

**The Current Project:**

Connecting college students to the world through  
increased engagement with international news.

Scott Ichikawa

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A thesis submitted in partial fulfillment  
of the requirements for the degree of

Master of Design

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University of Washington

2015

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Committee:

Kristine Matthews

Tad Hirsch

Tom Hobbs

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Program Authorized to

Offer Degree:

School of Art,

Interaction Design



University of Washington

Abstract

**The Current Project:**

Connecting college students to the world through increased engagement with international news.

Chair of the Supervisory Committee:

Kristine Matthews

Associate Professor, Visual Communication Design,  
Division of Design

The rituals created around traditional news outlets, such as newspapers and broadcast are no longer relevant to American college students. Today, students find themselves snacking on the news when it is convenient to their busy lifestyles and bumping into news on social media rather than actively staying informed. The goal of The Current Project is to create new media consumption habits amongst U.S. college students to help them better connect with events happening around the world. I intend to do this by answering the following questions: What are the barriers to student engagement with international news and what opportunities exist to increase and maintain their news consumption? Through The Current Project, I aim to devise a variety of design explorations that act as a family of projects tailored to suit student's varied needs.

### Retreating Soldiers Bring Echoes of War's Chaos to a Ukrainian Town



They Talked Killing And Incompetence  
A town in Ukraine is a chaotic mess of fear.



### Ukraine and Separatists Swap Prisoners as Peace Talks Falter

Prisoners of war are swapped between Ukraine and separatist forces as peace negotiations stall.

### Celebrating the Legacy Of a Chinese Explorer



### 2015 - A Thrilling Year Mark Our World and Your Lives



THIS MAKES ME FEEL... AT LEAST THEY'RE TALKING.



### Ukraine to Pull Back From Edge of Sept

Ukraine is expected to pull back from the edge of the Sept region as tensions ease.

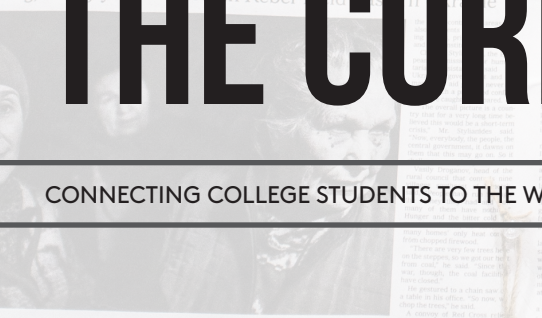
### British Planes Intercept Russian Bombers

British fighter jets intercepted Russian bombers over the Black Sea.

### Ukraine and Separatists Swap Prisoners as Peace Talks Falter

Prisoners of war are swapped between Ukraine and separatist forces as peace negotiations stall.

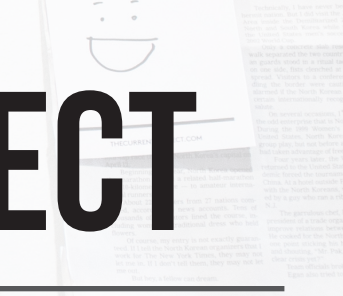
### Many Are Shivering, Many Are Fighting in Rebel



### Ukraine and Separatists Swap Prisoners as Peace Talks Falter

Prisoners of war are swapped between Ukraine and separatist forces as peace negotiations stall.

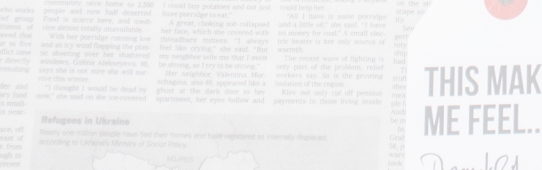
### Yang Race



# THE CURRENT PROJECT

CONNECTING COLLEGE STUDENTS TO THE WORLD THROUGH INCREASED ENGAGEMENT WITH INTERNATIONAL NEWS.

### Neighbors in Donetsk gathered Tuesday in the basement shelter where they have been living for days in Donetsk



Neighbors in Donetsk gathered Tuesday in the basement shelter where they have been living for days in Donetsk.

### Ukraine and Separatists Swap Prisoners as Peace Talks Falter

Prisoners of war are swapped between Ukraine and separatist forces as peace negotiations stall.

### U.S. Textbook Skews History, Prime Minister Of Japan Says



U.S. Textbook Skews History, Prime Minister Of Japan Says

THIS MAKES ME FEEL... Dankful & bot denistatell

### Ukraine TV Insider Describes a Modern Propaganda Machine

Ukraine TV Insider Describes a Modern Propaganda Machine

### West Is Renewing Its Drive to End the Fighting in Ukraine

West Is Renewing Its Drive to End the Fighting in Ukraine

### 10 Years After the Sea Lashed Out

10 Years After the Sea Lashed Out



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A globe is shown at the bottom of the page, with a white string tied around it in a loose, looping pattern. The globe is partially visible, showing the continents of Africa and Europe. The background is dark, and the string is a light, off-white color. The text is centered on the page, with a vertical white line running through the middle of the text area.

# INTRODUCTION

Forward

About Scott Ichikawa

Thesis Committee

Schedule

## FORWARD

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This project began as a curiosity into understanding the changing relationship that we have with the news. As I have aged my personal relationship with the news has changed, but some of the base rituals that I had learned from my parents and my time at college still remained. I still get the newspaper and often watch the news on television. I chose to work with U.S. college students because they are in a transition time within their lives. They find themselves suddenly on their own learning how to create their own rituals and habits around their news consumption.

News consumption has been going through a rapid change as new technology advances and the amount of news sources grow. My first impression was to imagine a better more connected world with all of the worlds news at our fingertips. Since I started research this past fall, the initial curiosity led to

a new level of shock and dismay as I heard first hand accounts of students withdrawal from interacting with the news. Understanding the what was happening in the world has become a burden to some students as they attempt to juggle their school work, social groups and their personal lives.

I also see news as big data on a human level. There is too much information to manage and understand, and we often find ourselves unsure of how to deal with it. This projects goal is to help students increase their engagement with international news so that they may be more aware of what is happening in the world. My hope is that by helping student's increase their engagement with the news they will be influenced and inspired to take on bigger issues and problems that address the world outside of their personal bubble.

*“As I have aged my personal relationship with the news has changed, but some of the base rituals that I had learned from my parents and my time at college still remained.”*

## ABOUT SCOTT ICHIKAWA

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Scott Ichikawa is an Interaction Designer with over 13 years of experience in the field of design. He was previously a partner/design director at LitFuse Design and more recently worked at Teague in their Seattle design studio. He is currently a candidate for the Master of Design degree at the University of Washington.



## THESIS COMMITTEE

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### KRISTINE MATTHEWS

Thesis Committee Chair

University of Washington, Associate Professor, Visual Communication Design, Division of Design. Owner and Principal at Studio Matthews. Social Design, Exhibition Design, Sustainable Design, Ideation, Inspiration.



### TOM HOBBS

Thesis Committee Member

Product Design Manager at Facebook. Formerly Creative Director at Teague's Seattle Design Studio. Experience design, interaction design, storytelling, strategy, prototyping, professional perspective.



### TAD HIRSCH

Thesis Committee Member

University of Washington, Assistant Professor, Director, Public Practice Studio, Graduate Studies Coordinator School of Art, Division of Design. Interaction Design, Concept Framing, Research and Ideation

# SCHEDULE FALL '14 – SPRING '15

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Thesis Presentation  
Final Thesis Documentation  
Graduation

Design Revisions & Build  
Compile & Print Documentation

A person wearing a pink shirt and a blue wristband is sitting at a desk. They are holding a small blue sticky note with their hands. The desk is covered with various items, including a laptop, several sheets of paper, and many colorful sticky notes (blue, yellow, orange). The background is slightly blurred, showing a dark wall and a window. A vertical line runs down the center of the page, passing through the text.

# PROBLEM & RESEARCH

Defining the Problem

Secondary Research

Primary Research

Conclusions

## PROBLEM SPACE

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U.S. college students are not motivated to interact with international news, resulting in limits to their world views.

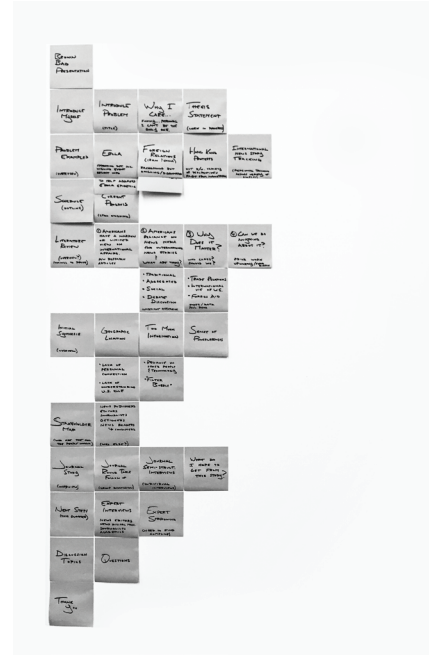
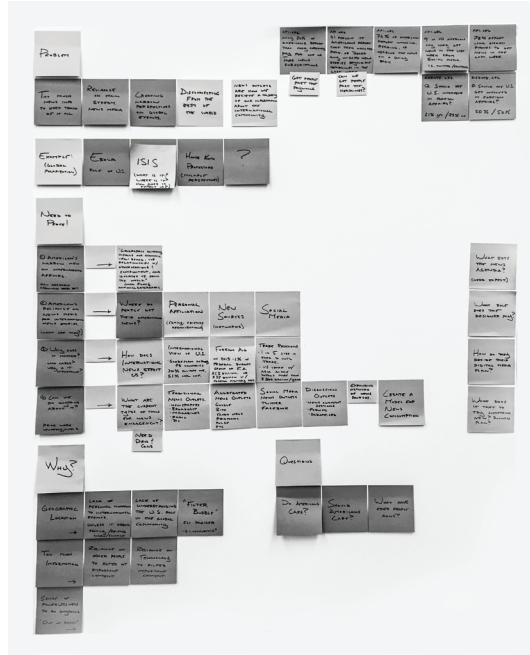


*"I don't read news. I realized that I just don't. It just doesn't happen. Sorry..."*

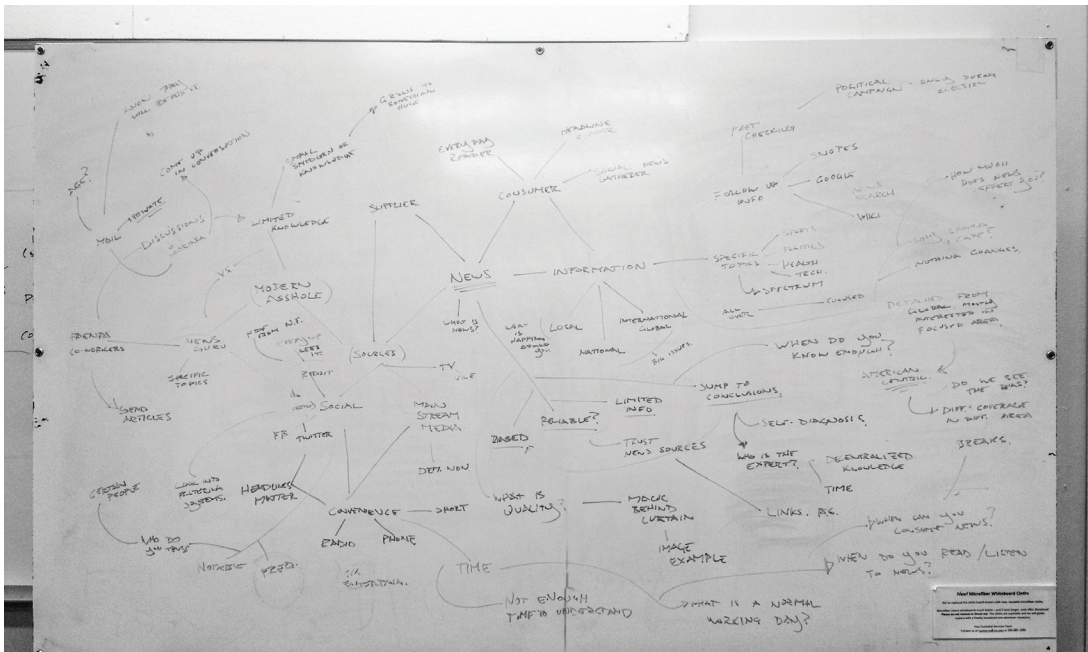
Undergraduate Student at the University of Washington, Fall '14

# WHITE BOARD & POST-IT NOT SESSIONS

This project began as a curiosity into understanding the changing relationship that we have with the news. As I have aged my personal relationship with the news has changed, but some of the base rituals that I had learned from my parents and my time at college still remained.



