Name	**Experiential Data Lab**	Classroom ☒

Studio or workshop ☐
External venue ☐
Online ☐

Codes	*B-KH-201-DI-202401-10, M-KH-201-DI-202401-10, M-KH-E-201-DI-202401-10*

Host	**Design Institute**

Basic info	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
	Course Week	**-**	**40**		**Elective**	**Autumn**	

Recommendation

Apply to this course if you are interested in exploring data through digitigal, physical or hybrid environments. The environment you will work with will be your choice! You will have the opportunity to work with renowned international interaction design and data visualization experts.

Course is open to all students.

Recommeded for the students of: Product Design BA, Object Design BA, Media Design BA, Animation BA, Interaction Design MA, Media Design MA, Animation MA, Designer Maker MA, Design MA – students from these programmes will be prioritised in case of oversubscription.

Short Description

Students will use data as the main medium for exploration in this one-week workshop. They will learn to transform raw information into digital or physical experiences as they will be challenged to think beyond charts and graphs and create experiences that audiences can explore. More specifically, throughout the week, students will engage with the topic through hands-on learning and collaborate to create their own experiential data visualization or physicalization projects that will be presented at the conclusion of the workshop.

Key questions this course week will address:

- How do we relate to the data we collect and curate?
- How can storytelling focus and guide the creation of a visualization?
- How can data be presented to create an engaging experience?

Teachers

Name	Contact information	Short bio	Open hours
Christian Marc Schimdt	christian@schemadesign.com	Schema Design	N/A
Kenton Powell	kenton.powell@schemadesign.com	Schema Design	N/A
Minkó Mihály	minko.mihaly@mome.hu	Data Storytelling Hub	N/A
Mary Karyda	Karyda@mome.hu	Data Storytelling Hub	N/A

Semester schedule

Course scheduling	Weekly class appointments
Morning Session: 9:00–12.30	

Lunch Break:	12:30–1:30	
Afternoon Session: 1:30–5:00		

#	Date	Weekly educational content

1	14/10	**Introducing Experiential Data**
		
		Morning Session: Course introduction
		• Introduction to the workshop, (1.5 hours)
		• Break
		• Lecture: Experiential Data Visualization, (1 hour)
		Approaches
		Data
		Forms
		
		Afternoong Session: Data Collection and Processing Foundations
		• Workshop: Data Collection and Processing, (1.5 hours)
		    ○ Not just data from official sources, quantified self movement, photo visualization, data diaries
		    ○ Humanizing data
		    ○ Data types
		    ○ Simple data collection using Google Sheets
		    ○ Objectives
		    ○ Introduce and explore experiential data visualizations
		    ○ Inspire with a wide-ranging presentation
		    ○ Discuss data and data collection
		    ○ Strategies for working with data

2	15/10	**Day 2: Visualizing data**
		
		Tuesday morning: Visualizing data
		
		• **Presentation: Visualizing Data, (1.5 hours)**
		• Thinking fundamentally about binding data to attributes
		• Start with no computer examples (e.g. data sculpture)
		• Spatial
		• Temporal
		• Sonification
		• **Workshop: Physicalizing Data, (1.5 hours)**
		
		Tuesday afternoon: Project introduction
		
		• **Discussion: Project Introduction, (1 hour)**
		    • Introduce topic choices and rubric for the group project [**Worksheet**]
		       ▪ What is an area of focus that you feel strongly about?
		       ▪ What would you like the audience of your work to experience? Wonder? Dread? Surprise? Excitement?
		       ▪ What data could help you tell this story?
		       ▪ What forms could help this experience be impactful and memorable?
		    • Focus on visualizing data using non-traditional approaches
		• **Group working session and presentation of idea**
		    • Break into groups
		    • Discuss and work through their projects
		    • Cross-present topic idea and data collection
		
		Objectives
		
		• Cover approaches for visualizing data

		• Create teams and begin group project
3	16/10	**Day 3: Working Session: Collecting and Sketching Data** **Wednesday morning: Group project: collecting data** • **Data collection** **Wednesday afternoon: Group project: sketching visualizations** • **Visualization sketches** • Group working session with focus on collecting data and sketching on the group project

4	17/10	**Day 4: Working Session: Adding Context and Layers**
		
		Thursday morning
		
		• **Group critique, (1.5 hours)**
		    • What's working?
		    • What's not working?
		    • How could this work be more engaging?
		• **Workshop: AI-powered Data Visualization, (1.5 hours)**
		    • Part demo, part working session, we'll explore how LLMs can help us process and even create data
		
		Thursday afternoon, 3.5 hours
		
		• **Group working session**
		
		Objectives
		
		• Advancing group project and giving and incorporating feedback

5	18/10	**Day 5: Exploring New Frontiers** **Friday morning** • Demo: Spatial Data on the Apple Vision Pro, (1.5 hour) • Apple Vision Pro • Group working sessions, (1.5 hours) **Friday afternoon** • Presentations and final critique, (2.5 hours) • Wine and cheese reception, (1 hour) **Objectives** • Introduce emerging technologies including the Apple Vision Pro • Share projects and conclude the projects

	Assignments	Evaluation criteria	Deadline	% in evaluation
Requirements and evaluation	Design Concept	Ability to demonstrate the thinking process behind the final concept	End of course	30
	Experiential Data Mock up	Successful demonstration of main Interaction indented	End of course	30
	Final Presentations	Ability to present design process and outcome in a coherent way	End of course	40

Compulsory readings -

Recommended readings -

Learnings

Knowledge	Understanding Experiential Data Visualization Concepts
Skills	• Data Collection and Processing • Creative Visualization Design • Collaborative Project Development • Present data stories clearly and confidently to an audience.
Attitude	Curiosity and Open-Mindedness
Responsibility	Contribute actively within group projects

Exemption

☒ Exemption from attending and completing the course cannot be granted
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be substituted with other activities,
☐ A full exemption can be granted

Curriculum connections

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
No prerequisites	yes	Ability to code is an advantage but not necessary