

Exercise 3: 2 look and feels for 1 map

Read and study Tufte and McCandless texts, and also watch McCandless' TED Talk (all found on class site). Each explicitly discusses their design approaches, goals, and techniques. Read/listen and extract these for your own purposes.

For next week, choose one of your iA maps and then design two, *annotated* information architectural maps based on Tufte and McCandless. Draw one map in the style of Tufte and one in the style of McCandless, and then annotate (likely by labeling) the map to explain where and how you practice their design strategies. Use whatever tool or medium you feel most comfortable with and bring in your redesigned maps next week.