*“As I have aged my personal relationship with the news has changed, but some.”*



One of my first steps in trying to understand our relationship with news was to build a mind map. I worked with a fellow design grad to brainstorm different areas associated with international news. The map started with one key word news and branched out into a variety of different clusters including: information, sources, suppliers, distributors, reliability and the ‘modern asshole’.



## DEFINING THE PROBLEM

## HYPOTHESIS

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By increasing and helping maintain U.S. college students interaction with international news they will be more connected to what is happening in the world. With this connection I hope that they will be inspired and influenced to take on bigger issues and problems that address the world outside of their personal bubble.

## CHANGING ENVIRONMENT

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There has been a radical change with how the millennial generation consumes the news. The rituals created by older traditional news outlets, such as newspapers and broadcast are no longer relevant to U.S. college students. They don't buy newspapers and most students don't have televisions. Students find themselves snacking on news when it is convenient to their busy lifestyles, which causes them to actively consume news on a less frequent basis. The Media Insight Project found that, "When asked to choose which comes closer to their behavior on a typical day, 60 percent of Millennials overall say that they mostly bump into news and information as they do other things, while 39 percent say they actively seek out news and information."

The American Press Institute (2015), How Millennials Get News: Inside the habits of America's first digital generation. <http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

*"I don't go out of my way. If it is there in front of me then I will. But I won't actively make it a habit to do it specifically. I don't go out of my way to specifically do it."*

Undergraduate Student at the University of Washington, Fall '14

NYC Subway, Nieman - <http://nieman.harvard.edu/articles/rewriting-j-school/nyc-subway/>  
A U.S. serviceman views television with his family at the U.S. Limestone, Maine, (AP Photo, Files) (Associated Press file photo/AP) - <http://www.mcall.com/news/local/northwestern/mc-northwestern-lehigh-recycling-20150509-story.html>

## WHY COLLEGE STUDENTS?



For most college students, life at a university is their first time outside of the influence of their family's news consumption rituals. It is a critical point within their lives when they are forming their own personal news consumption rituals and habits. This is an optimal time for the news industry to start getting people invested in spending time consuming news.

And yet, current trends indicate that college students are becoming less motivated to actively consume news. In a recent survey, The American Press Institute found that, "... the data show(s) an intra-generational divide. Only a third of the youngest Millennials, those under age 25, describe themselves as mostly proactive news consumers. By contrast, fully half of those over age 30 do so. These older Millennials are evenly divided between those who mostly seek out news and those who mostly bump into it." What this means is that students are not choosing to find out what is happening in the world, but instead relying on news to find them. Whether that is when they are browsing through social media or someone actively sharing it with them.

Another important reason to target U.S. college students is because college campuses have historically been places where large movements and demonstrations have occurred that have helped shape our nation. A Time article from 2013 stated that, "College campuses can sometimes plant the seeds for dramatic shifts in public policy. This was most evident in the 1980s, when students across the country protested apartheid in South Africa." It is important for students to know about what is happening in the world and to believe that they have a voice in how our nation reacts to global issues.

*"I read about these issues, but I feel powerless to do anything about it."*

Undergraduate Student at the University of Washington, Fall '14

The American Press Institute (2015), How Millennials Get News: Inside the habits of America's first digital generation. <http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

Time(2013), College Divestment Movement Takes on Fossil Fuels After Battling Apartheid With Mandela. <http://nation.time.com/2013/12/10/college-divestment-movement-takes-on-fossil-fuels-after-battling-apartheid-with-mandela/>

Emile Pitre Collection and Larry Gossett Collection , Pickets support BSU sit-in. Jimmy Groves holds "300 More Black Students" sign - [http://depts.washington.edu/lapbics/repository/main.php?g2\\_itemId=398&g2\\_GALLERYID=TMP\\_SESSION\\_ID\\_DL\\_NOISSES\\_PMT](http://depts.washington.edu/lapbics/repository/main.php?g2_itemId=398&g2_GALLERYID=TMP_SESSION_ID_DL_NOISSES_PMT)  
Larry Downing/Reuters, Ferguson Protestors, <http://imgfeatures.com/2014/12/protests-in-usa/>  
UW Divestment Protest - Photos by Scott Ichikawa



## STUDENT'S RELATIONSHIP TO NEWS

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Every U.S. college student has a different relationship to the amount and types of news that they consume. They are constantly juggling personal relationships, academic work, and what little sleep they can find. Their attentions are being pulled in multiple directions and they often find themselves reaching towards news as a form of entertainment rather than as a resource to stay informed about what is happening in the world.

“This generation tends not to consume news in discrete sessions or by going directly to news providers. Instead, news and information are woven into an often continuous but mindful way that Millennials connect to the world generally, which mixes news with social connection, problem solving, social action, and entertainment.”

Students are always connected to through social media on their laptops and mobile devices. This often leads to a feeling of connection to what is happening in the world. In a recent American Press Institute study, Millennials were found to rely heavily on Facebook as a primary source of news. Often times this is a false sense of connection that lead student's to believe that they are far more aware of events that are happening around the world. There are two opposing views on this issue, with one side arguing that social media is creating a filter bubble, where the information that we receive has been filtered down to the point where we are only receiving a limited view of what is going on. Recent studies done by Pew Research has found that this is not always the case, and the people are more connected then ever. I would argue that both sides are correct to a certain degree. Student's are more connected then ever, and news information does appear in their social streams, but I would question whether students take the time to deep dive into the news topics that don't relate to their lives.

The American Press Institute (2015), How Millennials Get News: Inside the habits of America's first digital generation. <http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

The American Press Institute (2015), How Millennials Get News: Inside the habits of America's first digital generation. <http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

## HOW EASY OR HARD IS IT TO FIND NEWS AND INFORMATION THESE DAYS?

An American Press Institute survey found that the answer to that varies greatly between individuals. Here are a couple of responses.

### EASY

*“Very easy. If it's something big, it's going to be on social media within seconds. You're going to see it. It doesn't take that long for anything to start trending.”*

— Sam, age 19, San Francisco

### HARD

*“I feel like you have to scout for [general news]. It's not easy for me to get public news. I had no idea about the French terrorist [event]. I only caught a glimpse of that a couple of days ago on the TV in the restaurant.”*

— Liz, sophomore, University of Mary Washington



AMERICANPRESS  
*institute*



Priority Reading List:

- New York Times Innovation Report (2014)
- Pew Research State of News Media Reports (2001-2015)
- The American Press Institute & The Media Insight Project, How Millennials Get News: Inside the Habits of America's First Digital Generation (2015)
- Slow News: A Manifesto for the Critical News Consumer (2014), Peter Laufer
- NiemanLabs, Future of Journalism Predictions (2014)

SECONDARY RESEARCH

SECONDARY RESEARCH MAP

To start off the research phase for this project, I looked into three main secondary research categories: Academic, Industry, Professional Research. The goal of the secondary research was to ascertain the scope of the problem across the U.S. and to form a better understanding of how the industry is addressing the problem.



RESEARCH STUDIES

i.e. Pew Research Reports, American Press Institute & The Media Insights Project

ACADEMIA

i.e. Publishing Books & Existing Academic Research & Reports

INDUSTRY

i.e. New York Times Innovation Report, Technology Review

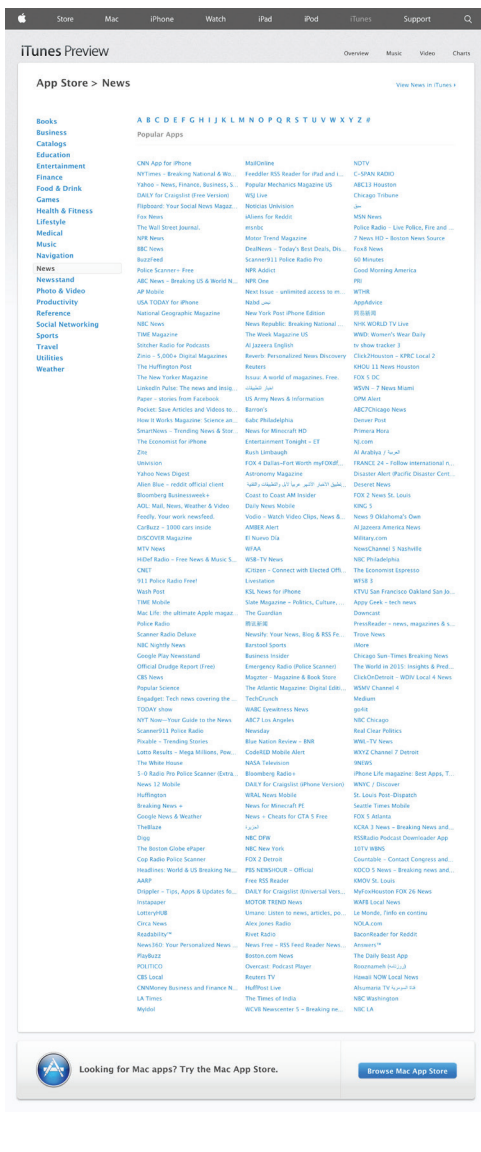
SECONDARY RESEARCH FINDINGS

NEED TO PRO-ACTIVELY ENGAGE WITH CONSUMERS

Even with the resources to create applications and websites combined with respected journalism has not equaled success with engaging younger audiences. In a recent New York Times Innovation Report, they noticed a significant fall in readership on both their website and smart-phone apps. The report goes on to outline internal steps necessary to get their journalism to readers including increasing discovery, promotion and connection. The old mantra of relying on good journalism to bring readers is no longer working. The report shows the urgency needed to engage with the readers and to help facilitate the connection between readers and the news.

“Of all the tasks we discuss in this report, the challenge of connecting with and engaging readers — which extends from online comments to conferences — has been the most difficult.”

New York Times Innovation Report (2014)



The Daily Show with Jon Stewart - <http://thedailyshow.cc.com/>  
 Last Week Tonight with John Oliver - <http://www.hbo.com/last-week-tonight-with-john-oliver>  
 Apple iTunes App Store - <https://www.apple.com/itunes/>

SECONDARY RESEARCH

ENTERTAINMENT AS A STEPPING STONE

Entertainment as a stepping stone to harder journalism has become one of the more successful approaches to reaching younger audiences. Older more established newspapers find themselves competing with emerging news agencies like BuzzFeed and losing.

“BuzzFeed, Huffington Post and USA Today are not succeeding simply because of lists, quizzes, celebrity photos and sports coverage. They are succeeding because of their sophisticated social, search and community-building tools and strategies, and often in spite of their content.” NY Times Innovation Report 2014

New York Times Innovation Report (2014)

Satirical news sources such as the John Oliver Show and The Daily Show have grown in popularity amongst younger audiences and are often seen as a good source of news by students. These entertainment news sources deliver hard line news in a fun and approachable manner. Though they are featured on television channels, snippets of these shows are often consumed by students on Youtube and shared on Facebook. This has helped make Youtube as a source of news for some students.

