





Diagram of the LATCH principle  
*Information Anxiety 2*, p.40  
Richard Saul Wurman

## Early Concepts

I began by creating lists.

Lists of people, places and things that seemed important to me.

Lists that might reveal something interesting about my life or about me as a person.

As I organized my thoughts, the data began to take form through application of Richard Saul Wurman's LATCH principles.

The more organization I applied to the information, the more potential narratives emerged.

# LATCH

	1981 - 1994	1994 - 1998	1998 - 2000	2001 - 2001	2001 - 2002	2002 - 2005
Studio Sketch	jeff howard kim arson joshua howitza gary long	jeff howard bonnie theling shelly fletcher brian walker rony miss	jeff howard tyler spalloway jeff swartz elizabeth manny amanda vite oliver bachman cindy walker debbie mckinnon	jeff howard jeff kern david rowett wes smith tony l tom rankin	jeff howard david rowett tom rankin	jeff howard vivan duseak cedmar ketove maria kochinskyk eric perunkin
Time + Category (conferences, classes)	david dartschi melissa stone et al + 76	et al + 15	et al + 5			2003 - jeff howard + all design gather

location + duration + hierarchy (chronological)	1 temple, tx 3 days	2 texas, mississippi kentucky illinois indiana georgia florida california colorado new mexico	locations (states) above a threshold of duration of visit of 1 day
2 belton, tx 3 years	3 mississippi	3 kentucky	
3 waynesville, mo 6 months	4 illinois	4 illinois	
4 dixon, mo 15 years	5 indiana	5 indiana	
5 springfield, mo 4 years	6 georgia	6 georgia	
6 kansas city, mo 2 1/2 years	7 florida	7 florida	
7 springfield, mo 2 years	8 california	8 california	
8 columbia, mo 1/2 year	9 colorado	9 colorado	
9 pittsburgh, pa 1 month	10 new mexico	10 new mexico	
	12 ohio	12 ohio	
	11 rhode island	11 rhode island	
	4 pittsburgh	4 pittsburgh	
	1 missouri	1 missouri	
	8 kansas	8 kansas	
	west virginia	west virginia	
	10 south carolina	10 south carolina	

magic  
Saxophone  
drawing  
reading  
internet programming  
juggling  
design  
film



Diagram of the US electoral college  
[http://people.uncw.edu/johnston/Electoral\\_College.pdf](http://people.uncw.edu/johnston/Electoral_College.pdf)  
W. Lee Johnston, Ph.D.

## 1st Pathway: Location vs Hierarchy

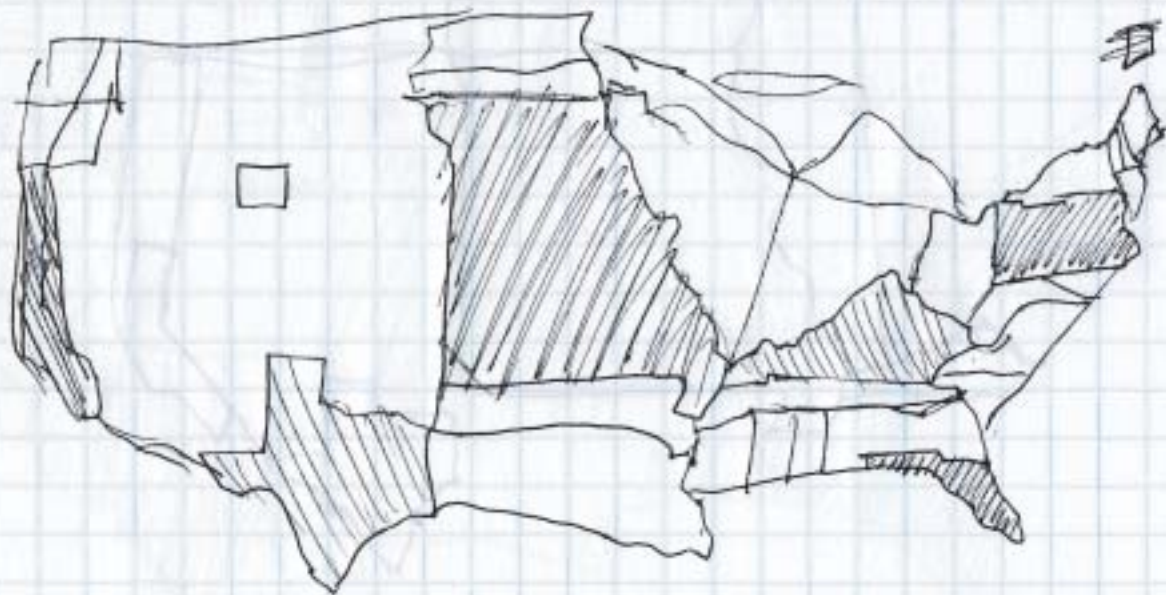
### **Exploration**

Initially, location seemed to show the most promise as a solution for my self portrait, since environment played a central role in my social development.

