



Noticing

Instructor: Rob Faludi
Class 1

Plan for Today

- Introduction of Class
- Noticing
- Class introductions
- Mapping Exercise
- Syllabus Review
- Schemas, Scripts & Strategies
- Mapping Redux
- Readings & Assignments



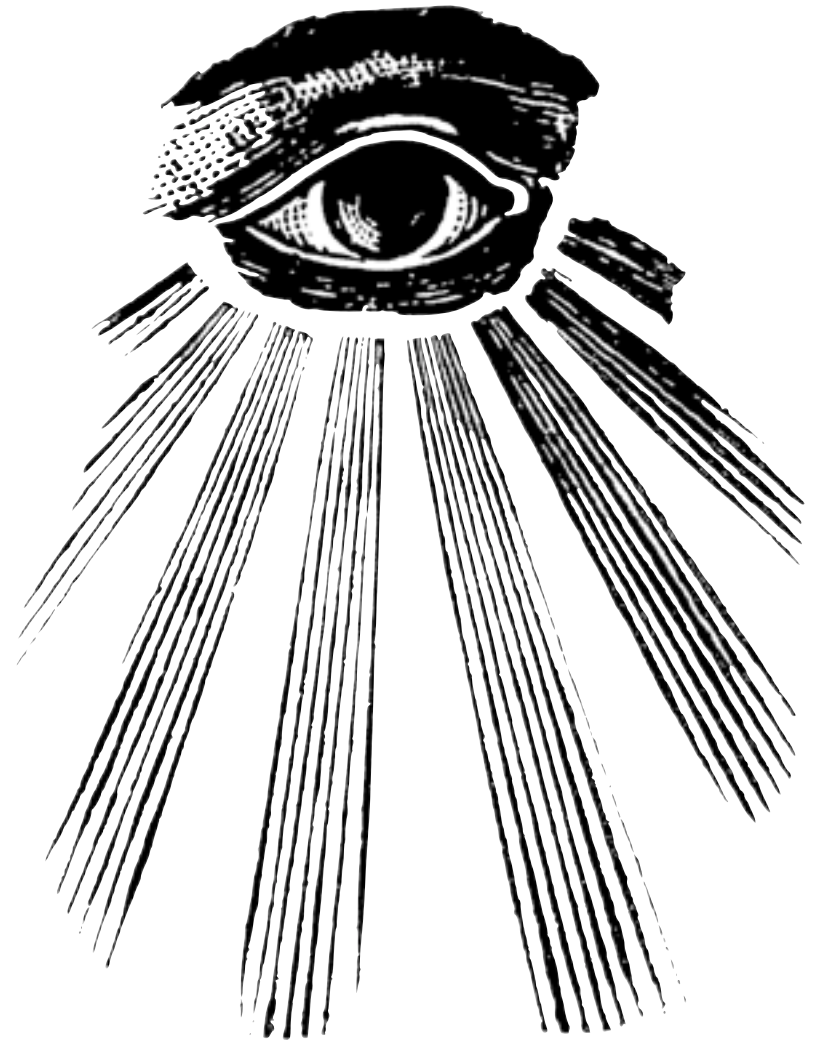
Introduction

- Noticing
 - Attention
 - Observation
 - Insight & Inspiration
- Rob Faludi
 - Background
 - Motivations for this class



Why Observation

- learning how to see deeply
- opening to new experiences
- inspiring new ideas
- imbuing your work with richness
- noticing things is intrinsically satisfying



Notice 10 Things

- From right where you are, take 5 minutes, notice 10 new things
- write them down in a list



