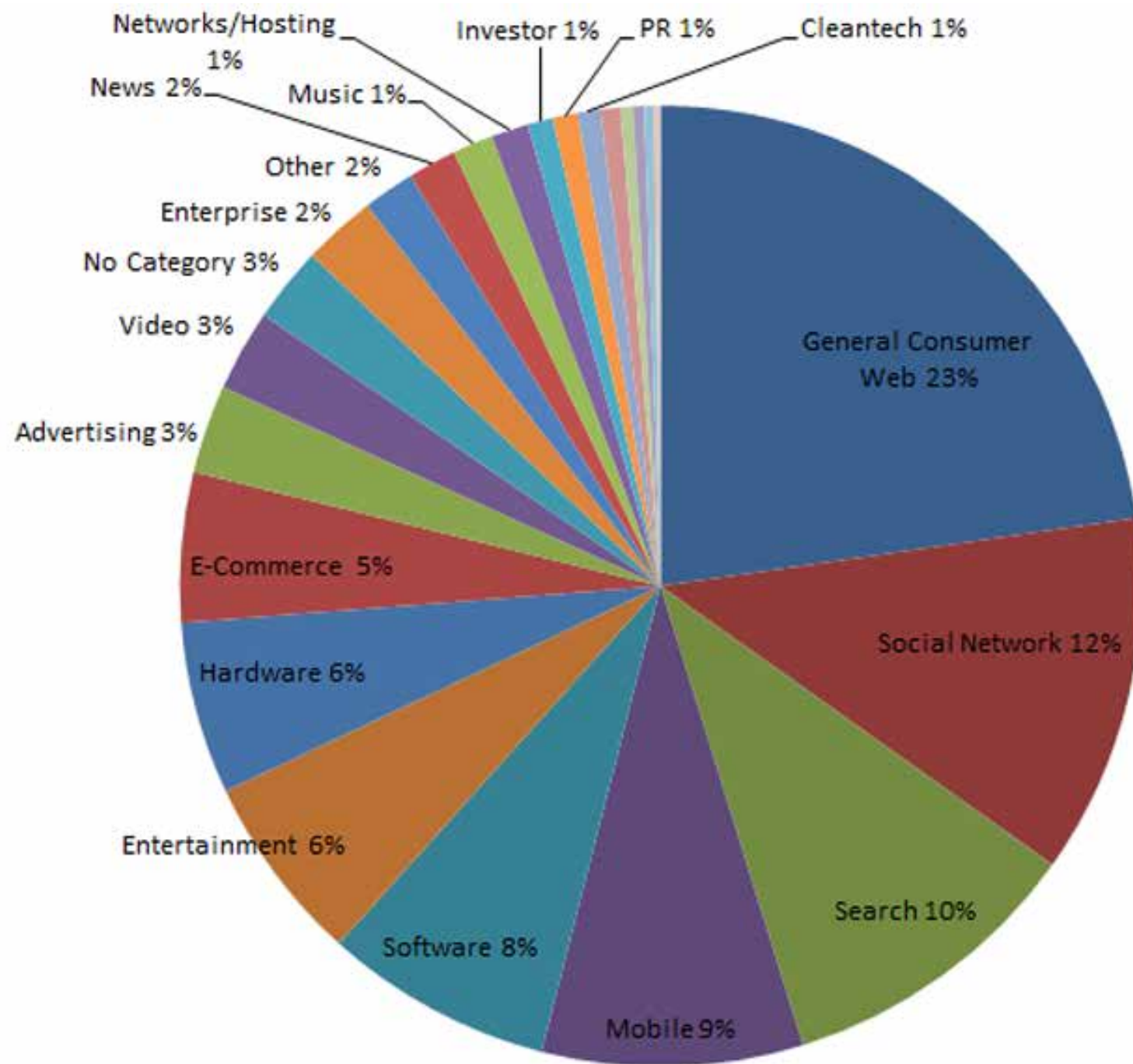
# 10. COLORS

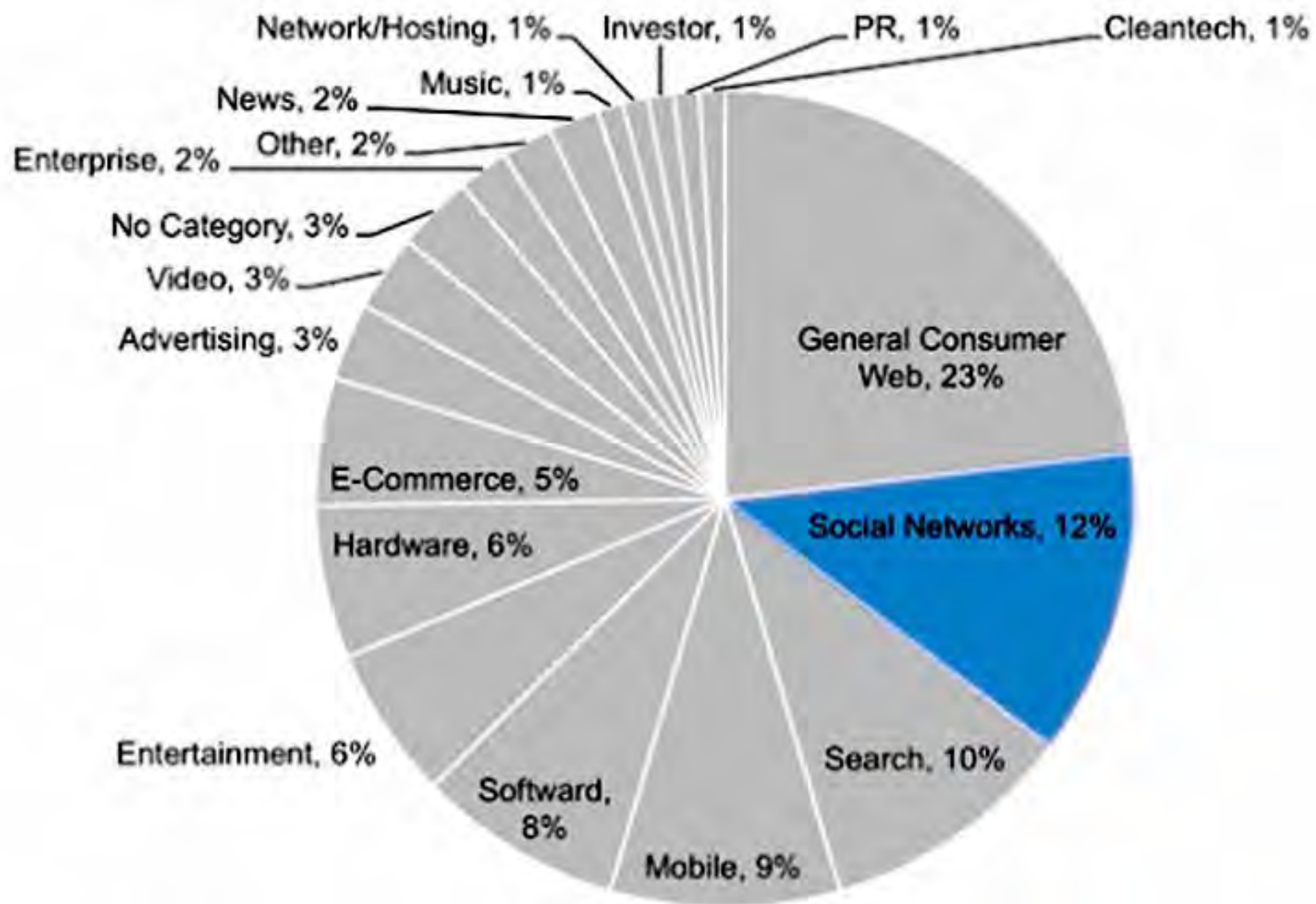




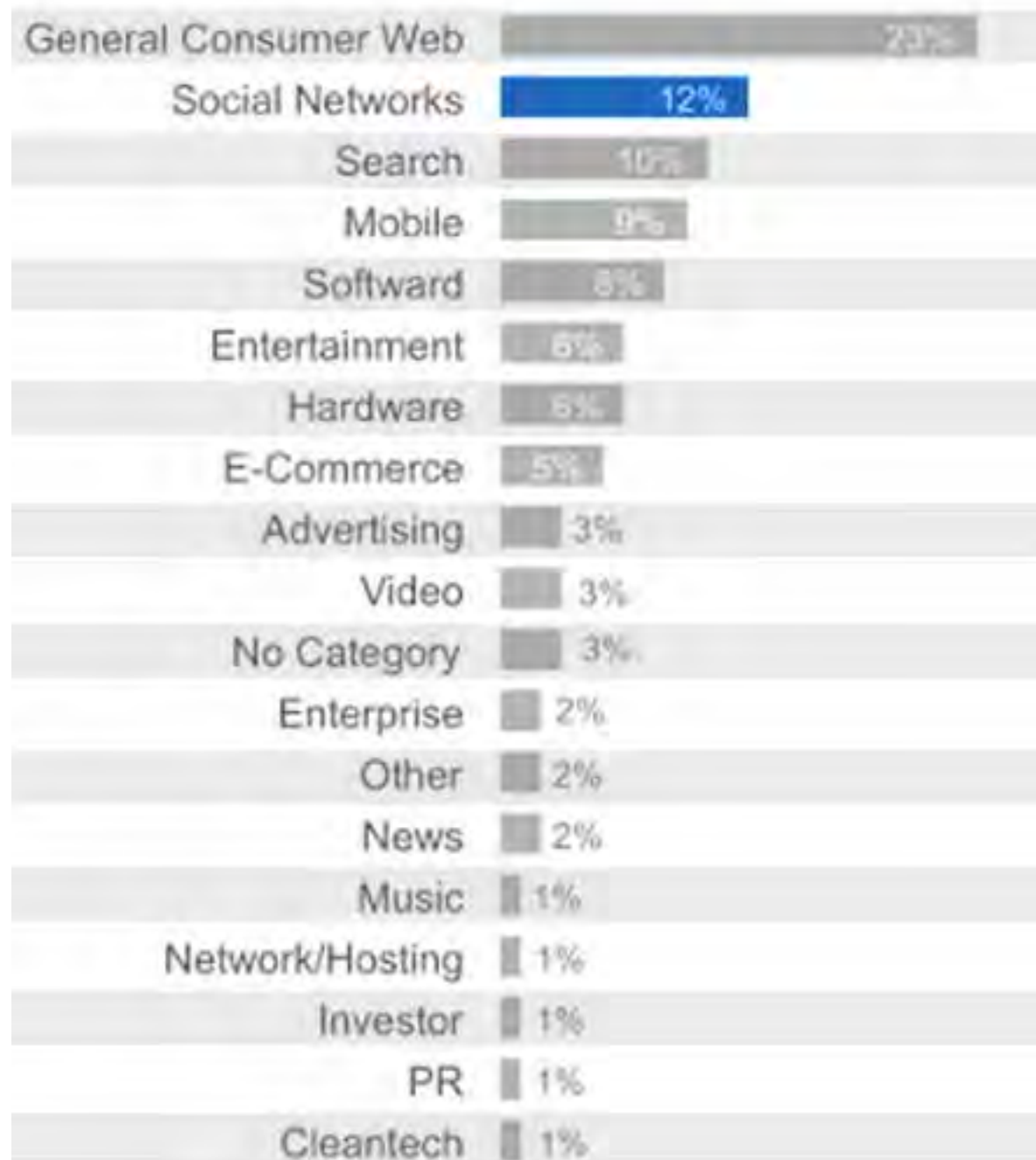
# USE A COLOR PALETTE

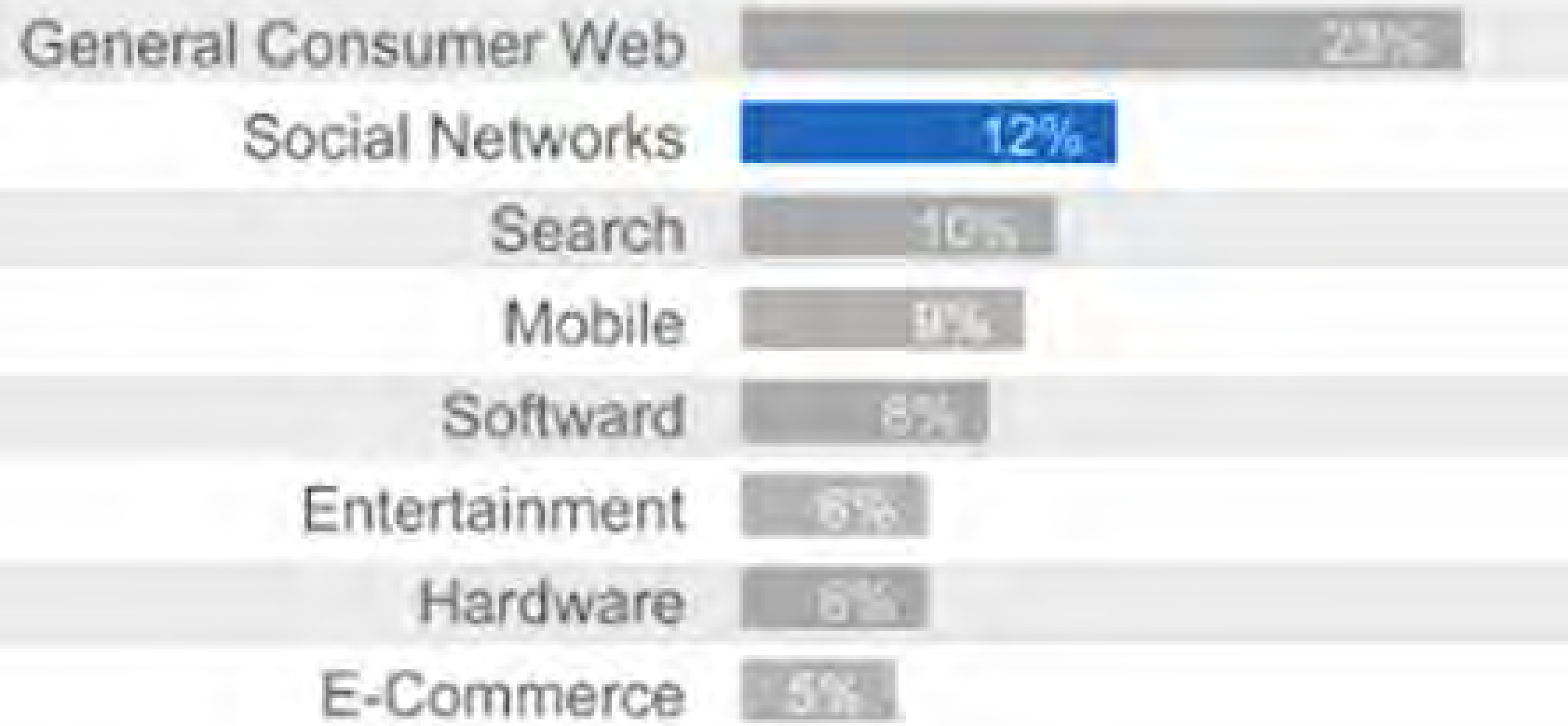




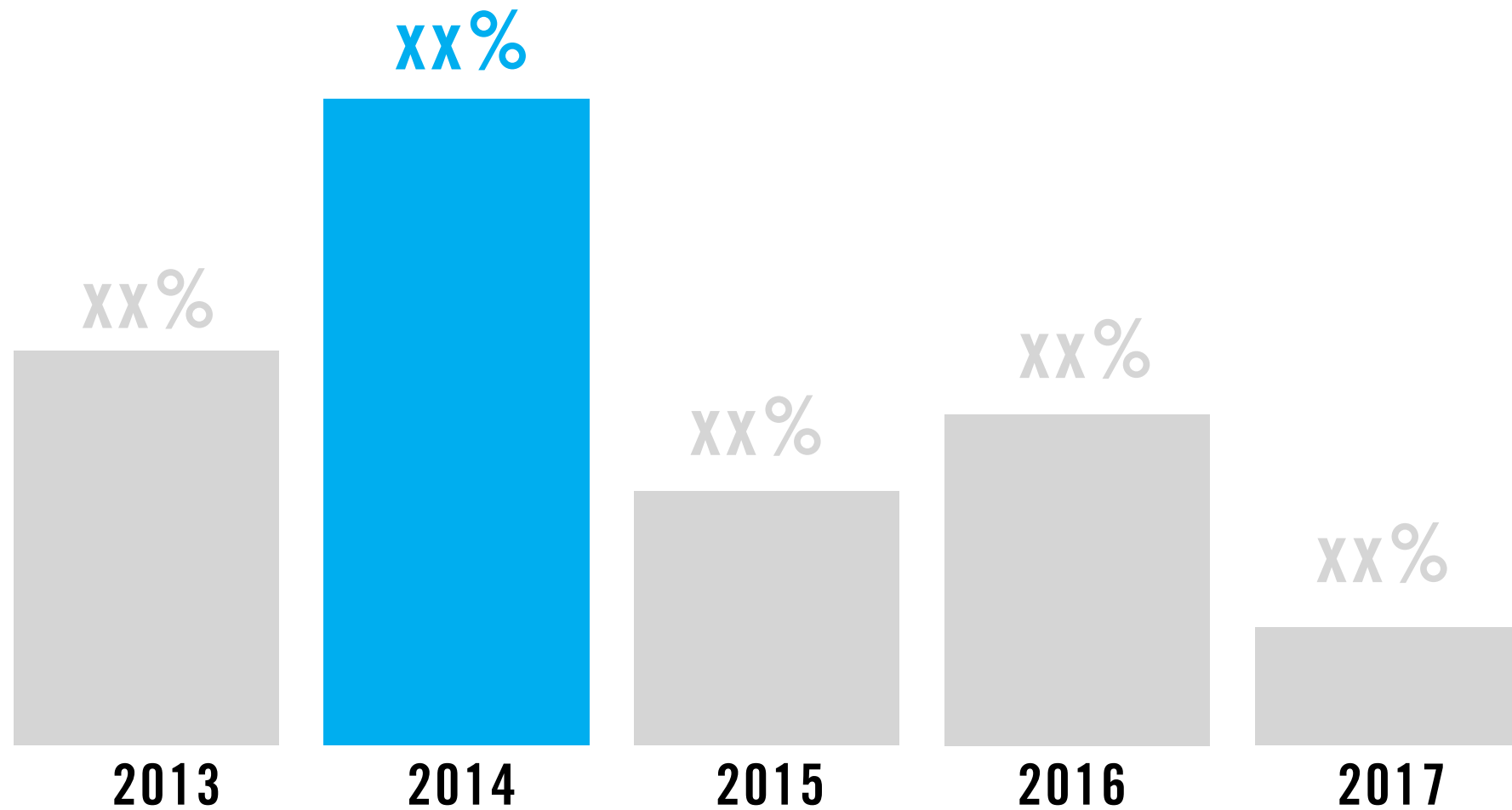