EXISTING TECHNOLOGY

NO NEED FOR ANOTHER NEWS SERVICE OR AGGREGATOR

There isn't a need for another news service or aggregator. There are plenty of sources of news for students to learn about what is happening in the world. The problem lies in getting students to interact and maintain relationships with any of these services. A quick app search on Apple's iTunes service shows that News applications are about 2.3% of the total apps in the store that boasts over 1.69 million apps. That would mean that there are over 39,000 apps listed within the news category just on iTunes!

“The Times needs to pursue smart new strategies for growing our audience. The urgency is only growing because digital media is getting more crowded, better funded and far more innovative.” NY Times Innovation Report 2014

New York Times Innovation Report (2014)

The image from the left is just a list of the most popular news applications available on the Apple iTunes store. One more application would just add to the complex and overwhelming amount of news services. So the question is what spaces are available for introducing new tools for students?

## SECONDARY RESEARCH

# CURRENT TRENDS / WHAT IS THE INDUSTRY DOING?

### DIGITAL PORTALS FOCUSED ON STUDENT ISSUES

News sources like CNN, USA Today, The Huffington Post are creating portals on their websites that are specifically targeting younger readers. The news stories are focused on issues that they feel are pertinent to students' interests.

New York Times Innovation Report (2014)

There is also a growing emergence of news sites created for younger audiences such as BuzzFeed, that started as primarily a source of entertainment. BuzzFeed has started to mix in hardline news stories with the entertainment stories. There has been a transition of editors from the more traditional news sources, such as the New York Times to these digital news startups as they struggle to compete for new readers.

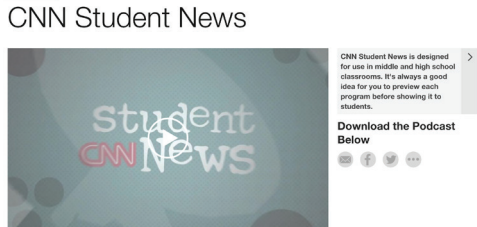
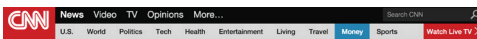
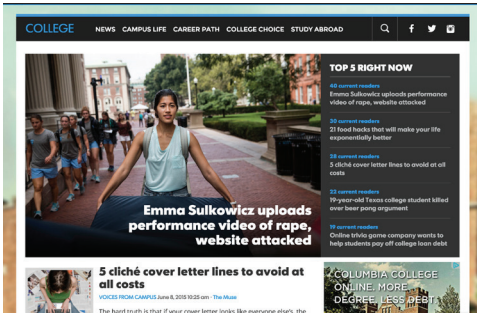
Other news sources such as Upworthy, who have focused on only showcasing stories that they feel are meaningful and sharable. "Upworthy draws massive amounts of attention to things that matter."

### NEWS ON FACEBOOK

As news sources adapt to new readers habits of having news merging with their social lives, they have begun to put more effort into their digital social campaigns.

### FACEBOOK READABLE VIDEOS

The trend to make news more of a visual experience as started by applications such as Feedly, Flipboard and websites like Vice and CNN has continued to evolve. The emergence of the readable news videos has become a common way for newspapers to reach new audiences on Facebook. The auto-play videos are becoming the new commercial space for not only advertisers but newspapers.



June 5, 2015  
Our last show of the school year looks at unrest in Baltimore, two political announcements, and a



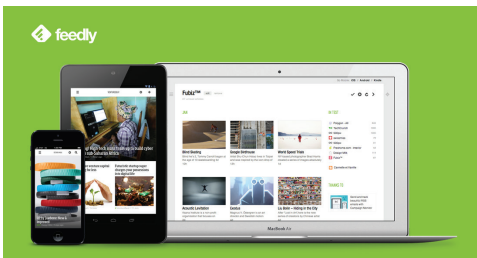
Mission Story Case Study Collaborations

### Mission



Upworthy draws massive amounts of attention to things that matter. Every day, our curators scour the web to find compelling, meaningful media—stories, information, videos, graphics, and ideas that reward you deeply for the time you spend with them.

We share the best stuff with the



USA Today College - <http://college.usatoday.com/>  
Huffington Post College - <http://www.huffingtonpost.com/college/>  
CNN College - <http://www.cnn.com/studentnews>  
Feedly - <https://feedly.com/i/welcome>  
Upworthy - <https://www.upworthy.com/>  
Fusion Video on Facebook - <http://fusion.net/> & <https://www.facebook.com/>

## PRIMARY RESEARCH: STUDENT NEWS JOURNALS



For the initial step for the primary research phase, I tracked the daily news consumption habits of a group of students in the Fall of 2014. I worked with a class of 23 junior level undergraduate students at the University of Washington. Each student was asked to track each session of news as they went about their normal lives. Each entry pertained to one session of news consumption where they could “quickly” enter a range of prompts including: topics, location, date, source, platform and story. The study lasted for 1.5 weeks. I chose not to tell them the exact purpose of the study in order to see how much of a priority consuming international news was to each student.

**Goals:** The primary goal of the study was to get a better understanding of their typical news consumption patterns and to see how importance international news compared to other topics. A secondary goal of this study was to see how easily students would be able to track their news consumption and whether it effected how much news they read.

**Findings:** My initial findings were extremely varied, but a majority of students voluntarily admitted to not reading the news. There was a major local news story during the middle of the study that caused a large spike in news consumed during the study.

- Participants got news when they were interested and had free time.
- There didn't seem to be a set time... lack of ritual.
- A majority of participants got their news from Facebook.
- News was often sought as a source of distraction from their busy lives.
- News was seen as a form of entertainment as well as for current events information.
- Print was not a very popular source for news.
- Participants don't necessarily go to a particular news provider's site. They consume news when it pops up on their social media sites and when they're doing something else.

*“Because of this exercise I ended up deleting Facebook off my phone and downloading a news source.”*

Undergraduate Student at the University of Washington, Fall '14

## PRIMARY RESEARCH: STUDENT NEWS JOURNALS

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- News was only shared when it was consumed around other people or if they had a sense of personal connection.
- Each participant had a different relationship to the type and amount of news that they consumed.
- Television news gave one participant an assortment of news in one seating. Though only two participants actually got news from TV.
- Participants rarely dove deeper into stories... except for the Marysville-Pilchuck shooting. Though even that seemed to die down in a couple of days.
- Participants don't necessarily go to a particular news provider's site. They consume news when it pops up on their social media sites and when they're doing something else.

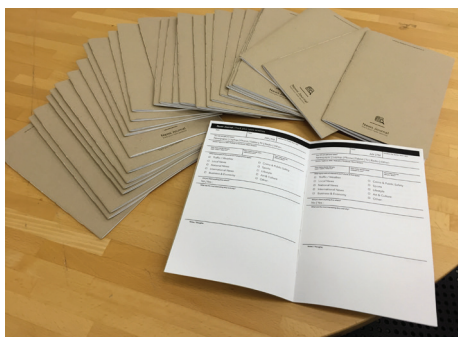
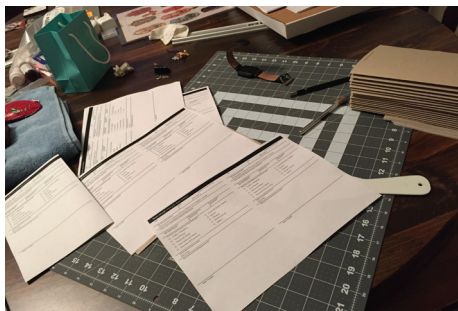
## PRIMARY RESEARCH: PERSONAL NEWS JOURNAL

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All throughout this process I attempted to track my own consumption habits. I attempted to track the difference between snacking on news vs deep diving. As I went along I made a few revisions to the journal to make things a little bit easier, but in the end I still found the process to be pretty time consuming. It was asking a lot for people to constantly pull out the journal whenever I stumbled across news. For instance when you I was on the bus versus when I was at my work desk. I imagine it was harder for students who are constantly on the go and did not have a permanent space.

### Additional Findings:

- Tracking habits tended to change habits.
- Reverted back to old habits after stopping.
- Pen and paper was not going to cut it.



### MAKING CUSTOM NEWS JOURNALS

I decided to make custom journals to help the students track their news consumption for over a week. I designed each to be printable using the studio printer and hand stitching them. They needed to be small and portable so that students can easily carry them around with them and access them during a normal day.

Special thanks to Abigail Steinem for teaching me the proper way to stitch the books.

*"It never quite sounds like the TRUTH."*

Undergraduate Student at the University of Washington, Fall '14

*"Quite honestly I have no idea what is going on in Europe, or Africa, or Asia."*

Undergraduate Student at the University of Washington, Fall '14

*"It is not like I don't care, I just don't have a desire to be worrying about another problem. and live your life in fear."*

Undergraduate Student at the University of Washington, Fall '14

*"Unless someone shows me the connections to how something relates to my life. Then I won't necessarily be interested. Which seems very self-centered."*

Undergraduate Student at the University of Washington, Fall '14

## PRIMARY RESEARCH: DISCUSSION GROUPS

---

After completing the journal study I set up a group discussion with seven of the students to follow up on the journal findings and uncover additional insights. I told the group that everything that we discussed and used within my project would be anonymously sourced to encourage an open discussion. What I had originally planned as a one hour session turned into a two hour discussion on their relationship with the news.

The group included a majority of students that showed a limited relationship to news and a couple of students who were relatively more connected. I approached the discussion with a limited set of questions with the hopes of letting the conversation flow. In hind sight I probably should have used been a little bit more pointed in my questioning, but I still feel like I walked away with some interesting insights.

The first things that popped up within the discussion was how willing some of the students were to expressing their lack of care for what was happening in the world. One student even said that she purposefully chose not to consume news, because she didn't care. Admissions like, "I guess that I am not interested... don't judge me." were quickly thrown out to the group, with a good level of agreement.

A common theme amongst the group was the words 'scared' and 'depressing'. One student remarked, "I watched one thing and then I am not watching the news at all this week because it is just going to be really depressing." and another student went on to say, "It is so depressing most of the time. because they only show sad things. I hate that, because it always makes me cry." Another student blamed the media, saying, "There's so much fear mongering, especially in western media."

As the discussion continued different reasons began to emerge for why they chose not to interact with the news. Some were obvious, like feeling too busy, lack of personal connection, and simply not caring.

One of the reasons that was a bit more surprising was the feeling that the news was overwhelming. Specifically in terms of the level of attention that they felt most issues required. The students were aware that the many of the news articles related to a bigger problem and as one student replied, "I have no time or no desire to look into these issues." At one point the discussion let to one student claiming that they will start reading the news after they graduate and have 'grown up'.

---

### DISCUSSION GROUP QUOTES

These are quotes straight from the students during the discussion group following the journal study.

## PRIMARY RESEARCH: 1 ON 1 INTERVIEWS

---

During the journal studies and before and after the group discussions I led a series of interviews with undergraduate students to find out how connected they feel to the world through their news consumption. Initially, some of the students seemed relatively well aware of the major events that were currently headlining the news. Specifically the Ebola crisis in Africa, and ISIS in the Middle East. Pressed for additional details about the topics often led to the realization that they did not know specific locations being effected by the news stories showing a generalized understanding of geography and news issues.

A common theme amongst the students that I interviewed was that they felt like they didn't have time to look into international news stories that didn't relate to their lives. Students also felt like they couldn't trust the news sources, either because of the sources bias, or the belief that the sources were just using fear to sell their news services.

## PRIMARY RESEARCH: ACADEMIC EXPERT INTERVIEW

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In the Fall Quarter I met with Professor Matthew Powers, from the Department of Communications at the University of Washington. Professor Powers is currently working on a comparative analysis of metropolitan journalism in Seattle, Washington and Toulouse, France. I reached out to him to get a better understanding of how media and culture were different in the U.S. versus other parts of the world. As well as to gather his thoughts on the my initial insights.

### INSIGHTS

Professor Powers supported the idea that there was a lack of tools supporting people's awareness of their own personal news consumption. He went as far as to say that he would purchase an app that could highlight the weak areas in our news consumption diet.