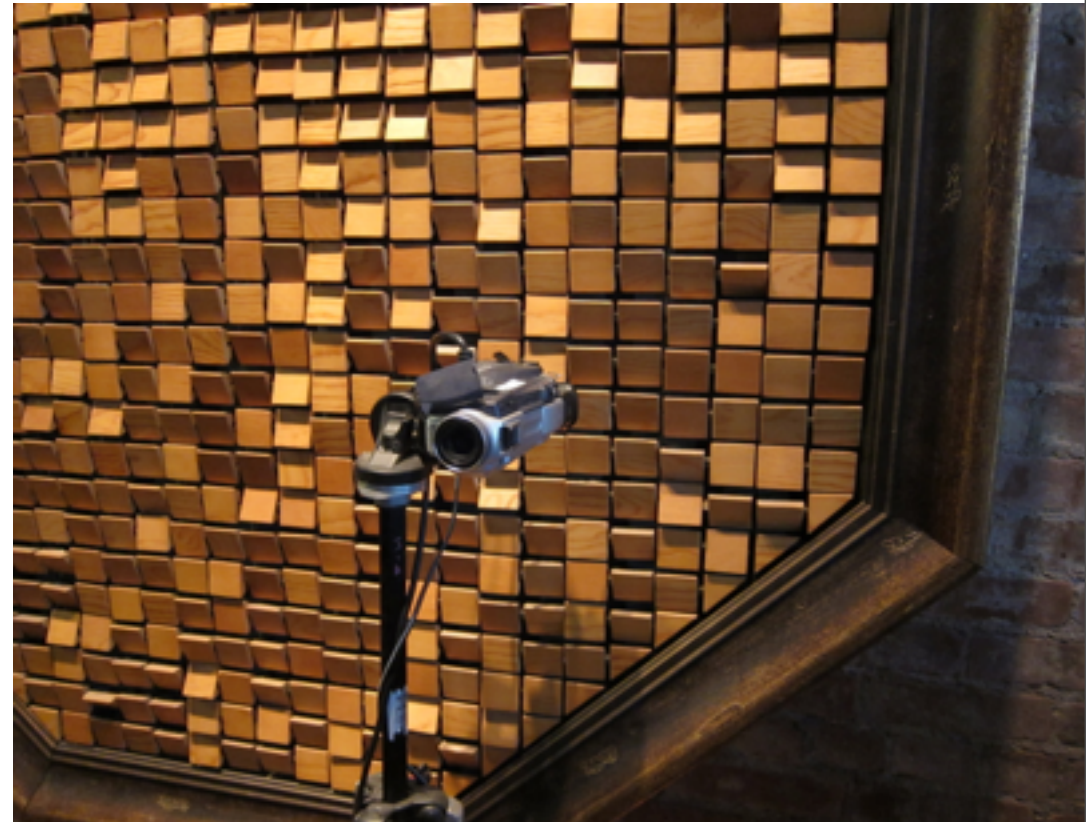
Introductions

- Name, first or second-year
- Any special interest at ITP
- Your 10 things
- How you ended up in this class, what brings you here....



Mapping Exercise One

- Take ten minutes and sketch a map of the ITP floor from memory
 - don't worry about your drawing skills,
 - just map out the floor as it appears in your mind
- You'll present your map to us briefly



Syllabus Review

- Syllabus review
 - Class schedule
 - Assignments
 - Documentation
 - Grading
 - Office Hours
 - Parts



Class Schedule



Schemas



Seeing with Data



Seeing by Drawing



A Venue



Listening to People (Focus Groups)



Watching People (Ethnography)



Final Proposals

A large, vibrant, and abstract mural covers the upper two-thirds of the image. It features a dense collection of colorful shapes, including splatters, brushstrokes, and recognizable forms like a blue ladder, a green bird, a pink fish, and a blue figure. The colors are bright and saturated, creating a chaotic yet harmonious visual field. Below the mural, three people are seen from behind, standing on a plain white surface. They are wearing long, hooded robes in muted colors: light blue, dusty rose, and sage green. Each person is holding the hem of their robe up to their face, completely obscuring it. Their arms are raised, and their hands are visible at the top of the hoods. The overall composition suggests a collective experience or a shared journey towards a complex, multi-layered truth or vision.

A shared exploration

- As a member of this class you are also a collaborator
- As adults, you've all had important and unique experiences
 - have an idea for an exercise?
 - reading to share with the class?
 - anything we should all try?
 - share what you know



Schemas

- *“In psychology and cognitive science, a schema (plural schemata or schemas), describes an organized pattern of thought or behavior.*
- *“It can also be described as a mental structure of pre-conceived ideas, a framework representing some aspect of the world, or a system of organizing and perceiving new information.*
- *“Schemata influence attention and the absorption of new knowledge: people are more likely to notice things that fit into their schema, while re-interpreting contradictions to the schema as exceptions or distorting them to fit.*
- *“Schemata have a tendency to remain unchanged, even in the face of contradictory information”*
 - *Wikipedia (rules)*

Schemas are Awesome

- screen out irrelevant information
- avoid effortful processing
- organize ideas
- save energy
- protect us for what's important



Schemas Suck

- prevent uptake of new information
- lock us into a thinking mode
- hide relevance
- hide opportunity
- thinking “inside the box”



Scripts

- Similar to schemas
- Temporal in nature: tend to be sequences of behaviors
- Restaurant script, wakeup script, dating script
- Notable when something violates our script, that can be when learning occurs
- However scripts can block details that are significant for design
- Customers often seat themselves, change sides of table, are infants, leave during the meal, move to other tables, even stand through the meal.

How to Discover Something New?

- Let's make a list...



How to Notice Something New

- Wanting to see is the first step. Make a point of it
- *sit and listen.* Become aware of all sounds, five minutes minimum.
- *know yourself.* Spend a day writing down what you are doing every 15 minutes
- *know others.* What are people doing? What aren't they doing? What's their non-dominant hand doing?
- *be present!* No FB, video game, phone or headphones. Look and participate.
- *slow down.* Drive instead of fly. Train instead of drive. Bus, bike or walk.
- *attend to the obvious.* People go to restaurants to eat. They sit where the chairs are. Why is this so? Is this always so?