# USE COLOR STRATEGICALLY

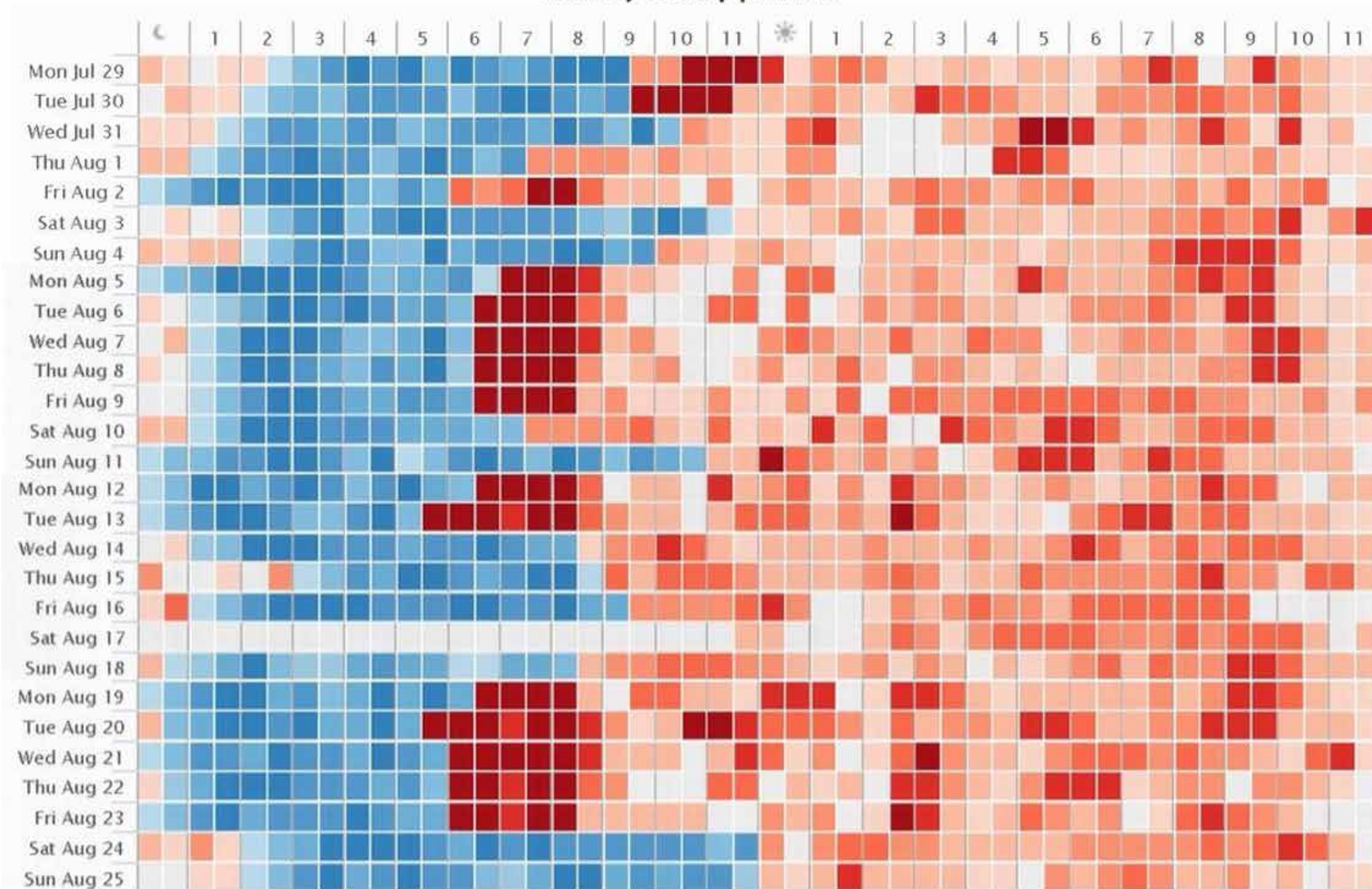






Junk Charts

## Activity & Sleep patterns



Inactive :



Activity :

soft



intense

Sleep :

light



deep

AAPL

Today 3:25 PM

527.68

+1.05 (1.69 %)