### MATTHEW POWERS

Matthew Powers is Assistant Professor in the Department of Communication at the University of Washington. Powers received his Ph.D. in Media, Culture and Communication from New York University. Previously, he worked as a journalist at the Burlington Free Press in Vermont.

## PRIMARY RESEARCH: DAY IN THE LIFE EXAMPLES

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### OPPORTUNITY AREAS WITHIN STUDENTS TYPICAL DAY

In order to better understand what a typical day looks like for a student at the University of Washington, I sat down with a couple of students and asked them to walk me through a typical day. I also asked them to tell me what they usually have in their bags. My goal was to find areas of opportunity within their existing lives.

#### MALE AGE 20

Wake up - Alarm clock (listen to news)  
 Got to the bathroom  
 Eat breakfast (breakfast bar)  
 Get ready for school  
 Brush Teeth & Wash Face  
 Ride Bus to Campus  
 Sit and wait for class to start  
 Listen / participate in class  
 Eat lunch off campus on the ave  
 Hang out with friends in the Quad  
 Study in the library  
 Go to bathroom in library  
 Dinner date night  
 Late night studying at home

#### IN HIS BAG:

Clothes  
 Backpack  
 Books  
 Laptop  
 Cell Phone  
 Keys  
 Wallet  
 Notebooks  
 Folders  
 Pens / Pencils  
 Water Bottle

#### FEMALE AGE 19

Wake Up - Alarm clock  
 Eat breakfast (dining hall)  
 Morning Prep - put on clothes  
 Get ready for school  
 Walk to Campus  
 Sit and wait for class to start  
 Listen / participate in classes  
 Eat lunch on campus  
 Study in Paccar  
 Go to bathroom in Paccar  
 Dinner at home with friends  
 Late night studying at school

#### IN HER BAG:

Clothes  
 Backpack  
 Purse  
 Makeup  
 Books  
 Laptop  
 Cell Phone  
 Keys  
 Wallet  
 Notebooks  
 Folders  
 Pens / Pencils

### OPPORTUNITY AREAS WITHIN STUDENTS TYPICAL DAY

Common times where I might be able to push news to students were during meal times, commute times, bathroom breaks and when they were waiting for classes. They have a full load in their bags so adding on more technology seems excessive.

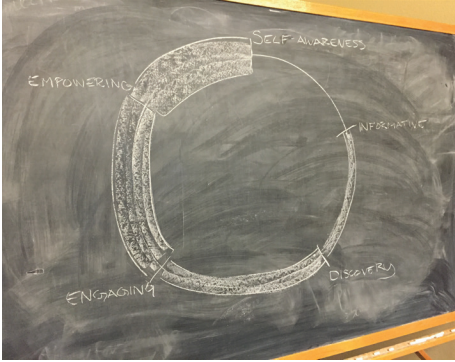
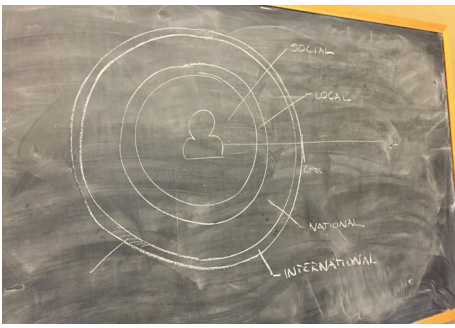
## CONCLUSIONS

## CONCLUSIONS

### MAPPING OUT OPPORTUNITY SPACES

Based off of conversations with students and expert academic resources, I mapped out the basic areas of opportunity needed to create lasting connections between students and news.

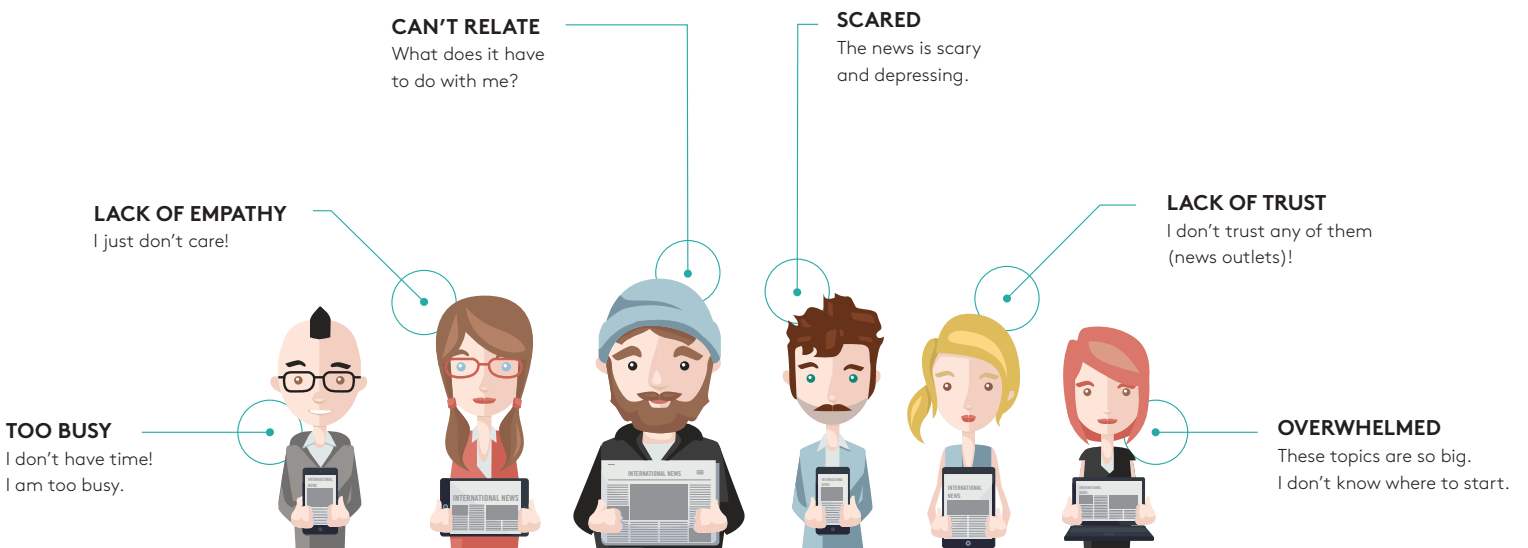
- Acknowledge the importance of international news.
- Increase self-awareness of their relationship to news.
- Create trustworthy news outlets.
- Develop tools to help influence discovery of news.
- Create tools to help students engage with the news.
- Empower students to be able to do something about news issues.



## INSIGHTS

Why college students don't read the news:

Here are the top reasons according to interviews and diary studies conducted among undergraduate students at the University of Washington.



## CHALLENGE

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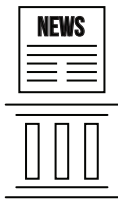
How can we make international news more accessible and pertinent to the lives of U.S. college students?

## OPTIMAL OPPORTUNITY SPACES

---

### MAPPING OUT OPPORTUNITY SPACES

After considering the different areas I chose to focus on the following opportunity space: acknowledge the importance of news, enhance student self-awareness, discover & engage. I believe that these three areas are key to creating lasting news consumption rituals and habits for U.S. college students. They also represented areas that showed potential room for growth in the ever growing market of news services and technology. Each design response must tackle at least one or more of these opportunity space.



---

### ACKNOWLEDGE THE IMPORTANCE

Make students acknowledge the importance of international news and how it effects their lives and the community.

---

### ENHANCE SELF-AWARENESS

Make students more aware of their actual news consumption.

---

### DISCOVER & ENGAGE

Give students the tools to discover and engage with news that works with their existing lifestyles.

A person wearing a pink shirt and a blue and white striped wristband is sitting at a desk. They are holding a small, light blue sticky note with their hands. The desk is cluttered with various items, including a computer monitor, several sheets of paper, and many colorful sticky notes (yellow, blue, orange). The background is slightly blurred, showing a dark grey wall. A vertical line runs down the center of the page, passing through the text.

# DESIGN & DEVELOPMENT

Project Ideation

Overall Look & Feel

Projects

Next Steps

## BRAINSTORM & INITIAL IDEATION

### OPPORTUNITY SPACE #1 : ACKNOWLEDGE THE IMPORTANCE

Make students acknowledge the importance of international news and how it effects their lives and the community.

#### A WORLD WITH NO NEWS

What if we lived in a world with no international news? We take for granted the fact that we have access to an abundant supply of global news information. What if we created an application that blocks access to news information? What if the news industry went on strike?

#### INTERNATIONAL NEWS IS HERE

Is there a way that we could bring international news stories to your doorstep? What if the events that are happening all over the world felt like they were happening right here? Deliver news that is rewritten as if it was happening on your local school campus.

#### OPEN CENSORSHIP

Would you be upset if we took it away from you?

#### THE LAST NEWS SURVIVOR

Purposeful ignorance. Try to be as uninformed as possible. When the news comes up you have to leave.

#### NEWS CONSUMPTION DINNER PARTY

What if we introduced students to people that are being affected by events happening internationally. What if we created a toolkit that allows students to easily connect and setup dinner party events.

#### RALLY AT THE STUDENTS

Students rallying for causes seem distant unless you are directly involved. What if we brought the activists into the students immediate environments? Let them see passionate people trying to make a difference.

#### CAMPUS NEWS FROM AROUND THE WORLD

What if we created a network of campus newspapers linking issues and things going on from schools around the world?

#### POP UP NEWS INSTALLATIONS

What if the news was delivered by food trucks? Deliver both food and news. You don't have an excuse. It is where you eat, commute, work, study.

#### NEWS COLORING BOOK

What if we made the news fun and entertaining by turning it into a news coloring books?

#### TAKE OUT NEWS

What if we served up news to students with their meals?

*"What if we lived in a world with no international news?"*



**OPPORTUNITY SPACE #2 : ENHANCE SELF-AWARENESS**

Make students more aware of their actual news consumption.

**CONSUMPTION AWARENESS APP**

Students claim that they are too busy to consume news. What if we could track and display how much time a student spends consuming news and what topics they are seeing or missing out on? Could we build an application that helps students manage their relationship with the news?

How long do you actually spend on the news? Set goals for your daily/weekly news consumption. Dissect your day. Students claim that they are too busy to consume news. What if we looked at where their time actually goes. Are there gaps in their days where news consumption might fit in? What if the application blocks your entry into other apps unless you read a news article or can answer a question about current events in the news.

**FANTASY FOOTBALL FOR INTL' NEWS**

What if we could get students to follow news from other countries like we do with Fantasy Football leagues.

**FEED YOUR NEWS CONSUMPTION**

What if our news consumption habits were treated like a pet? You need to feed it by consuming news. The less news you read/watch the sicker and weaker it becomes. The more you read/watch/listen to/discuss the news the healthier your news consumption pet becomes.

**I CHOOSE TO BE IGNORANT**

What if we created a campaign addressing the self imposed ignorance of college students. What if students openly shared with the world their choice to be ignorant. Create shirts professing their ignorance. Create an online petition that students can sign supporting ignorance about international news.

*What if we lived in a world with no international news?*



**OPPORTUNITY SPACE #3 : DISCOVER & ENGAGE**

Give students the tools to discover and engage with news that works with their existing lifestyles.

**SOCIAL NEWS/SHARE EVERYTHING**

What if your friends could see all of the news (or lack thereof) that you are consuming. Would you be embarrassed? Would it change the type and amount of news content that you are consuming?

**HAPPILY EVER AFTER**

The world is a scary place... You can't run from it. Make the news into a disneyesque story. Everything has a happy ending. What if the news was delivered through a comic book or coloring book?

**NEWS CONSUMPTION BOOTCAMP**

What if we created a training regimen to help students jump start their news consumption? This could be in the form of an app or a book. What if we could help the students get up to

speed on global issues and help them setup their own news consumption rituals? Students can sign supporting ignorance about international news.