Noticing Strategies

- travel, motion, taking opportunities
- randomize, chaos will change your perspective
- change mediums
- sleep someplace new
- try inverting it
- become aware of how an object come to be here and where will it end up
- pick something, what is behind, over, below and to the left and right?
- persist until you see something new (minimalism)



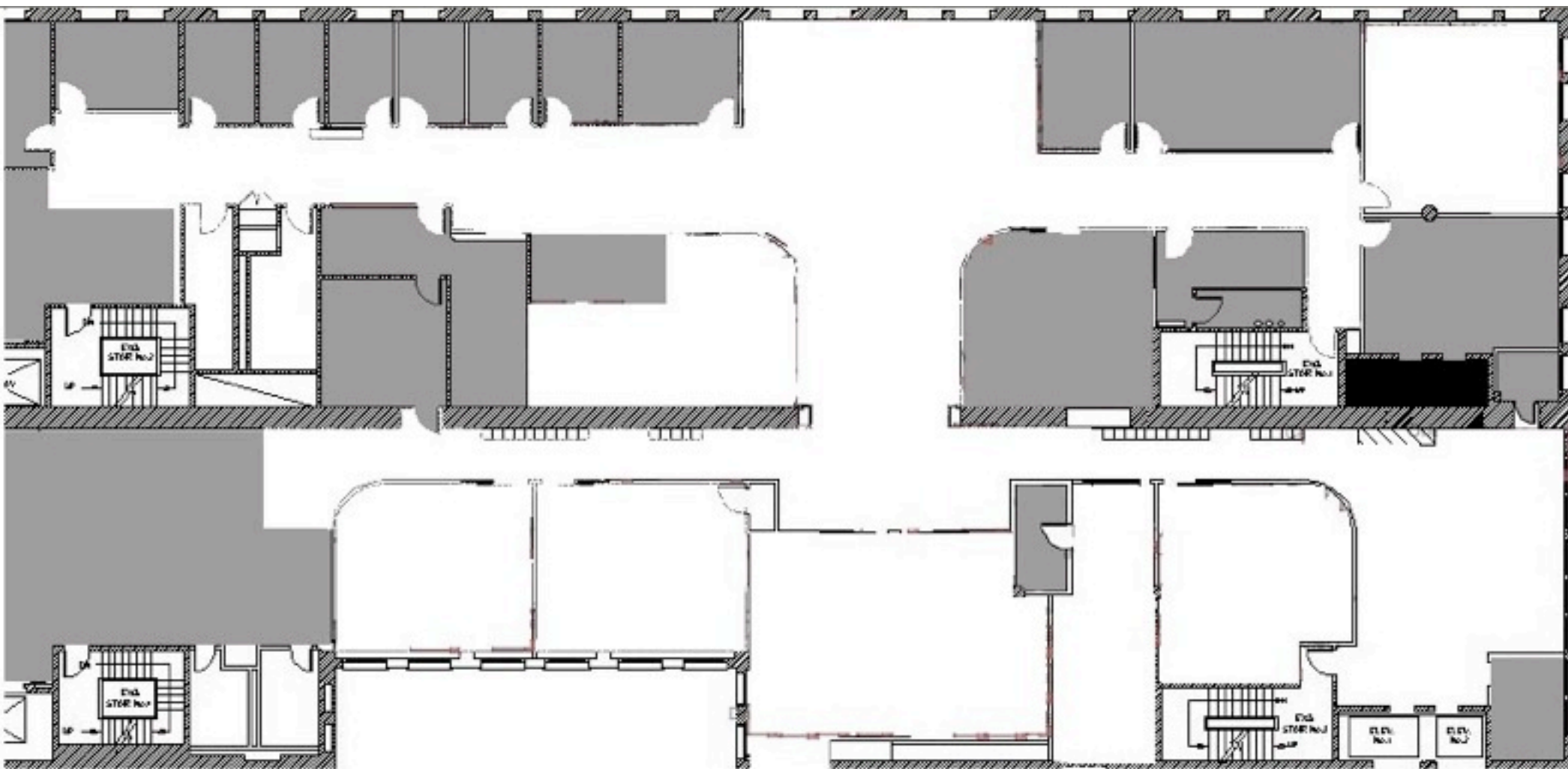
Understanding More

- investigate related fields
- combine knowledge from different disciplines
- -why is something located where it is? Cities? Sewer covers? Levers in a mechanism? Plants in a field? People in a park.
- talking out loud or asking others to do so is a good way to observe thought processes
- come back at different times of day, seasons
- find people with different situations, ages, motivations
- what *isn't* happening? what's *not* present? why?