+120.23

Yearly Change





# 11. FONTS



PLEASE  
STOP USING  
TIMES NEW  
ROMAN

# FONTS YOU SHOULD USE

OPEN SANS

---

HELEVETICA

---

ARIAL

---

ROBOTO

---

MERRIWEATHER SANS

---

FUTURA

---

TRADE GOTHIC



# FONT HIERARCHY

**HEADER**

**SUB HEADER**

COPY TEXT

HEADER

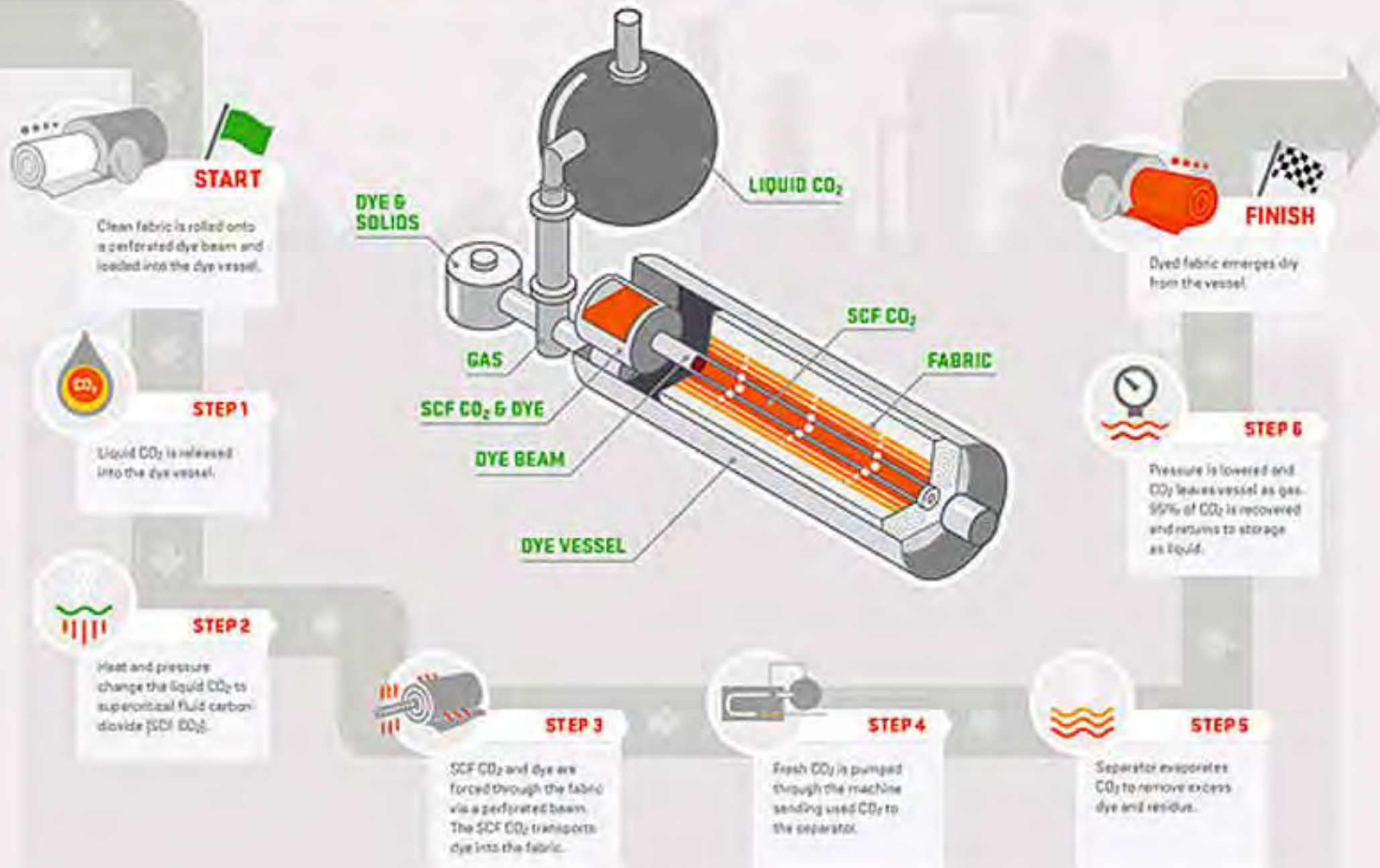
**SUB HEADER**

COPY TEXT

# 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**

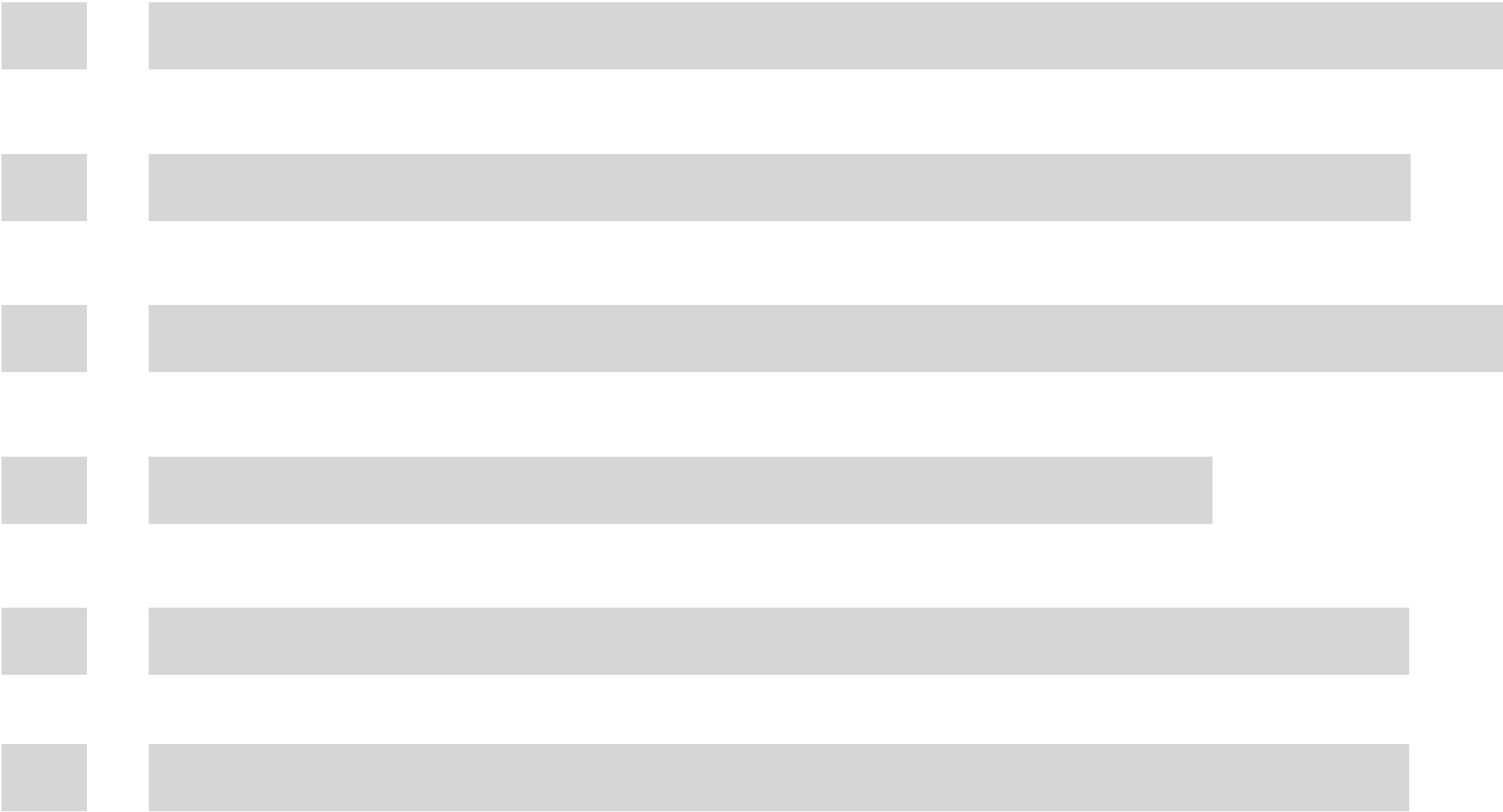
---

**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	—	—	—	—	—	—	✓



								
		<b>Zip</b> \$59.95	<b>One</b> \$99.95	<b>Flex</b> \$99.95	<b>Alta</b> \$129.95	<b>ChargeHR</b> \$149.95	<b>Blaze</b> \$199.95	<b>Surge</b> \$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.



# HOW TO MAKE COFFEE



## MEASURE

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



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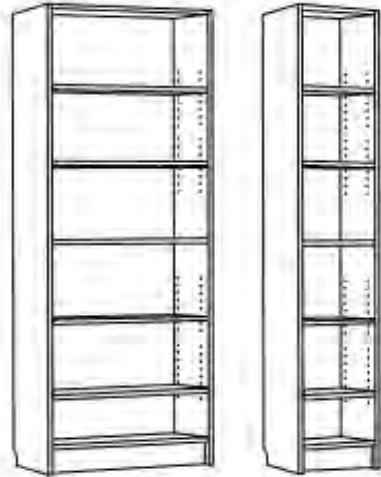
## CLEAN

Thoroughly rinse both pitcher and filter.

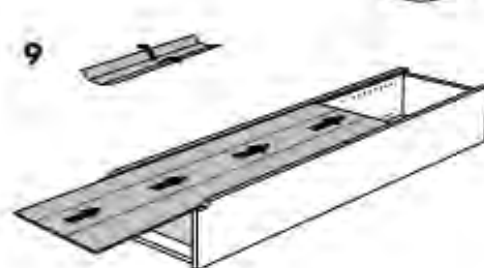
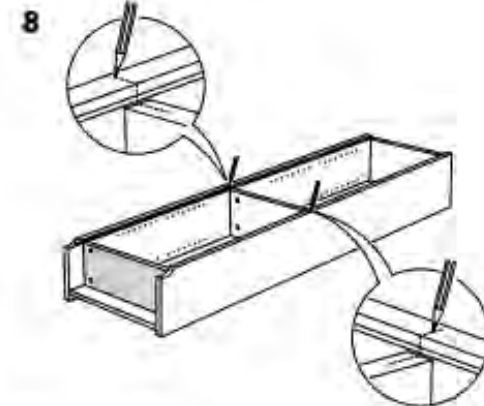
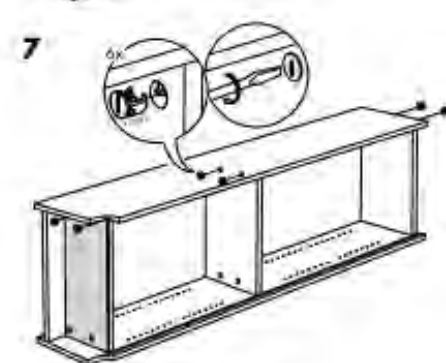
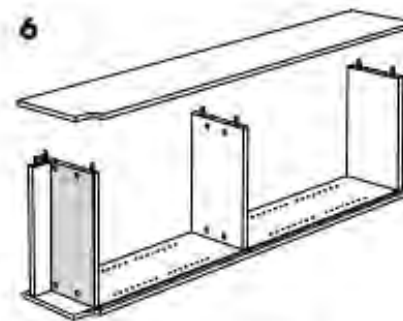
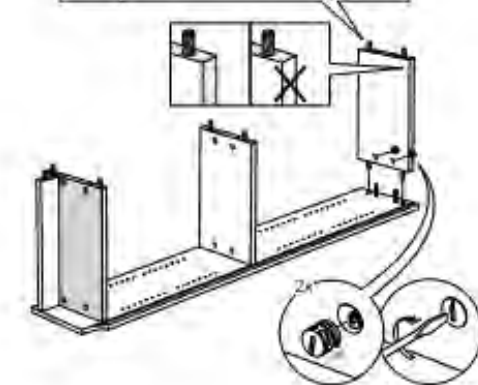
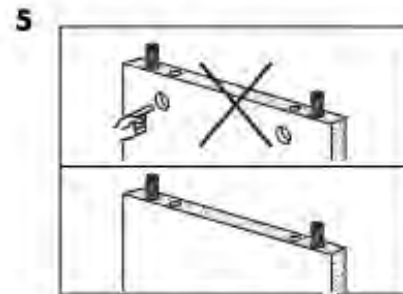
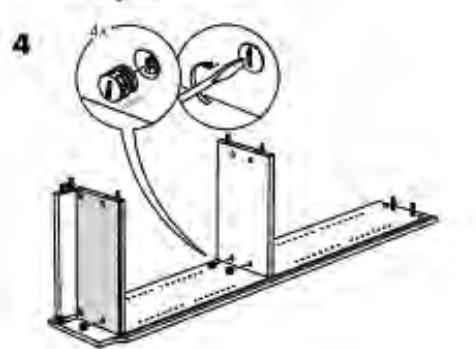
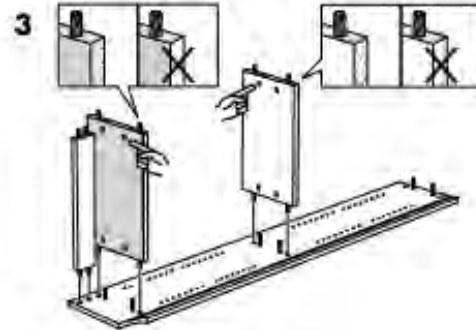
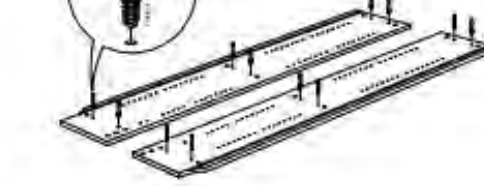
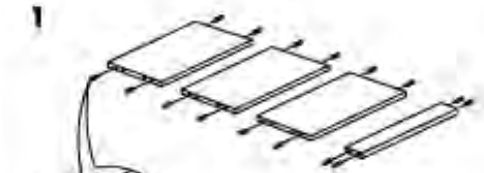
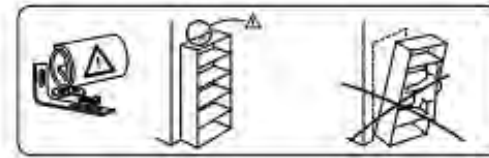
# HOW TO MAKE COFFEE