**SPOTIFY THE NEWS**

What if students could follow the news consumption of the people that they trust? What is my favorite professor reading about? What has he/she marked as interesting or important? What if we could see what the people we respect are reading? News playlists from peers/faculty.

**WALKING NEWS BILLBOARDS**

We advertise for clothing companies... What if we were walking advertisements for news events? What if we could quickly make and screen print shirts and graphics. What if we

could simply show what we are passionate about?

**NEWSPAPER INSTALLATIONS**

What if created large news installations that invited students to interact with the newspapers in public? Students could share their thoughts and feelings about international news topics. Students would then be able to see what issues matter to the people around them.

*“What if students could follow the news consumption of the people that they trust?”*

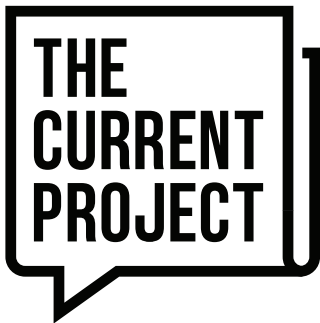


**VISUAL IDENTITY IDEATION**

Make students more aware of their actual news consumption.

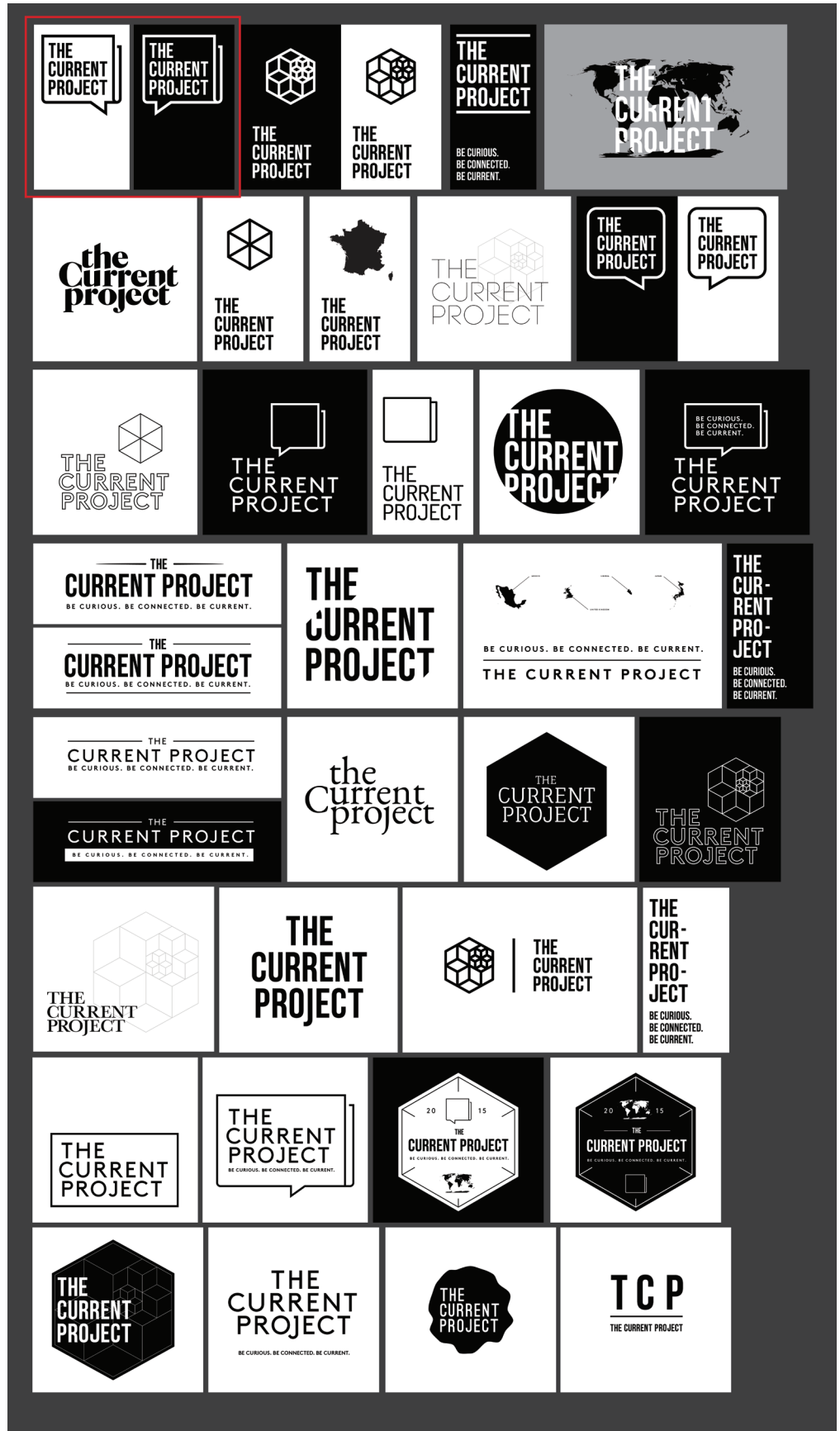
**CONSUMPTION AWARENESS APP**

Students claim that they are too busy to consume news. What if we could track and display how much time a student spends consuming news and what topics they are seeing or missing out on? Could we build an application that helps students manage their relationship with the news?



**FINAL IDENTITY**

Students claim that they are too busy to consume news. What if we could track and display how much time a student spends consuming news and what topics they are seeing or missing out on? Could we build an application that helps students manage their relationship with the news?





# THE CURRENT PROJECT



## APPROACH

---

“Every student has a unique relationship to the news and reasons why they choose to not read the news. I was shocked to hear students admit their willful ignorance to what is happening outside of their social sphere. I quickly realized that there was not going to be one project that dealt with the diversity of this problem,” says Scott Ichikawa. “So I devised a family of products, events, and services that can be tailored to suit students’ personal needs and lifestyles.”

PROJECT #1 | TOO BUSY

**DON'T HAVE TIME  
FOR THE NEWS?**

PROJECT #2 | SCARED & OVERWHELMED

**DOES THE NEWS  
SCARE YOU?**

PROJECT #3 | OVERWHELMED & LACK OF TRUST

**DOES THE NEWS  
OVERWHELM YOU?**

PROJECT #4 | SCARED & CAN'T RELATE

**DO YOU FEEL LIKE  
YOU CAN'T RELATE?**

PROJECT #5 | OVERWHELMED & TOO BUSY

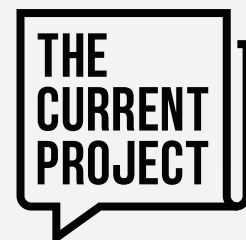
**ARE YOU TOO BUSY  
FOR THE NEWS?**

PROJECT #6 | DON'T CARE & CAN'T RELATE

**DON'T CARE  
ABOUT THE NEWS?**

PROJECT #7 | CAN'T RELATE & LACK OF TRUST

**DON'T TRUST WHERE  
YOU GET YOUR NEWS?**





PROJECT #1 | TOO BUSY

TAKE OUT NEWS

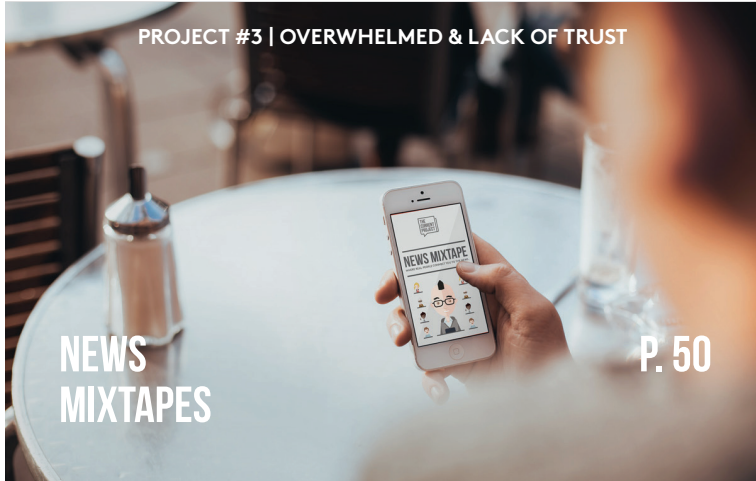
P. 38



PROJECT #2 | SCARED & OVERWHELMED

NEWSPAPER COLORING BOOKS

P.44



PROJECT #3 | OVERWHELMED & LACK OF TRUST

NEWS MIXTAPES

P. 50



PROJECT #4 | SCARED & CAN'T RELATE

NEWS MATTERS CLOTHING BRAND

P. 55



PROJECT #5 | OVERWHELMED & TOO BUSY

NEWS CONSUMPTION TRACKER APPLICATION

P. 60



PROJECT #6 | DON'T CARE & CAN'T RELATE

NEWSPAPER TAPESTRIES

P. 65



PROJECT #7 | CAN'T RELATE & LACK OF TRUST

NEWSFEED DINNER PARTIES

P. 72



PROJECT #1 | TOO BUSY

# TAKE OUT NEWS

*Giving you a healthy portion of international news with your meal.*



**CEDARS**  
Address: 1515 Mt. Cedar St  
Phone: (408) 422-7200  
Fax: (408) 422-7200  
Hours: 11:00 AM - 9:00 PM

Order: #15  
Server: [Name]  
Party Size: 2  
Total: \$12.50  
Sales Tax: \$1.50  
Grand Total: \$14.00

WEMISS  
\$1.00  
\$5.00  
\$1.00  
\$1.00  
\$1.00  
\$12.50

Thanks for supporting the International  
Restaurant Community. Learn more about  
what is happening in Lebanon.

**FOOD AND NEWS FROM LEBANON**

EDITION  
**LEBANON**

## TAKE OUT NEWS

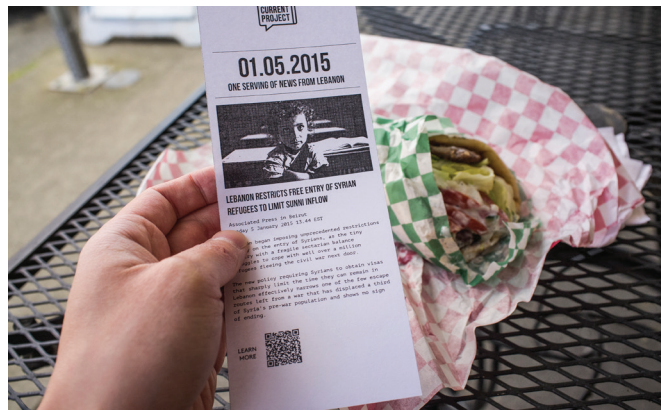
Giving you a healthy portion of international news with your meal.

### DESCRIPTION:

One thing that all students do in common is eat. What if we delivered international news with their meals? There is a rich and vibrant selection of international restaurants a block away from the University of Washington. Taking advantage of this existing connection, The Take Out News project would deliver news that relates to the region or culture of the food that the students are eating. News would be included on receipts, trays, and food containers.

*"I don't go out of my way. If it is there in front of me then I will. But I won't actively make it a habit to do it specifically. I don't go out of my way to specifically do it."*

Junior Undergraduate Student at the University of Washington, Fall '14



## TAKE OUT NEWS

Giving you a healthy portion of international news with your meal.