My first attempt involved mapping location against a combination of time and hierarchy.

Taking a cue from maps that represent the US Electoral College, I sketched the United States, modifying the area of the states according to their relative durations within my life.

This proved impractical, since 38 states had an area of zero, and several had a duration of only one day.





Age-adjusted rate of cancer by county  
*Atlas of Cancer Mortality for U.S. Counties*  
Thomas J. Mason, et.al.

## 2nd Pathway: Location vs Hierarchy

# Exploration

A less whimsical approach to the mapping of location vs hierarchy seemed to be necessary. I refined my data set to focus on individual counties within each state.

A more granular analysis might illuminate my movement within states, and allow for stories to develop around those moves.

This sketch, based on a similar design from *The Visual Display of Quantitative Information*, mapped the duration of my stays in these counties. It also began to map pathways between locations.

I ultimately rejected the location pathway as too data-thin to make a compelling narrative.





American divisions in France  
*The War with Germany* p.102  
Leonard P. Ayres

## 3rd Pathway: Category vs Time

# Exploration

My third approach endeavoured to map a list of all my classmates and co-workers against a timeline of my professional life.

The impetus for my design came from a chart in *The Visual Display of Quantitative Information* that built elegant data measures solely out of data.

The overwhelming amount of data available to me presented a welcome challenge.

I reasoned that the individualized interpretations inherent in such a large data set might create a compelling narrative.

I chose to develop this pathway for my self portrait.

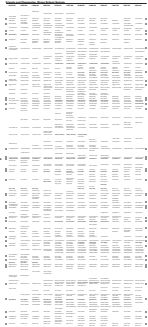






## Friends and Classmates, Dixon School System

1982-83	1983-84	1984-85	1985-86	1986-87	1987-88	1988-89	1989-90	1990-91	1991-92	1992-92	1993-94
		Michael Allen		Wendy Andrews	Wendy Andrews	Wendy Andrews					
Robert Abbott Robin Arnold Misty Bade Misty Bade David Bailey	Kristy Anderson										
James Barber	Robin Arnold Misty Bade David Bailey	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Robin Arnold Misty Bade	Misty Bade	Robin Arnold Misty Bade	Robin Arnold
Jamie Barnhart	James Barber Amanda Barnhart James Barber	James Barber Amanda Barnhart	James Barber Amanda Barnfield	James Barber Amanda Barnfield	James Barber	James Barber	James Barber	James Barber	James Barber	James Barber Amanda Barnfield	James Barber
Toni Beal	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Jamie Barnhart	Stephanie Baty Toni Beal	Stephanie Baty Toni Beal	Stephanie Baty Toni Beal
<b>Brandon Best</b>	Toni Beal	Toni Beal	Toni Beal	Toni Beal	Toni Beal	Toni Beal	Toni Beal	Toni Beal	Stephanie Baty Toni Beal	Stephanie Baty Toni Beal	Stephanie Baty Toni Beal
	<b>Brandon Best</b>	<i>Brandon Best</i>	Michael Bennett Brandon Best	Michael Bennett Brandon Best	Brandon Best Heidi Bergman	Brandon Best Heidi Bergman	Brandon Best	Brandon Best	Brandon Best	Brandon Best	Brandon Best
Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins	Shelly Bivins
	Mae Bolen	Mae Bolen	Mae Bolen	Mae Bolen			Mae Bolen	Mae Bolen		Mae Bolen	
Krissy Boston Sunshine Boucher Timothy Brandt	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher	Sunshine Boucher
				Angie Brewer	Rebecca Braddum Angela Brewer	Rebecca Braddum	Rebecca Braddum	Rebecca Braddum			Rebecca Braddum
Gregory Veasman	Gregory Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown	Greg Brown
Joshua Brownlee	Joshua Brownlee	Joshua Brownlee	Josh Brownlee	<b>Josh Brownlee</b>	<b>Josh Brownlee</b>	<b>Josh Brownlee</b>	<b>Josh Brownlee</b>	<b>Josh Brownlee</b>	<b>Josh Brownlee</b>	Terry Brown Josh Brownlee	Josh Brownlee
Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call	Penny Call
Kimberly Carson	Kimberly Carson	Kim Carson	Kimberly Carson Laura Caulk	Kim Carson Laura Caulk	Kim Carson Laura Caulk	<b>Kim Carson</b> Laura Caulk	<b>Kim Carson</b> Laura Caulk	<b>Kim Carson</b> Laura Caulk	<b>Kim Carson</b> Laura Caulk	Jessica Camp Jessica Camp	Jessica Camp Jessica Camp
Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin	Cheryl Chaffin
Michael Clark Stephanie Clark	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle	Heidi Chappelle
Stephanie Clark	Stephanie Clark	Stephanie Clark	Stephanie Clark	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark John Conant	Stephanie Clark
Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell	Peggy Connell
Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis	Brenda Davis
Jamie Davis	Jamie Davis	Jamie Davis	Jamie Davis	Jamie Davis	Patricia Dawson	Patricia Dawson	Patricia Dawson	Patricia Dawson	Patricia Dawson	Patricia Dawson	Patricia Dawson
Hilary Doyle Christopher Duncan	Hilary Doyle Chris Duncan	Hilary Doyle Chris Duncan	Hilary Doyle Chris Duncan	Hilary Doyle Chris Duncan	Hilary Doyle <b>Chris Duncan</b>	Hilary Doyle <b>Chris Duncan</b>	Hilary Doyle <b>Chris Duncan</b>	Hilary Doyle <b>Chris Duncan</b>	Hilary Doyle <b>Chris Duncan</b>	Hilary Doyle Chris Duncan	Hilary Doyle Chris Duncan
David Durtschi	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap	Teresa Duntlap
David Durtschi	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi Joey Ebeling	David Durtschi	David Durtschi	<b>David Durtschi</b>
Jimmy Ellis	James Ellis Kelly Emmett	Jimmy Ellis	Jimmy Ellis	Jimmy Ellis	Jimmy Ellis	Jimmy Ellis	Jimmy Ellis	Jimmy Ellis	Suzanne Eisele Jimmy Ellis	Suzanne Eisele Jimmy Ellis	Suzanne Eisele Jimmy Ellis