# BILLY



IKEA

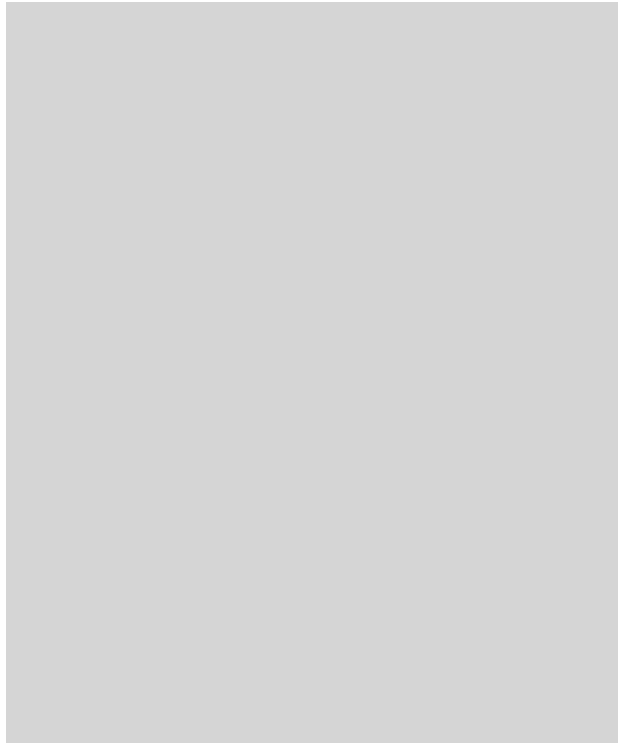




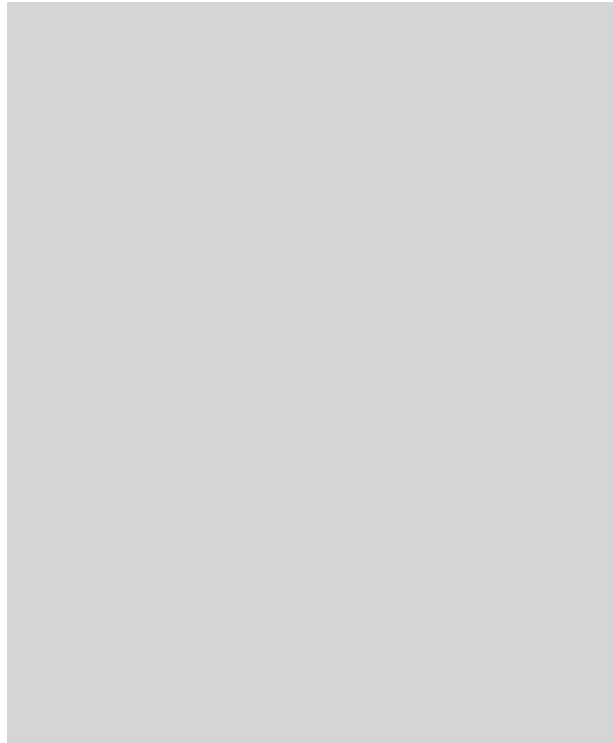
# 14. PRESENTATIONS



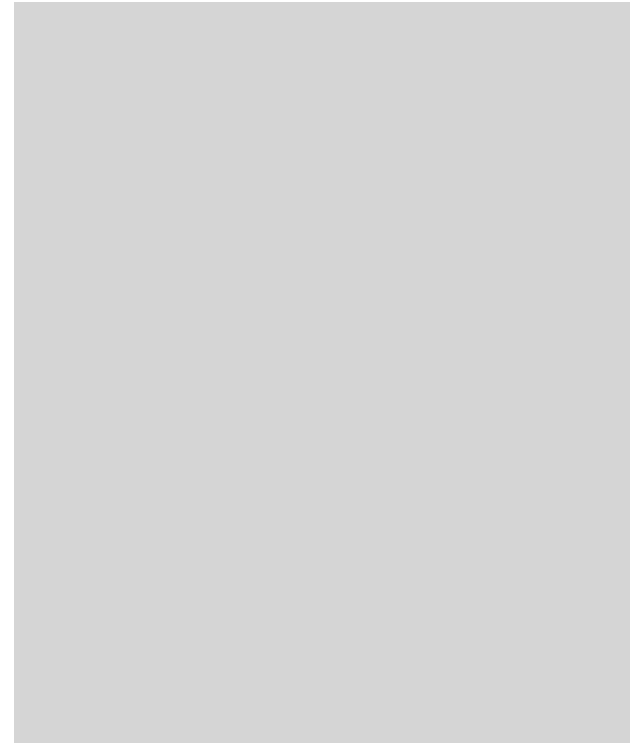
**THREE IS ALWAYS BEST**



**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.







# iPhone Upgrade Program

The easiest way to upgrade to the latest iPhone.\*

[Learn more >](#)

Already part of the program?

[Check your eligibility >](#)



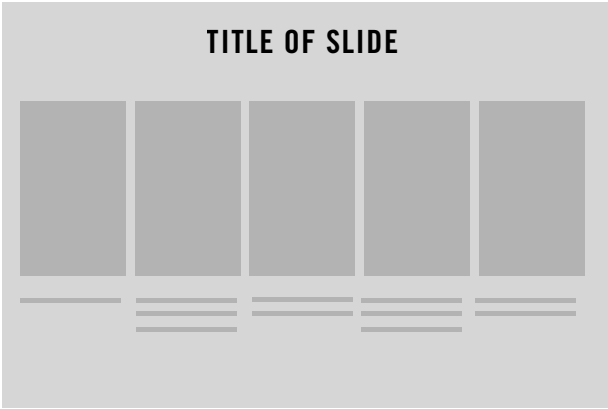
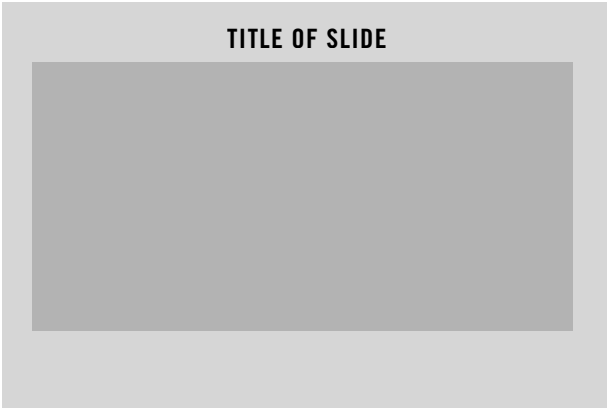
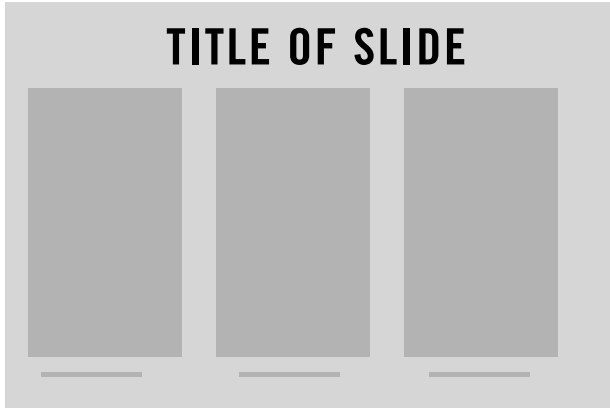
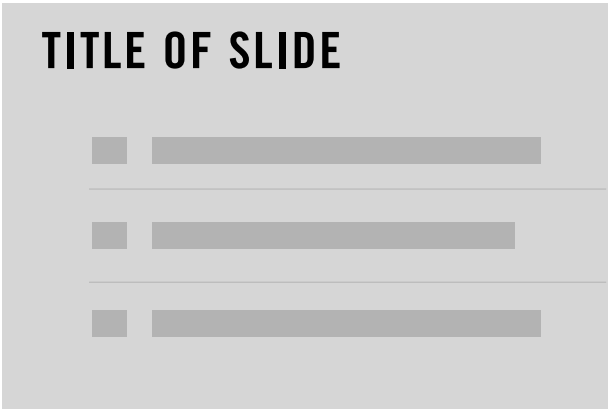
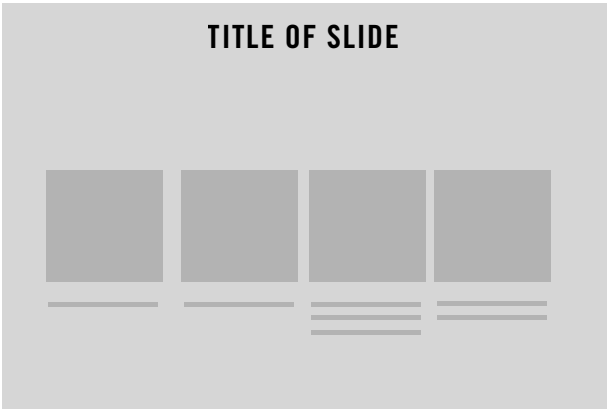
# Trade up to a new iPhone.