### INSPIRATION:

Restaurant branding/packaging

Chinese Food Containers

Take out meals

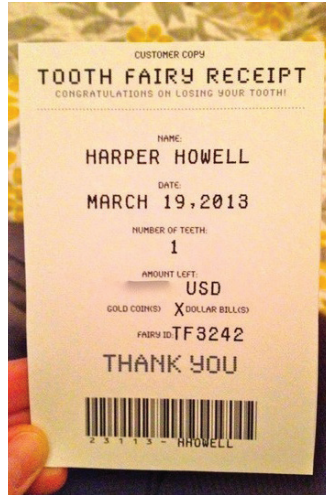
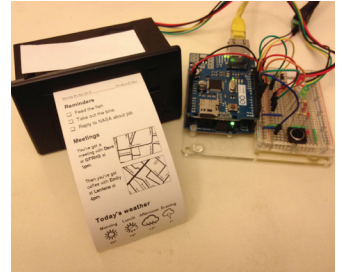
Little Printer

<http://littleprinter.com/>

Arduino printer

<https://blog.adafruit.com/2012/02/21/new-product-adafruit-iot-printer-project-pack-internet-of-things-printer/>

<http://littleprinter.com/>



The Little Printer - <http://littleprinter.com/>  
Adafruit, Mini Thermal Receipt Printer - <https://www.adafruit.com/products/597>  
Stephanie Howell, Tooth Fairy Receipt - [http://www.stephaniehowell.com/my\\_blog/2013/03/harper-loses-her-first-tooth.html](http://www.stephaniehowell.com/my_blog/2013/03/harper-loses-her-first-tooth.html)  
Victor Johansson - <http://objectsandinteractions.com/tag/innovation-cafe/>  
Arsenale Creativo - Not Street Food - India - Chana (chickpeas with chili) - <http://www.arsenalecreativo.com/it/street-food/>  
istockphoto - <http://www.istockphoto.com/photo/fish-and-chips-served-in-the-news-paper-36010320>

### KEY FEATURES:

News pertaining to the culture of the food.

Integrate news into an activity that they are already doing.

Semi-regular (weekly/monthly) printing on take out containers with current news information.

News topics can highlight the connection between that country and the US.

*"I have no time or no desire to look into these issues."*

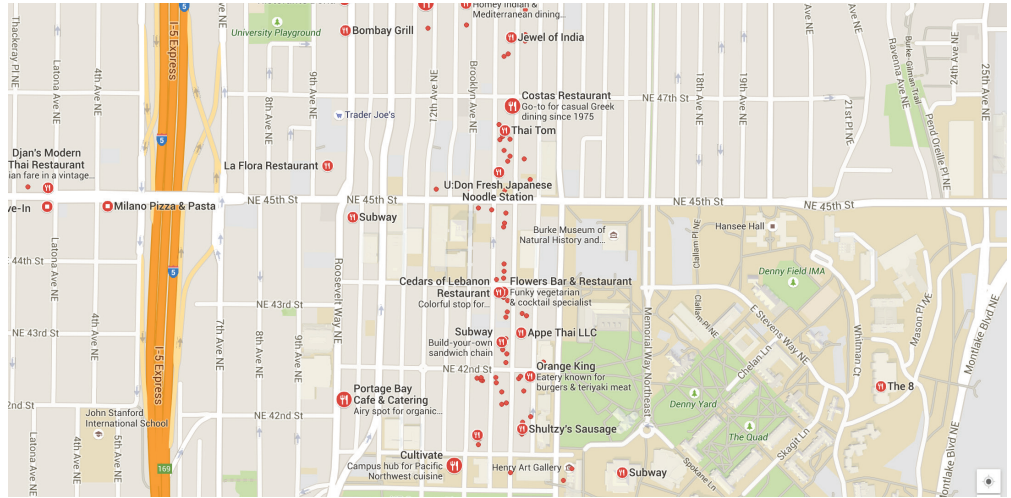
Junior Undergraduate Student at the  
University of Washington, Fall '14

# TAKE OUT NEWS

Giving you a healthy portion of international news with your meal.

## BACKGROUND:

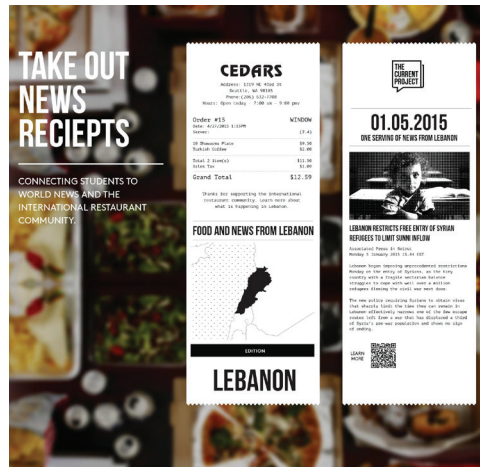
The goal of this project is to connect the students with issues that effect residents in their local community. The University of Washington is surrounded by a vibrant and diverse restaurant community. Just on the Ave (University Avenue) alone you can find food options including food from; Lebanon, Thailand, China, Japan, Pakistan, and Ireland. Our hope is that by connected students to this diverse community they can see how some of the international news effects the people around them.



## STRATEGY:

There is no shortage of disposable wrappers, cups and bags being distributed from the restaurants to the students. Often seen as only a means of transporting food products, they present a great opportunity for incorporating regional news into students' daily lives. This project would require us to connect with the local restaurant, the news distributors and local printers in order to bring this idea to fruition.

Restaurants can sign up to be part of the Take Out News project. By signing up they can choose which Take Out News products they wish to receive on a weekly or monthly basis.



### PHASE 1: TAKE OUT NEWS RECEIPTS

Using existing receipt printing technology, we can instantly deliver up to date news to students when they purchase food from an international restaurant in the community.



### PHASE 2: TAKE OUT NEWS PACKAGING

Create custom packaging that can be updated, printed and delivered to the restaurants.

## TAKE OUT NEWS

Giving you a healthy portion of international news with your meal.

### INITIAL IDEATION MOCKUPS:

The initial phase of this project included ideation mockups to show how the news could be implemented into existing take out food packaging.

One of the main concerns about this approach was the timing, cost and distribution of custom packaging. The main feedback that received was within the implementation of this idea and being able to keep the content current. I would also need to have a full time visual design and journalism team to source news articles and produce the graphics for each product.



# TAKE OUT NEWS

Giving you a healthy portion of international news with your meal.

### INITIAL IDEATION MOCKUPS:

I mocked up a series of packaging designs including the following items:

- Take out bags
- Take out boxes
- Disposable coffee cups
- Coffee sleeves
- Burger/Sandwich containers
- Container wrap around (to go with the existing generic packaging options)

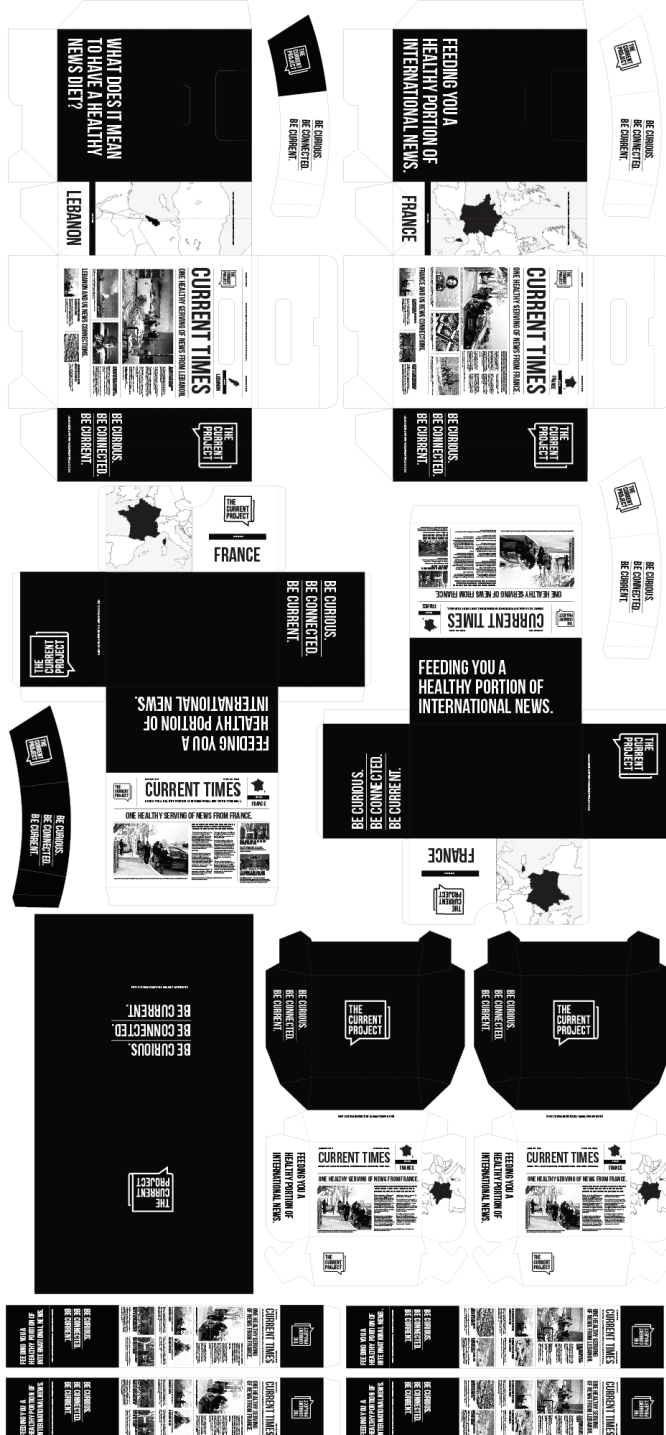
### IMPLEMENTATION:

In order to make this project a reality, I would need to connect with three main resources; news sources, printers, distributors and restaurants. It will take a team of dedicated people to keep the news current and connected to the local communities. This team would be in charge of connecting with restaurants and finding out about their story. There would also be an online aspect to this project that allows restaurants to learn more about the Take Out News project, request quotes, and purchase products.

- Custom printed take-out containers - bags/boxes/glassine bags/napkins/coffee cups
- Flexible package add-ons - Coffee sleeves, togo box wrappers, hang tags

### NEXT STEPS:

The next step for this project is to start testing the Adafruit thermal printer, and seeing if I can create the custom receipts and use them within restaurants.



# NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.

JANUARY, 2014

THE ORIGINAL NEWSPAPER COLORING BOOK.

© 2015 Current Times | Color the News



# CURRENT TIMES

ISSUE NO. 001

A FUN AND ENTERTAINING WAY TO INTERACT & CONNECT WITH THE NEWS.

USA \$1.00

## HONG KONG PROTESTS

Tens of thousands took to the streets in Hong Kong in late September when pro-democracy protesters first erupted. Activists set up camps on key streets in the city, but their numbers dwindled to a few hundred as the weeks dragged on.

SEE PAGE 1

## RALLY IN FRANCE

3.7 million attend unity rallies, setting record. PARIS - Millions of people joined with world leaders to fill Paris streets Sunday in a rally for unity that officials said was the largest demonstration in French history.

SEE PAGE 3

## EBOLA OUTBREAK

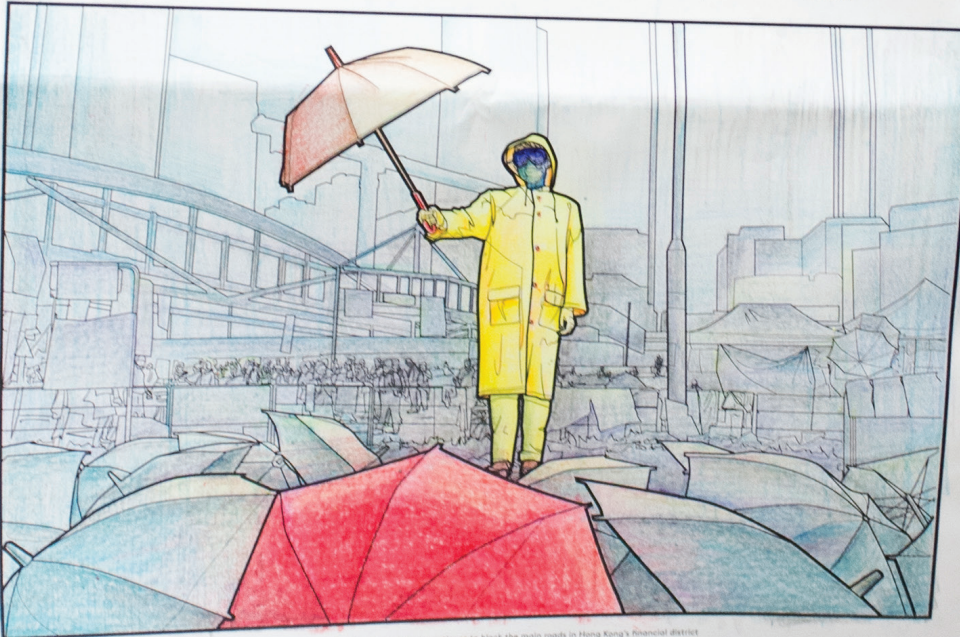
The Ebola outbreak in West Africa was first reported in March 2014, and has rapidly become the deadliest occurrence of the disease since its discovery in 1976.

