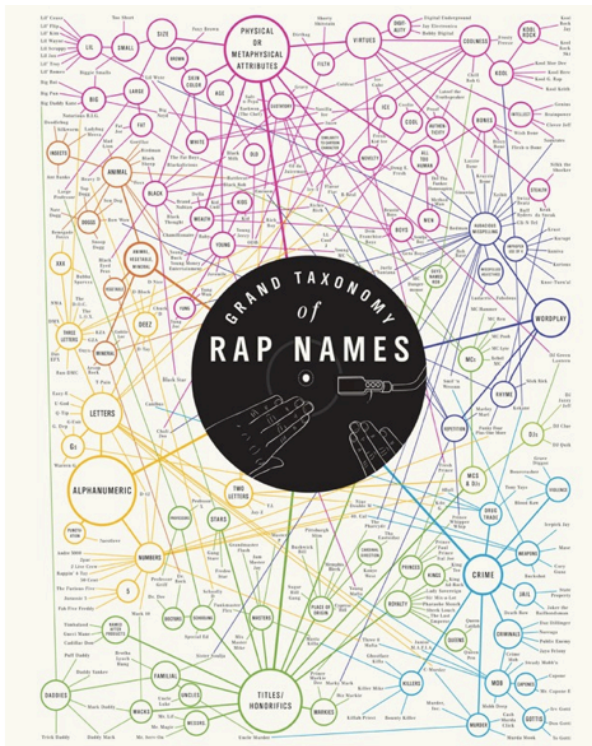




Designing Media That Matters

by Amrita Thakur, Product Manager

Long before Facebook and O'Reilly trademarked the Web 2.0 term, people were using both digital and physical artifacts to create shared meaning and enable collaboration. "Social media" has existed for decades, but never before at this scale and with this ubiquity. What can we learn from the past to help us design better media solutions in the future?



Over the next 2 weeks, you will dig into the history of social media and create a compelling information visualization that illuminates a pattern or anomaly that you uncover and feel matters. The visualization should be both immediately enticing and ultimately insightful. Hook us with the visual design then give us something to discuss.

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