Get up to \$375 in credit toward a new iPhone by trading in your current smartphone online or at an Apple Store.†

[Learn more >](#)



# PAGES SHOULD BE DIFFERENT



# 15. SORTING



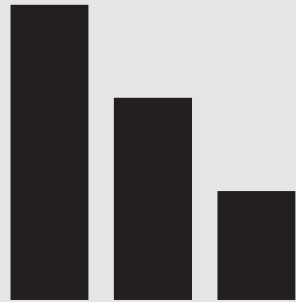


# SORTING METHODS

**ABC**

---

**ALPHABETIZED**



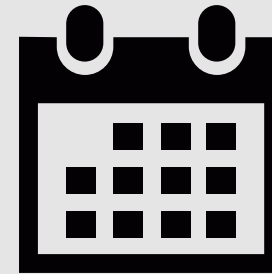
---

**HIGH TO LOW**



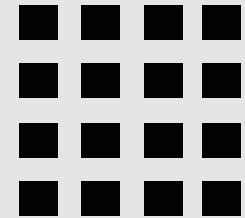
---

**LOW TO HIGH**



---

**RECENT**

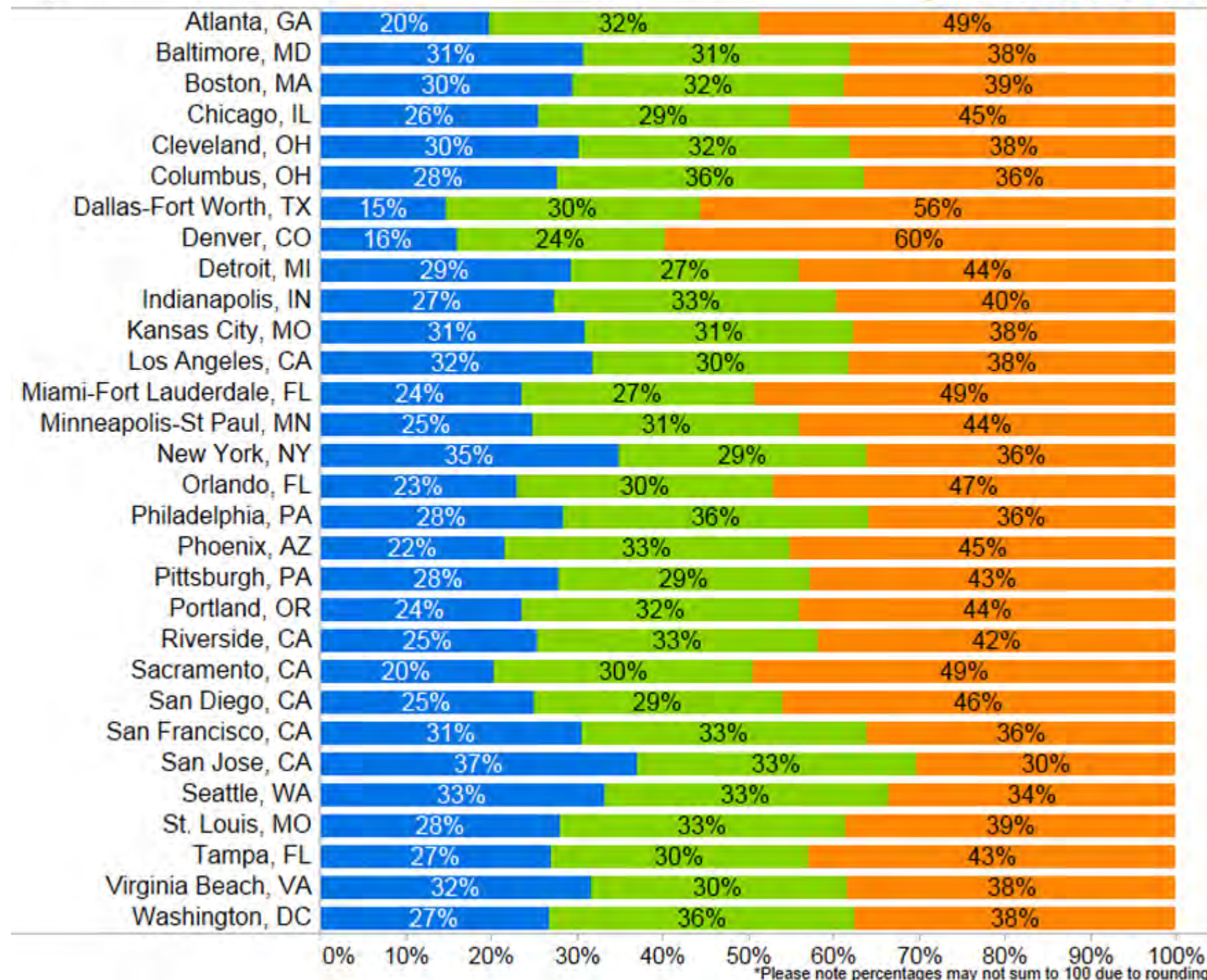


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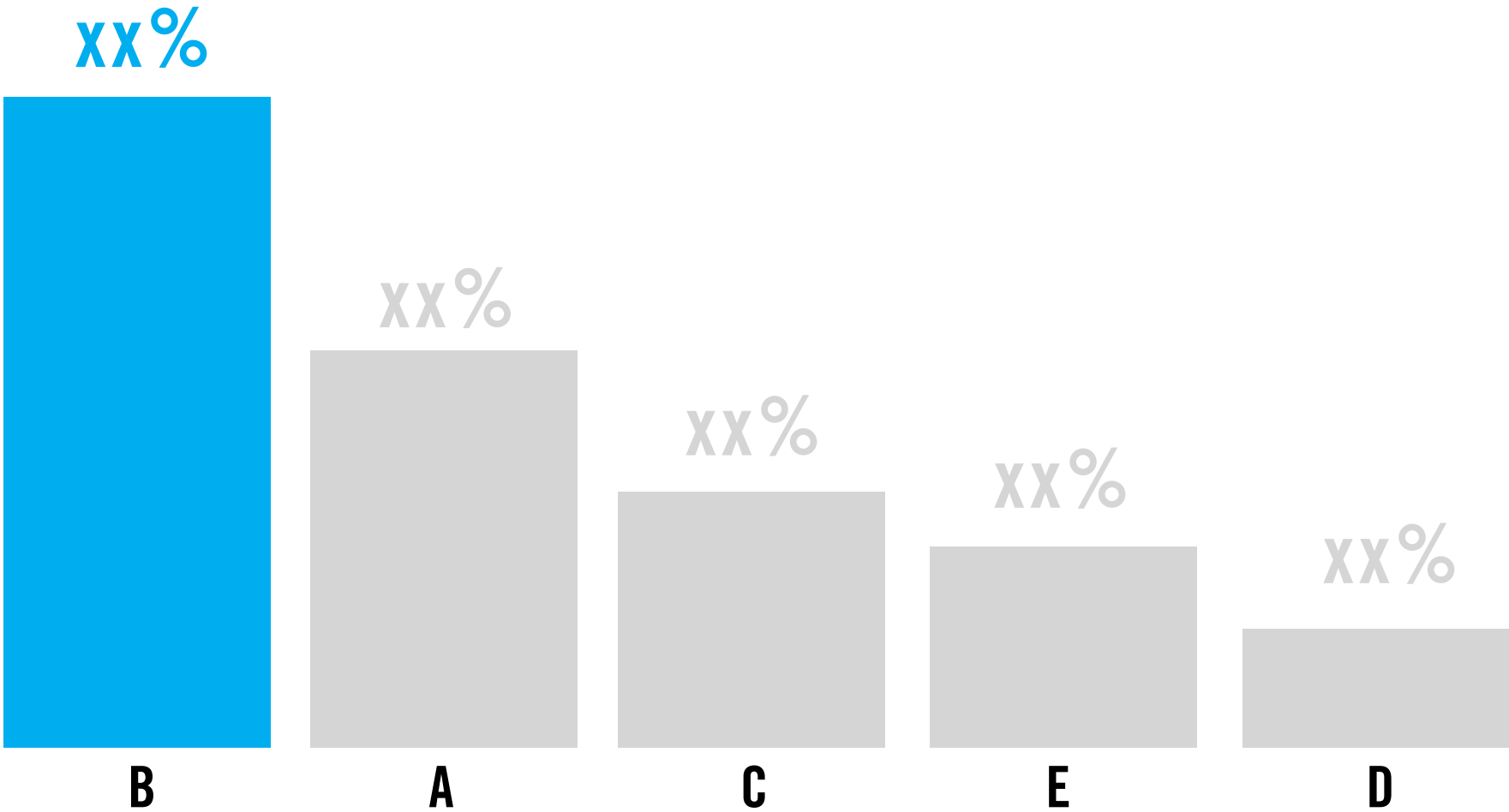
**EDITED**