SEE PAGE 4

## ENDANGERED CARTOONIST

Millions of people streamed through the streets behind them to mourn the victims of deadly attacks on a satirical newspaper, a kosher market and police officers - violence that tore deep into France's sense of wellbeing.

SEE PAGE 3



A protester keeps the rain off in his matching of weather gear and umbrellas. The democracy protest continues to block the main roads in Hong Kong's financial district.

# COLOR THE... HONG KONG PROTESTS

Credits:

Illustration by Scott Shtkawa

Illustration photograph source: Kim Cheung/AP

Learn more at:  
BBC News Hong Kong Protests - <http://www.bbc.com/news/world-2014-09>

LEARN MORE AT [WWW.THECURRENTPROJECT.COM](http://WWW.THECURRENTPROJECT.COM)

## NEWSPAPER COLORING BOOK

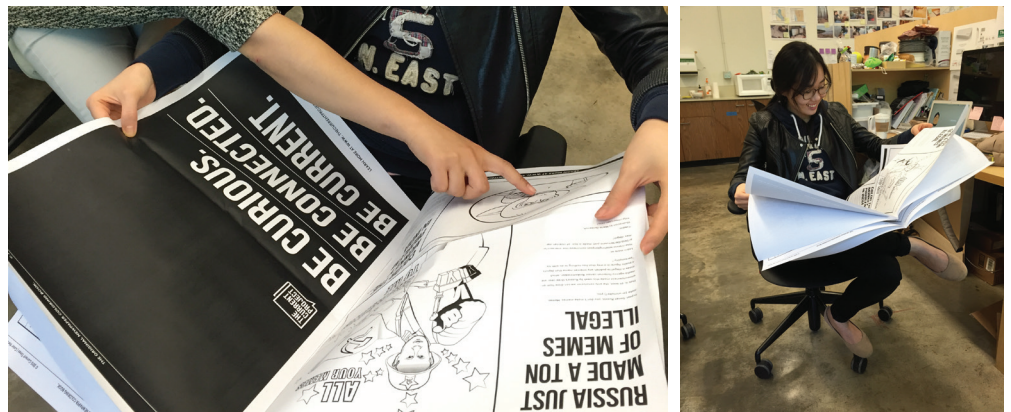
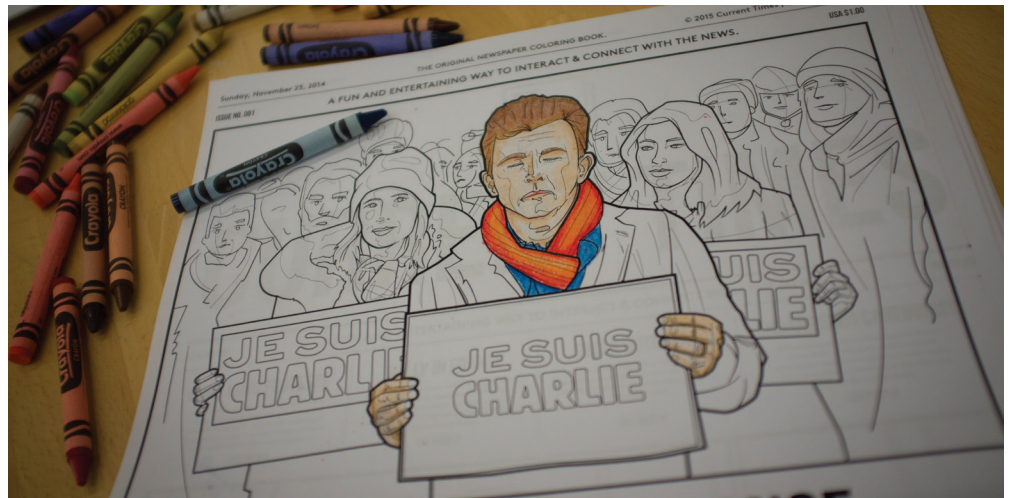
A fun and entertaining way to interact and connect with the news.

### DESCRIPTION:

The news can be a scary and intimidating source of information. What if we made the news fun and entertaining by delivering it the form of newspaper coloring books? The Coloring Newspaper project would make student's news consumption into an enjoyable and less stressful experience. Each issue would feature illustrations from fellow students and professional designers and illustrators and be distributed throughout campus.

*"It is so depressing most of the time. because they only show sad things. I hate that."*

Junior Undergraduate Student at the University of Washington, Fall '14



## NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.

### INSPIRATION:

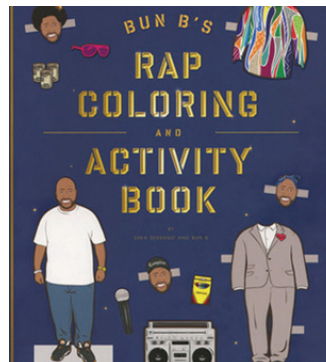
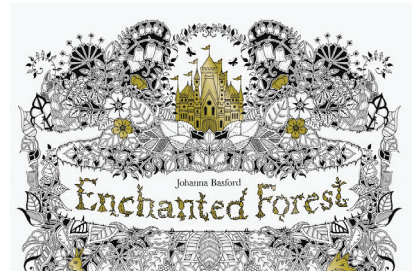
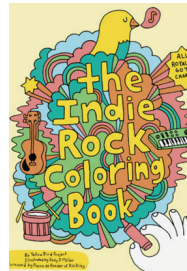
Coloring is an activity that we tend to associate with children. As we grow older, we put aside our crayons and colored pencils in favor of more respectable writing utensils like pens and highlighters. However, it turns out coloring can be beneficial for adults -- namely for its de-stressing power.

The practice generates wellness, quietness and also stimulates brain areas related to motor skills, the senses and creativity. In fact, publishers have lately been launching coloring books specifically for adults. The trend is alive and well in countries in Europe and North America. Most recently, in Spain, the publication Espasa published Coloréitor, with illustrations by well-known cartoonist Forges. [http://www.huffingtonpost.com/2014/10/13/coloring-for-stress\\_n\\_5975832.html](http://www.huffingtonpost.com/2014/10/13/coloring-for-stress_n_5975832.html)

Kids Activity Books

Adult Coloring Books

Newspaper Funny Pages



Johanna Basford, Enchanted Forest Coloring Book - <http://www.barnesandnoble.com/w/enchanted-forest-johanna-basford/1120662541?ean=9781780674889>  
Andy J. Miller, The Indie Rock Coloring Book - <http://www.yellowbirdproject.com/products/indie-rock-coloring-book>  
Shea Serrano, bun b's rap coloring and activity book - <http://www.amazon.com/Bun-Rapper-Coloring-Activity-Book/dp/1419710419>  
Coloring for Grown Ups - <http://coloringforgrownups.com/>

### KEY FEATURES:

Interact with news in a fun and entertaining way.

Tangible newspaper that is more interactive (more than just reading the paper).

Share colored newspapers online #ColorTheNews.

Website to download coloring illustrations so that you can print them out and color them on your own.

*"Part of it is because the (news) scares me."*

Junior Undergraduate Student at the  
University of Washington, Fall '14

## NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.

### CREATIVE COMMUNITY ENGAGEMENT:

In order to create the newspaper I engaged with the Seattle creative community, and asked for their help in finding international news articles and creating illustrations for the newspaper.

I reached out to my existing connections within industry and received submissions from eight professionals and students.

Special thanks to the following contributors:

**David Wykes** | Partner and Creative Director at Pope Wainwright & Wykes

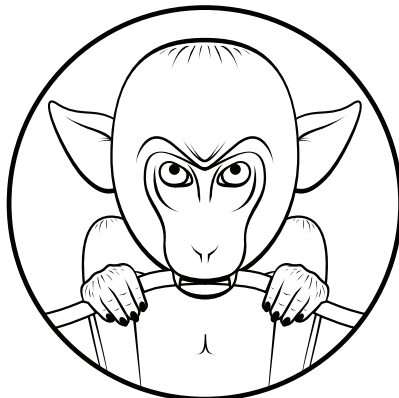
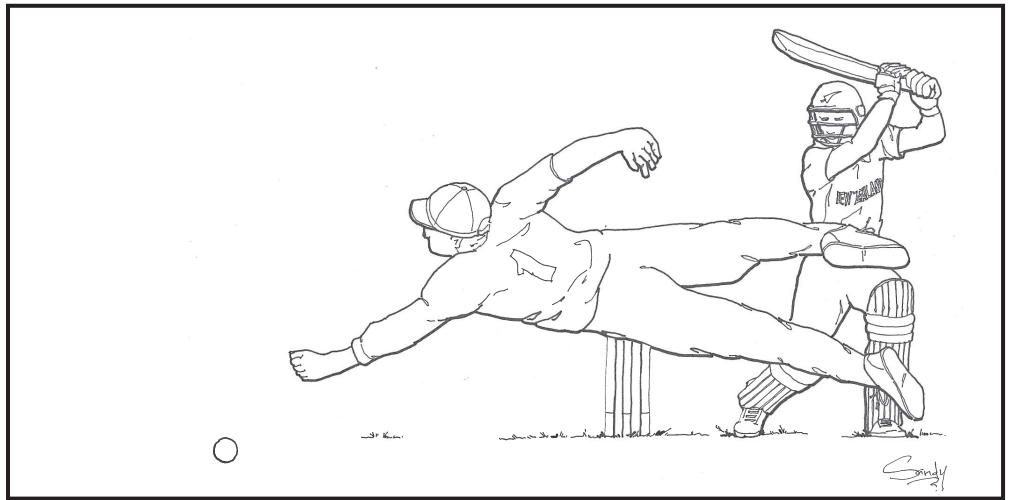
**Sandy Pawson** | Designer at Adherettes