## Photographic Guideposts

# Design

As I mapped pathways within my data, I realized that names alone communicated an incomplete picture of my social environment.

Photos carried the potential to underscore the racial homogeneity that characterized my hometown, and to show a continuum in the form of an age progression.

I compiled photos from my school yearbooks and experimented with their presentation. The photos were only available in black and white. I adjusted contrast in order to maintain legibility at sizes below an eighth of an inch—a concession to the size of my poster.





## Building Context **Design**

While the organization of the chart and the implied groupings made sense to me, I realized that the rationale for the friendships couldn't be readily comprehended by those who were not a part of the original environment.

To allow the relationships to read as something other than popularity, context was needed.

To promote this understanding, I plotted the data in parallel to the framework of an activity timeline.

I also realized that an audience of disparate ages might find grade-level to be an easier point of entry for the information, rather than apparently arbitrary years.





Year	Age	Gender	Marital Status	Occupation	Education	Income	Religion	Politics	Health	Smoking	Drinking	Exercise	Travel	Reading	TV	Music	Art	Other
1980	20	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1981	21	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1982	22	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1983	23	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1984	24	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1985	25	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1986	26	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1987	27	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1988	28	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1989	29	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1990	30	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1991	31	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1992	32	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1993	33	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1994	34	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1995	35	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1996	36	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1997	37	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1998	38	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
1999	39	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2000	40	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2001	41	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2002	42	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2003	43	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2004	44	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2005	45	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2006	46	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2007	47	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2008	48	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2009	49	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2010	50	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2011	51	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2012	52	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2013	53	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2014	54	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2015	55	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2016	56	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2017	57	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2018	58	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2019	59	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None
2020	60	Male	Single	Student	High School	\$10,000	Catholic	Democrat	Good	None	None	None	None	None	None	None	None	None



## Scale as a Design Attribute

# Presentation

For the final presentation of my self portrait, I chose an oversize black and white print. The scale of the poster was calculated to fully encompass the viewer's field of vision when approached closely enough to read.

The effect is to immerse the viewer in the data. This size also accommodates macro- and micro-readings of the poster. From a distance, general patterns emerge. Upon closer inspection, the viewer discovers pleasant quirks of the data such as the development and stabilization of nicknames.





Crystal Hildebrand

Crystal Hildebrand

Crystal Hildebrand

Jeanette Hillyard



Courtney Hopson

Courtney Hopson

Courtney Hopson



**Jeffery Howard**

**Jeffery Howard**

**Jeff Howard**

Randy Howe

Randy Howe

Randy Howe

Stacie Jakul

Carrie Johnson

Carrie Johnson

Carrie Johnson



Jason King

Jason King

Jason King



David Kirk

David Kirk

David Kirk