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

May 2014



# SORTING BY SIZE



# 16. BAD DESIGNS

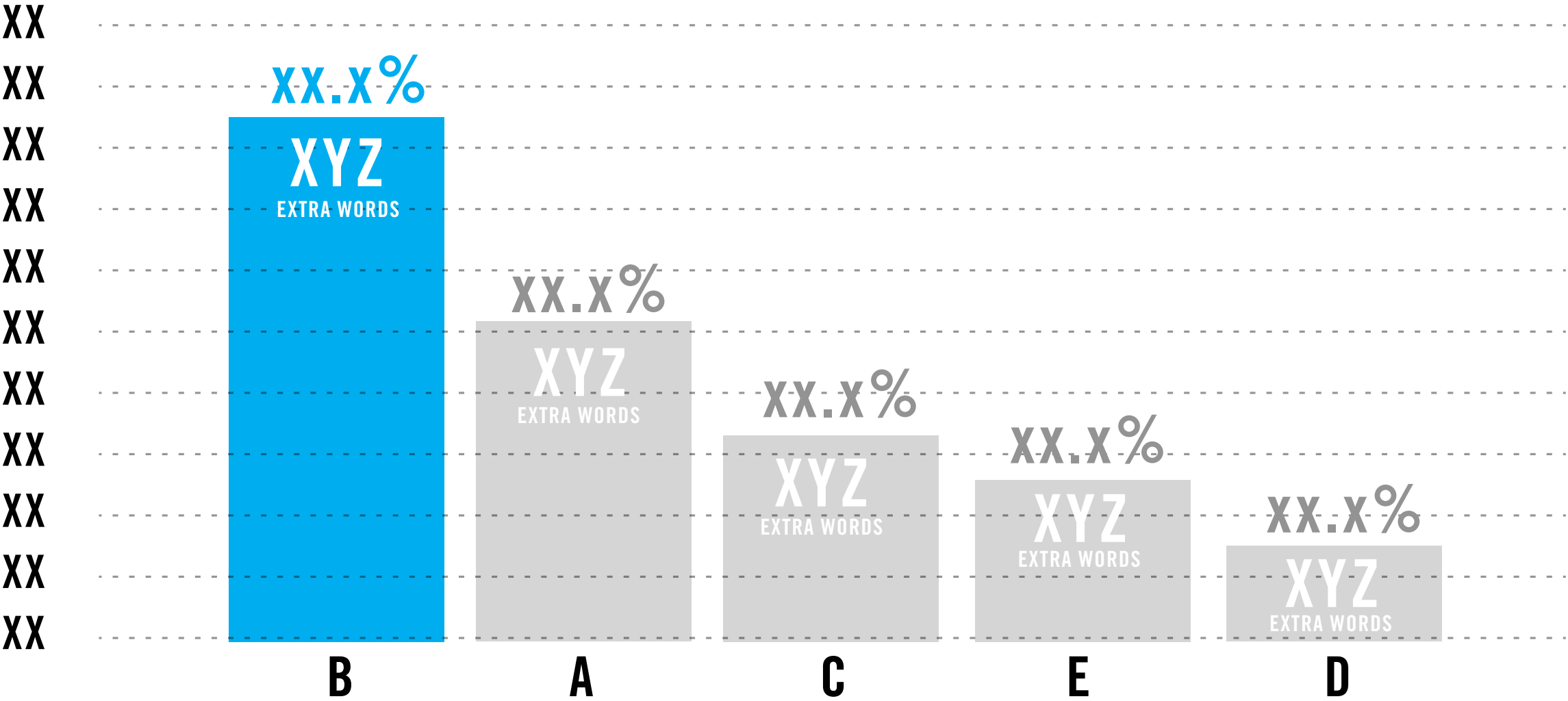




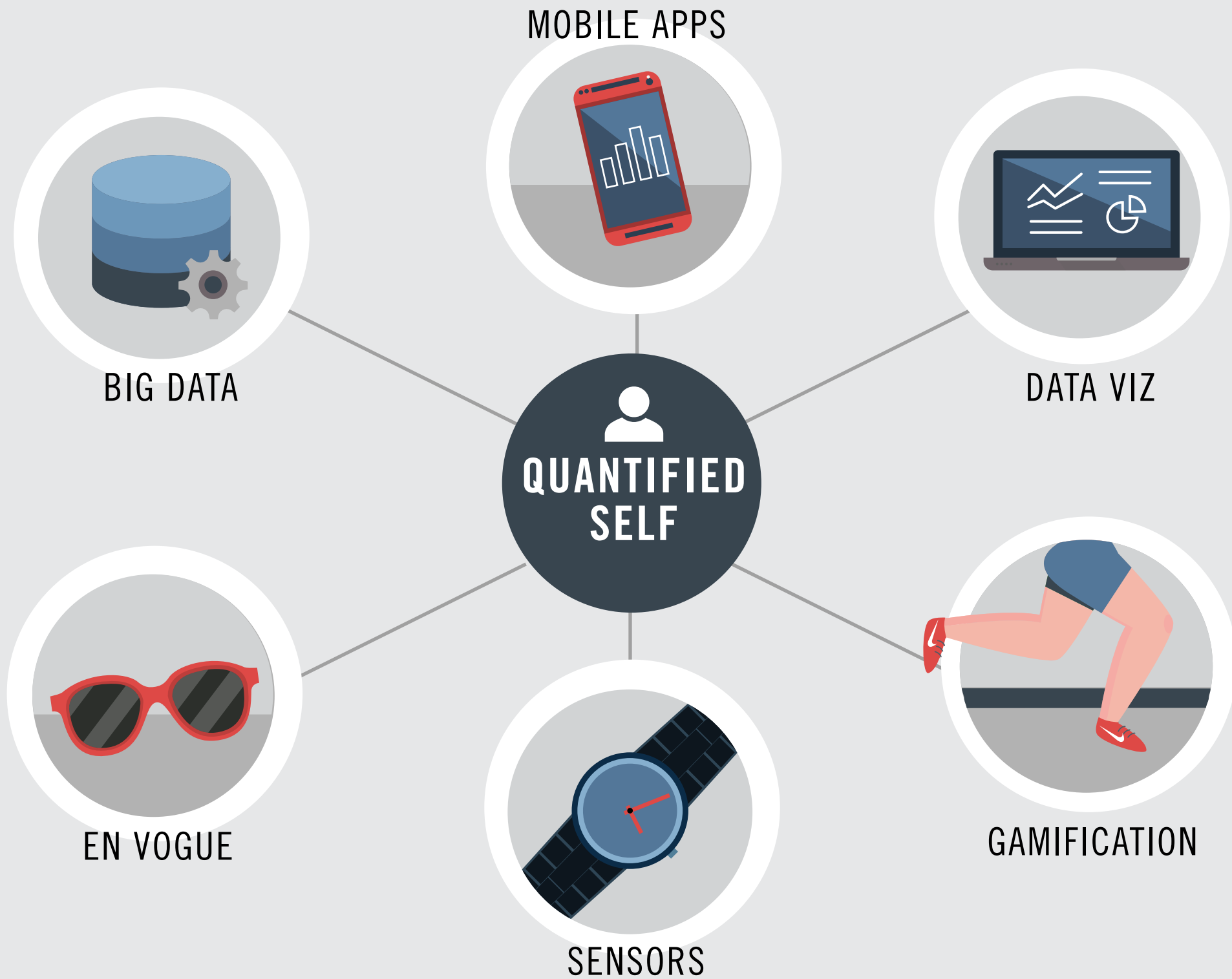
[illegible]

# DELETE THE CHARTJUNK

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









# 17. CHART SELECTION



# COMMUTING TO WORK

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

CHI

LA

NYC

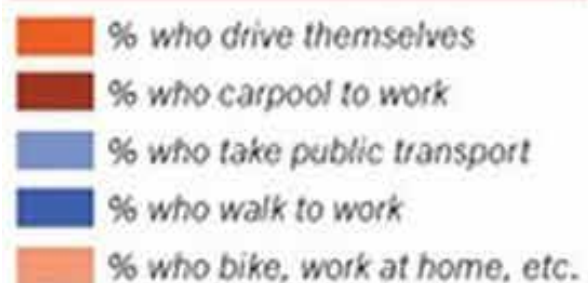
ATL

SF

HOU

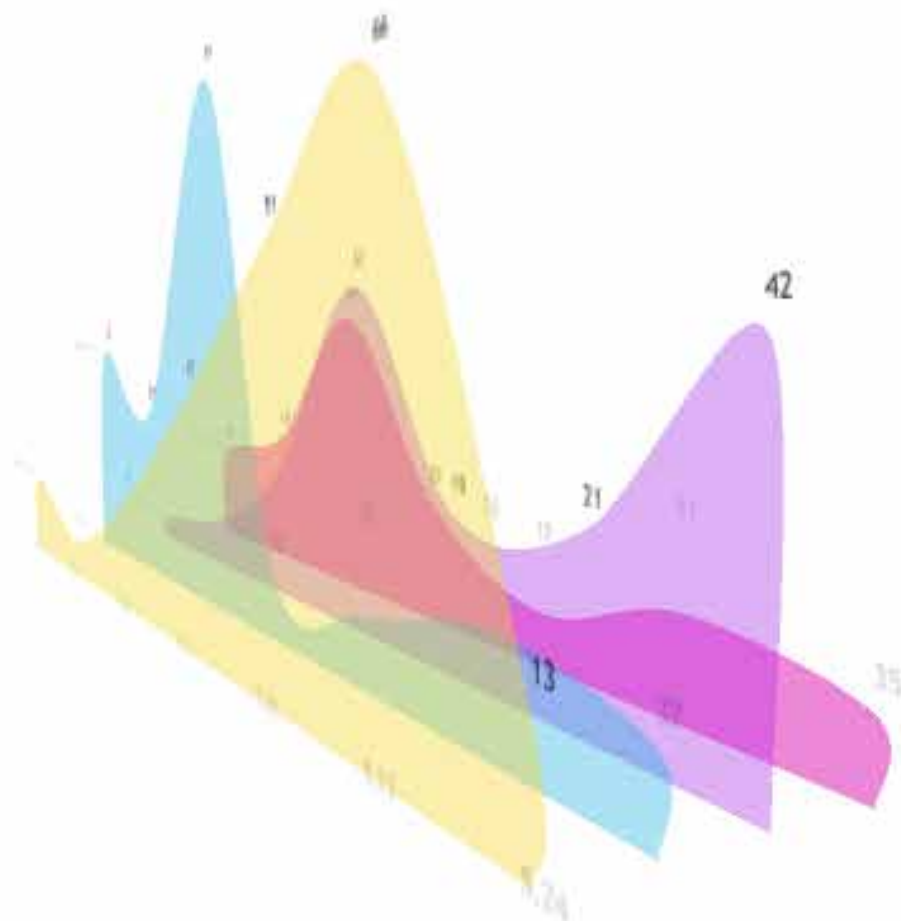
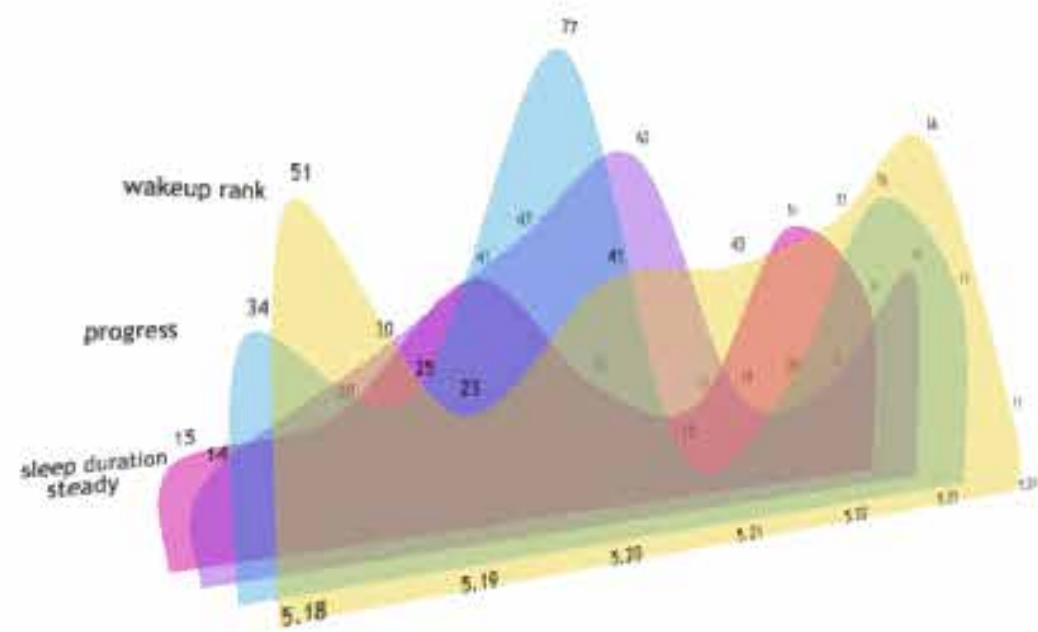
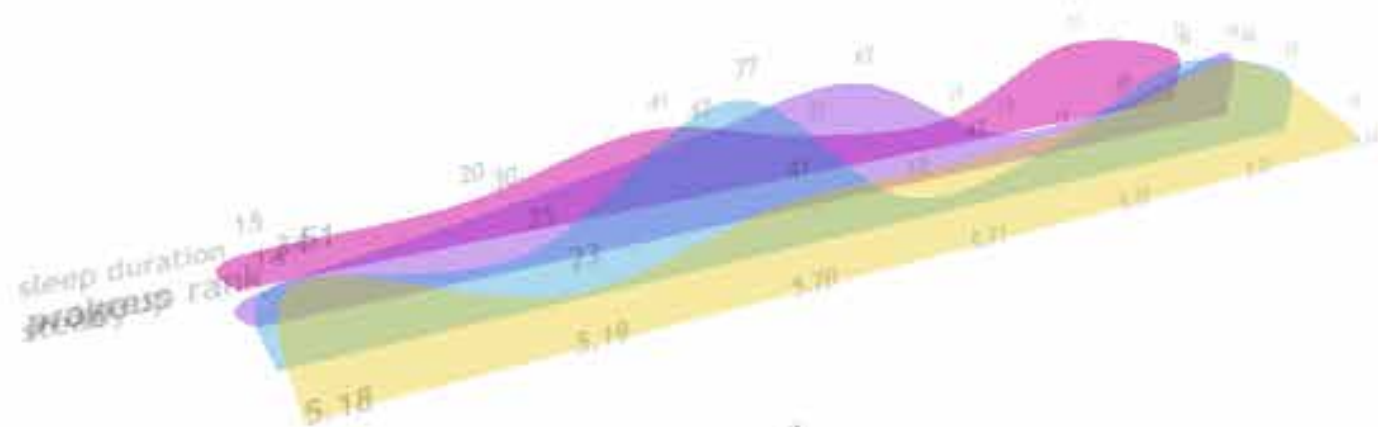
DC