Exercise Two: Map the Floor from Sight

- Take ten minutes and sketch a map of the ITP floor by walking it
 - don't worry about your drawing skills,
 - map out the floor as it actually is
 - make a list of things that were wrong on your first map
 - make a list of anything new you observed, that you'd never seen before
- You'll present your map to us briefly





Control Group

- Products, Spaces, Businesses



Control Group: Walker Digital Elite Baccarat



Control Group: OTG, Delta

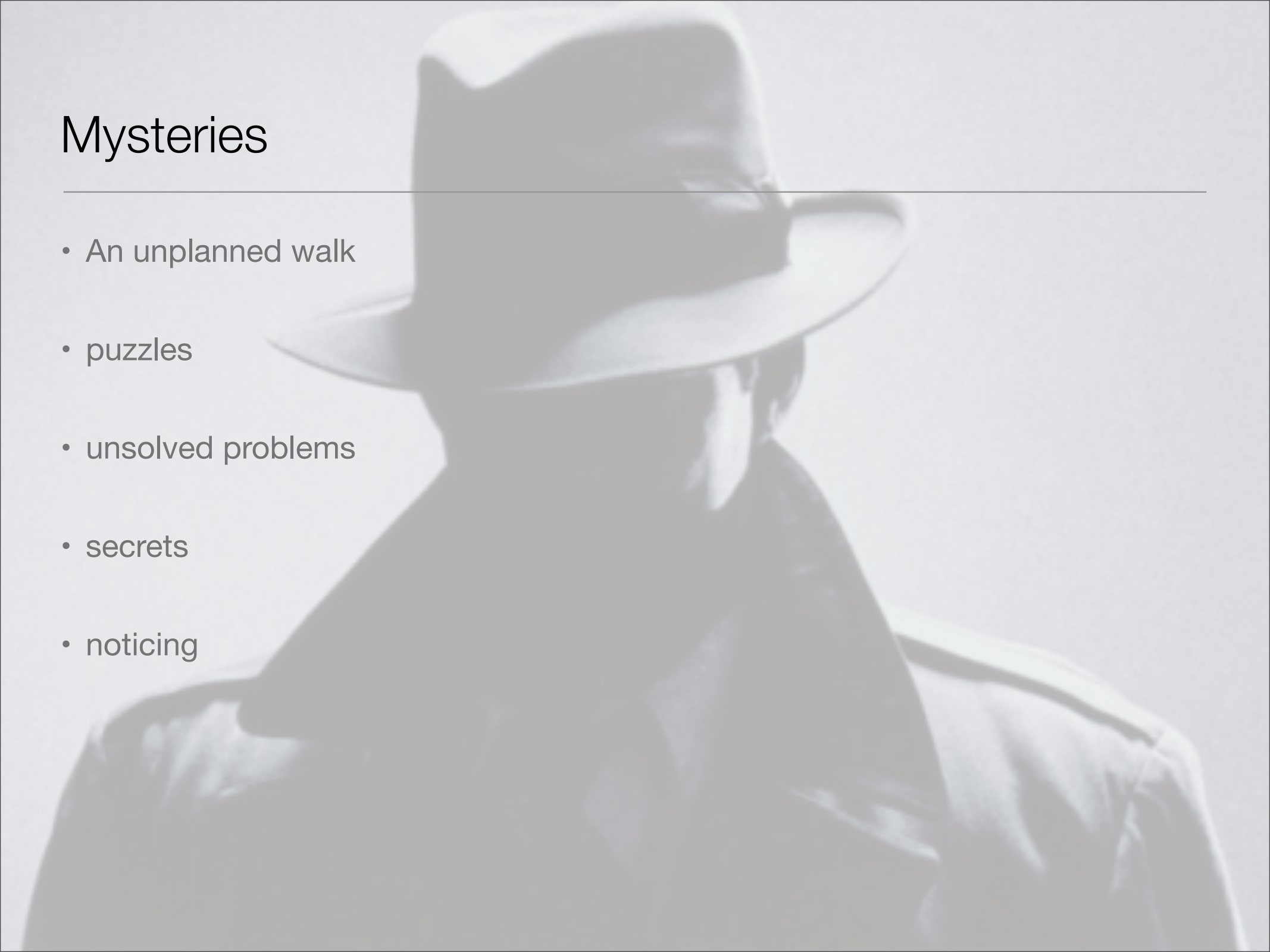


Control Group: Daily Show & Colbert Report



Mysteries

- An unplanned walk
- puzzles
- unsolved problems
- secrets
- noticing



Readings and Assignments

- Readings
 - Calvino
 - Raskin
 - Kazan
- Assignment
 - Documenting Mysteries
 - Buy Supplies:
 - tally counter, eraser, pencils