SEA



## Latest 7 Days Records

wakeup rank, progress, steady, sleep duration

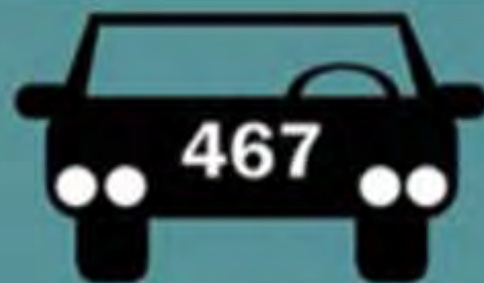


## DWI Rates in Austin

January



February



March



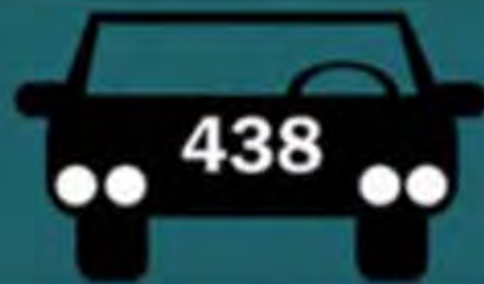
April



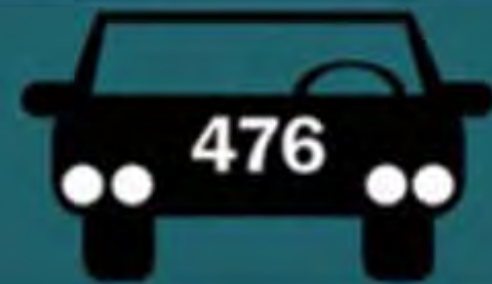
May



June



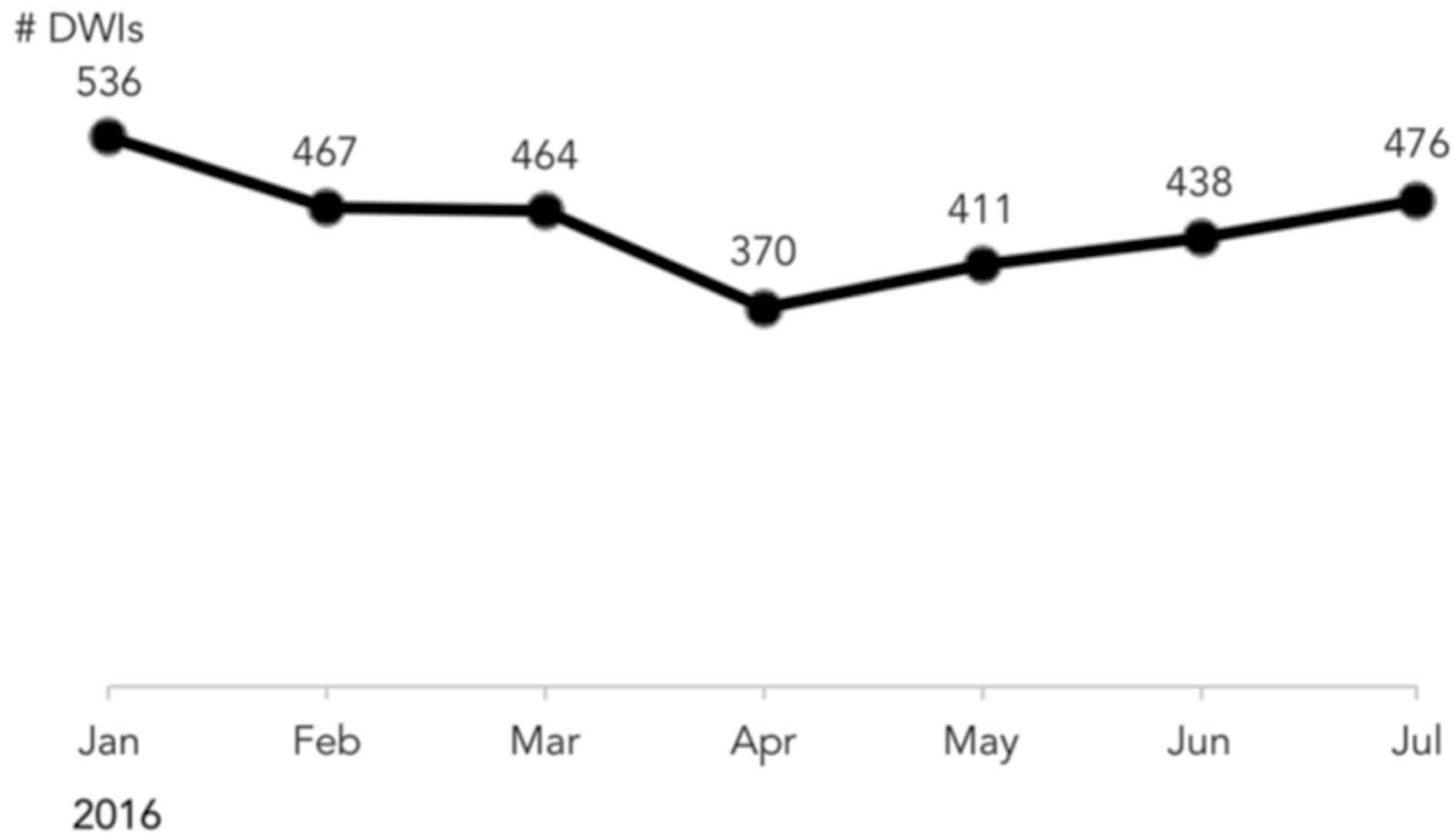
July



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

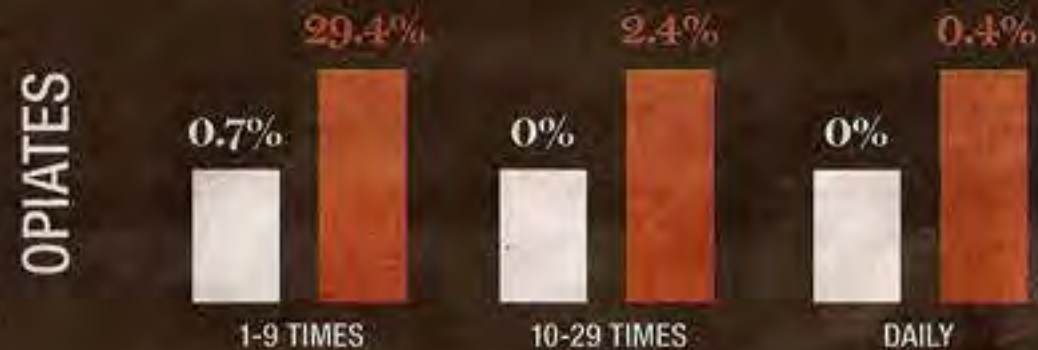
15

10

5

# BY THE NUMBERS

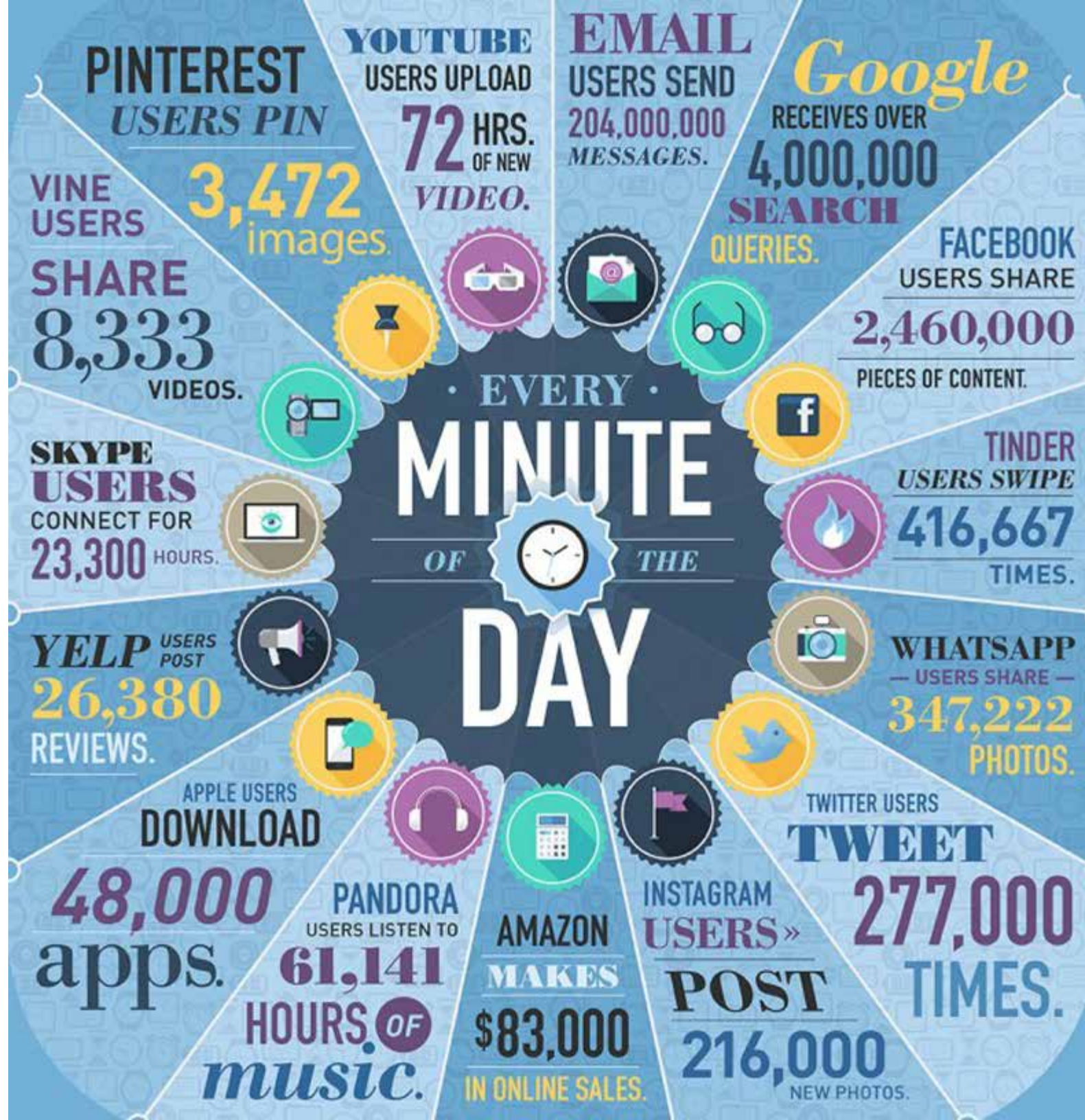
The National Collegiate Health Assessment was taken by 1,000 UCSB students in Spring 2009. Participants were asked how frequently they used substances over the past 30 days. Numbers in white reflect actual student use, while red numbers indicate perceived substance use. The average age of participants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



# 18. TOO MUCH DATA

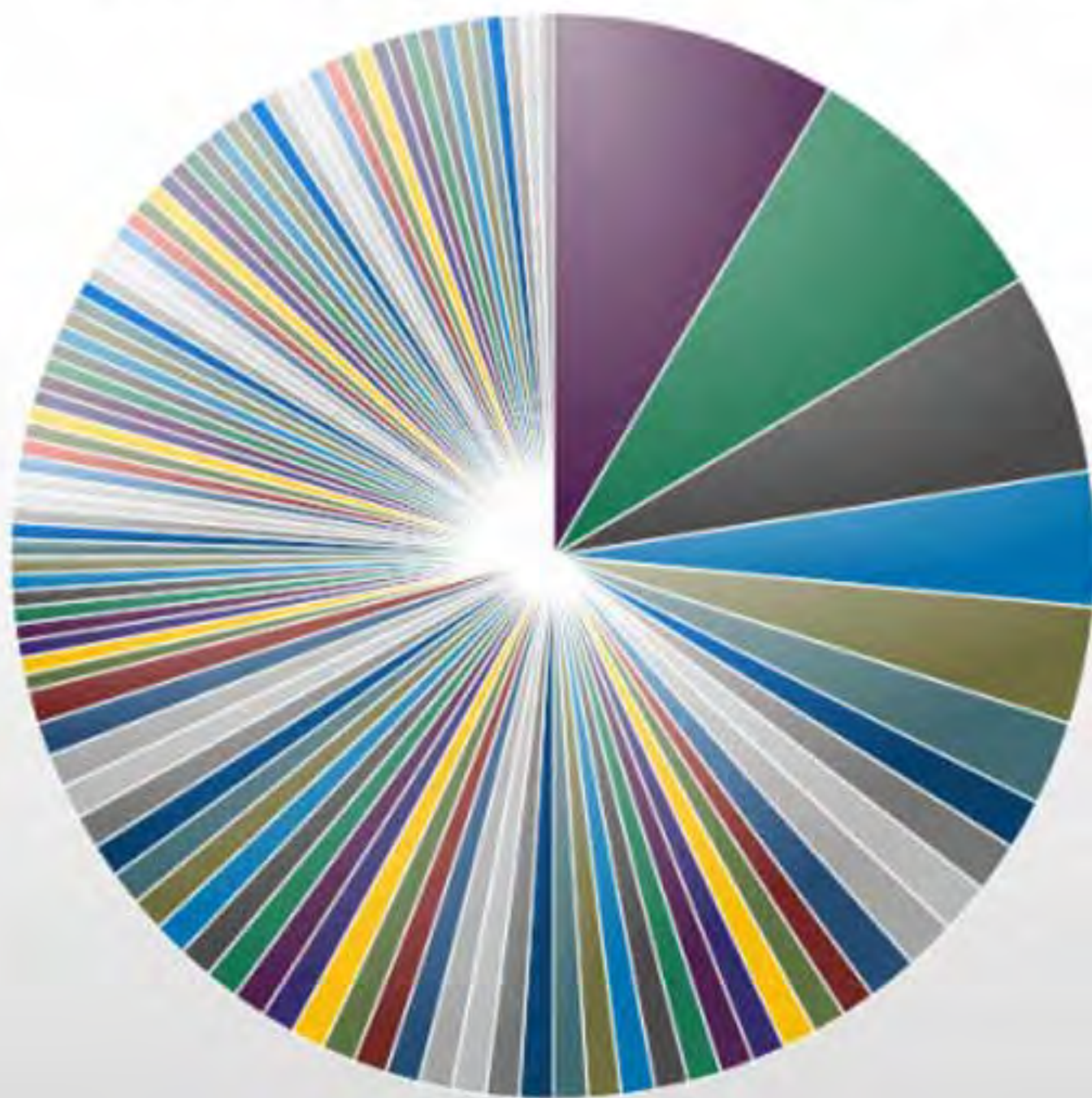








# 100 Most Active Tweeters

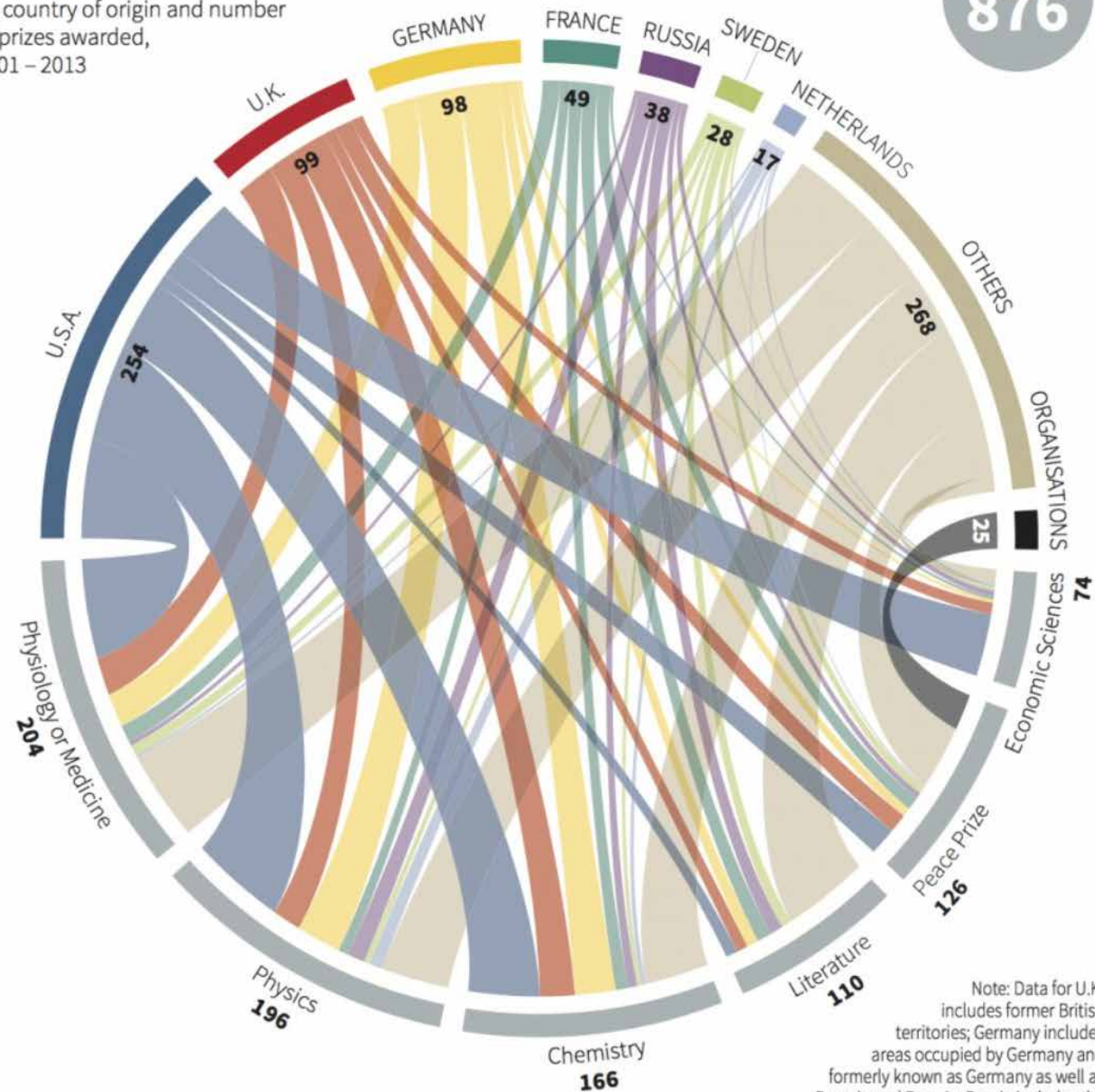


- download11
- suhd
- iggym
- paviles
- System
- silverfighter
- saurabhshah
- giographix
- DianaKhalil
- dotnetshoutout
- jeffsand
- LukCAD
- inkhead
- alexpuig
- phpcamp
- MSExpression
- hashajax
- marxwang
- del\_javascript
- james\_novak
- mmarkov
- katriendg
- engineerfinder
- ch9
- flashbrasil
- 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







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

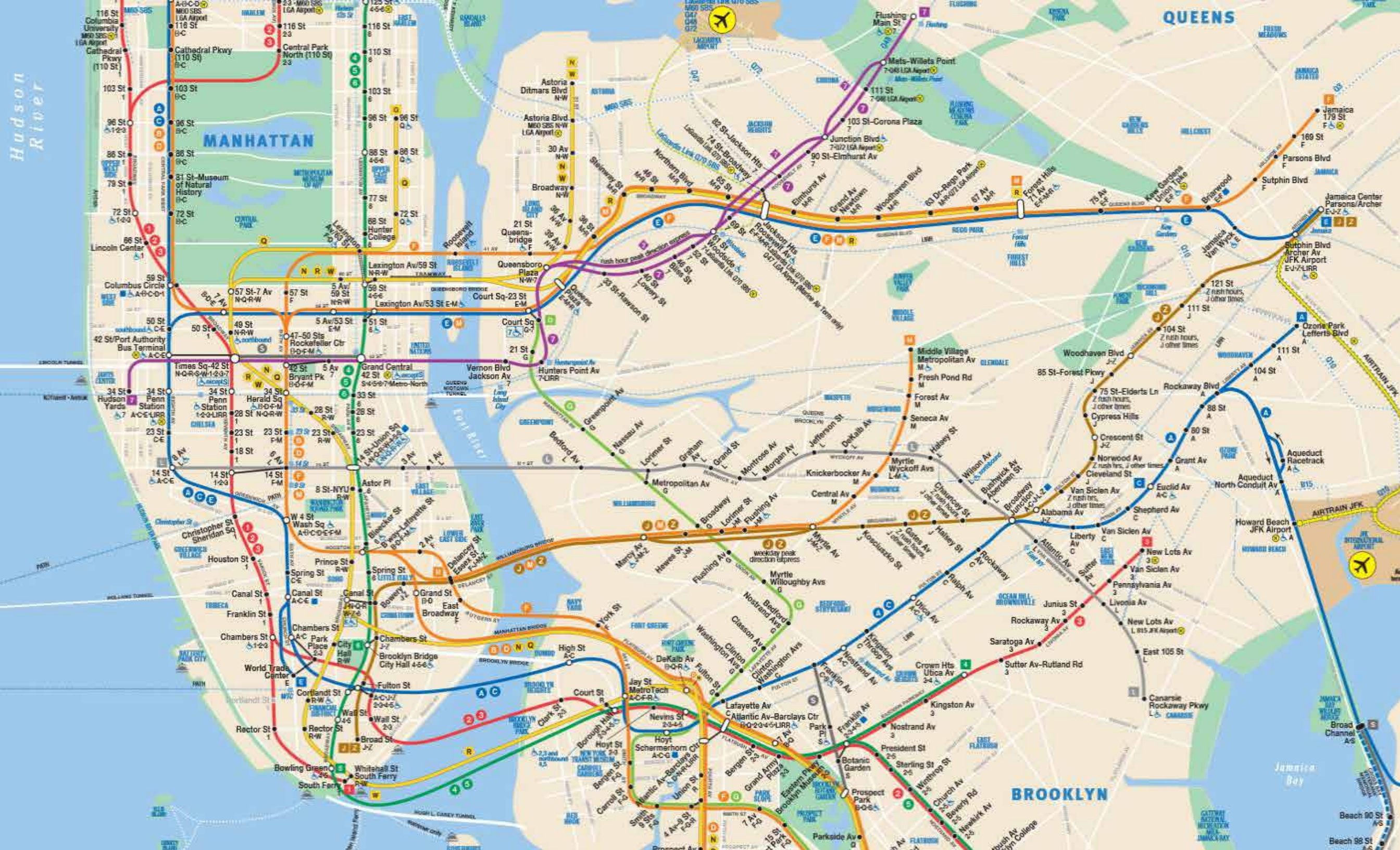
43,130 \$m

# 20. STUDY GOOD DESIGNS

TIM DEGNER











# THE 30 SECONDS SUMMARY



## THE 30 SECONDS SUMMARY

**1. KEEP IT SIMPLE**

**2. USE COLOR WISELY**

**3. COLLECT EXAMPLES**

## THE 30 SECONDS SUMMARY

**4. ONE QUESTION PER CHART**

**5. THREE'S**

**6. DELETE “CHARTJUNK”**



## THE 30 SECONDS SUMMARY

**7. TOO MANY CHARTS**

**8. DIFFERENT VIEWS**

**9. SUMMARY**

The background is a solid black field filled with various colorful confetti and streamers. The confetti consists of small, irregular shapes like triangles, squares, and circles in shades of blue, green, yellow, red, and purple. The streamers are long, wavy, ribbon-like shapes in similar colors, some appearing to flow across the frame. The overall effect is festive and celebratory.

**CONGRATS!**

# THANK YOU!



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@timdegner