**Maryia Ziankevich** | Interaction Designer at Teague

**Jeff James** | Professional Illustrator

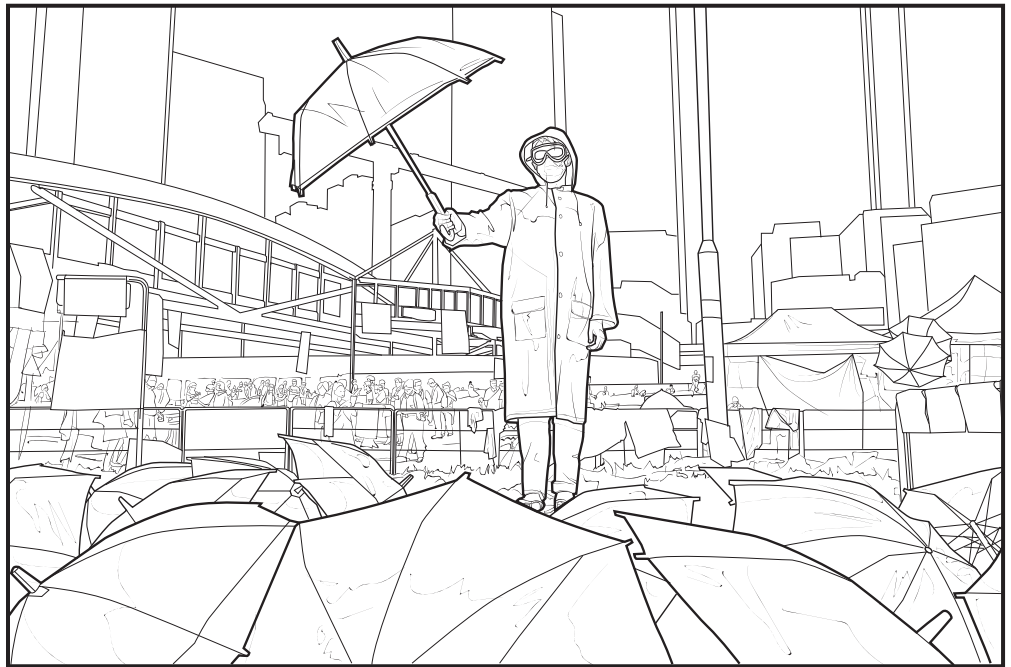
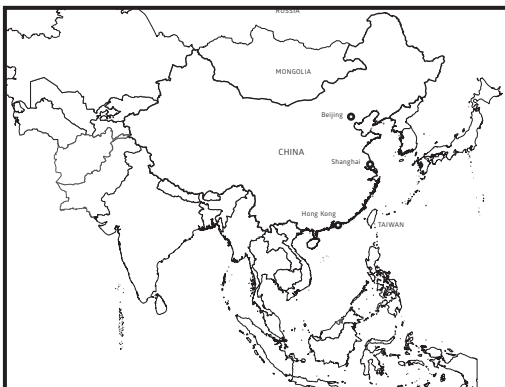
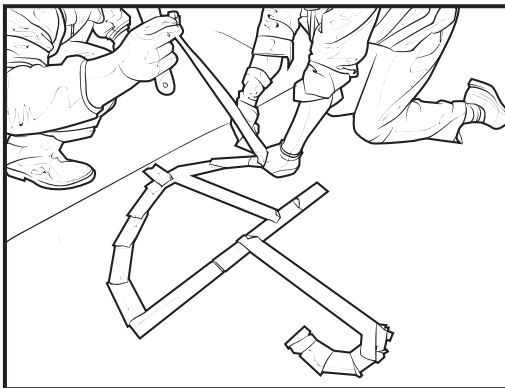
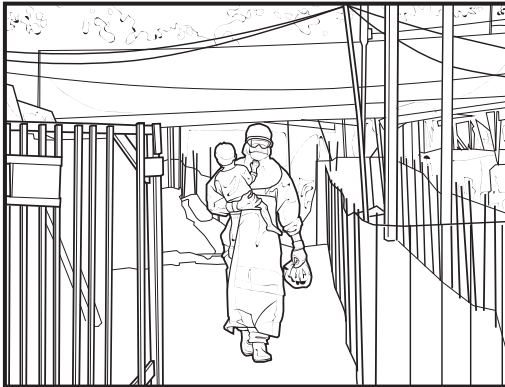
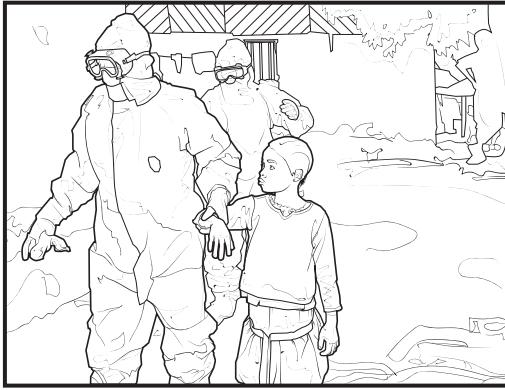
**Haeree Park** | Interaction Designer

**Ryan Moeck** | Interaction Designer & Grad Student at UW



# NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.



## NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.

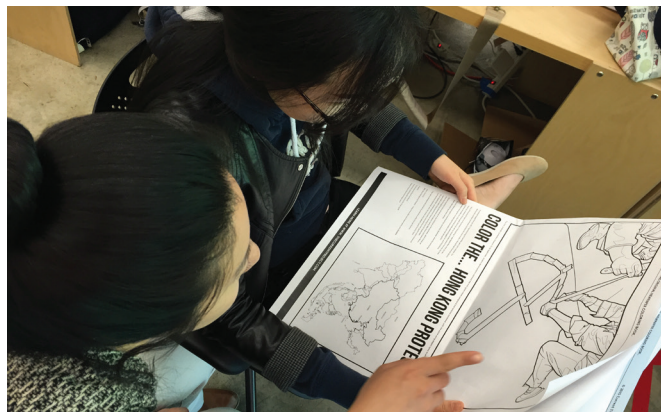
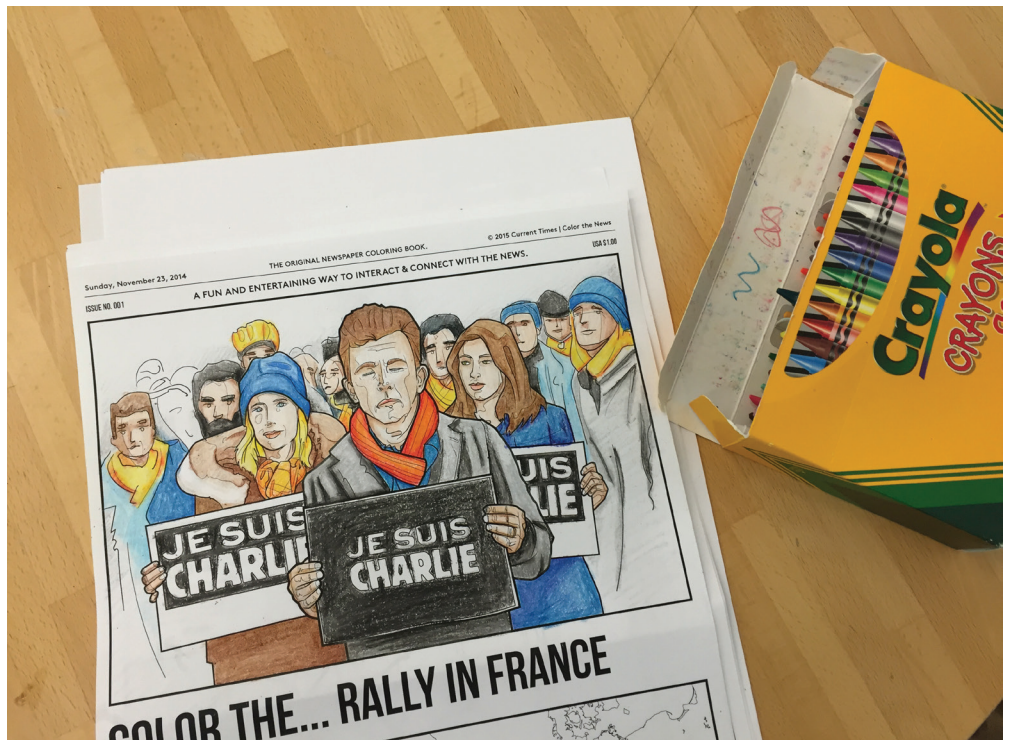
### IMPLEMENTATION:

I hope to be able to circulate the Newspaper Coloring Books into campus newspapers around the US by selling rights to issues. By connecting with the existing campus newspapers the Newspaper Coloring Book can be supplemented into their existing print cycles. Initially, I could handle all of the illustration work, but I hope to enlist the help of other illustrators from around the world. Students and professionals would be able to submit their illustrations and stories to be incorporated into the newspapers.

Printing - There are existing resources to print small quantities of the Newspaper Coloring Books on newsprint in broadsheet format (Newspaper Club - <http://www.newspaperclub.com/products/broadsheet-newspapers>). As membership grows

*"I watched one thing and then I am not watching the news at all this week because it is just going to be really depressing."*

Junior Undergraduate Student at the University of Washington, Fall '14



PROJECT #3 | LACK OF TRUST & OVERWHELMED

# NEWFEED MIXTAPE

*Connect with the news through  
the people that you trust.*



## NEWFEED MIXTAPE

Connect with the news through the people that you trust.

### DESCRIPTION:

What if college students could follow the news consumption of the people that they trust? What are your professors reading about? What have they marked as interesting or important? Inspired by the Spotify music app, we ask what if we could be the editors of our own newspaper. Read the news mixes from friends, professors, celebrities and experts. The News Mixtape project would allow people to collect news that matters to them and organize it in a way that makes sense to themselves. What stories are important to you? Create your own new mixtape.

*"I don't know how much of the news I can really believe anyway or how much they are leaving out."*

Junior Undergraduate Student at the University of Washington, Fall '14



YOU

**"THERE IS TOO MUCH NEWS TO DIGEST. I DON'T KNOW WHERE TO START."**



## NEWFEED MIXTAPE

Connect with the news through the people that you trust.

### KEY FEATURES:

Read news mixes from your friends.

Follow the news consumption of the people that you trust (friends/professors/family/professionals).

Celebrity news playlists. What are they reading? Are the good role-models?

New news categories - Moods/Genre/Discoverer/Locations

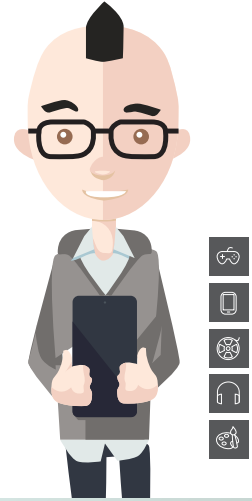
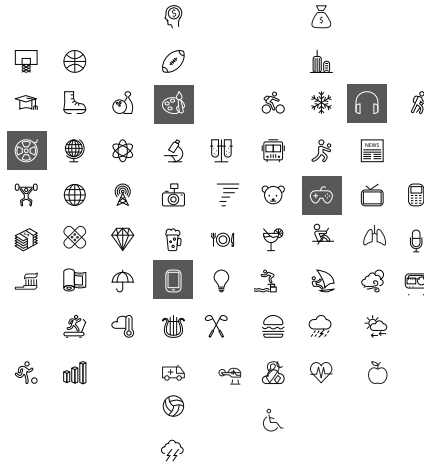
Create your own news mixtapes that you can use to remember what happened in a certain time in your life or share with friends.

Make our news consumption transparent for the world to see. Would that change our news consumption habits?

*"I have no time and no desire to look into these issues."*

Junior Undergraduate Student at the University of Washington, Fall '14

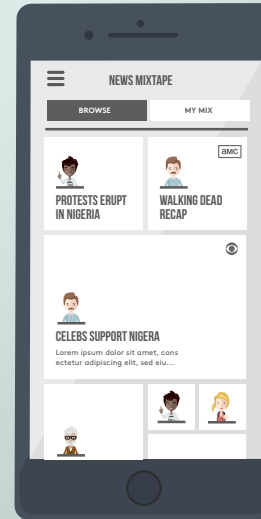
## WHAT STORIES ARE IMPORTANT TO YOU? CREATE YOUR OWN NEWS MIXTAPE.



### PERSONALIZED NEWS MIXTAPES

## READ NEWS MIXES FROM YOUR FRIENDS.

See what your friends are reading  
Create your own new mixtapes  
Share news mixtapes with friends



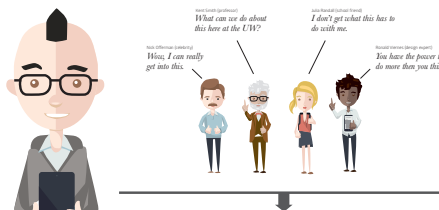
Create your own personal news style for others to follow.



Create your own personal news style for others to follow.

THE CURRENT COMMENT SECTIONS ON NEWS SITE ARE HORRIBLE PLACES TO BE.

## WHAT IF YOU COULD HAVE HONEST CONVERSATIONS ABOUT WHAT IS HAPPENING IN THE NEWS?



STORIES CATERED TO YOU RIGHT NOW.

## HAVE AN HONEST CONVERSATIONS AMONGST FRIENDS.

Set your mood for the day.  
See your news mood history.  
Compare your history with your news community.



Create your own personal news style for others to follow.

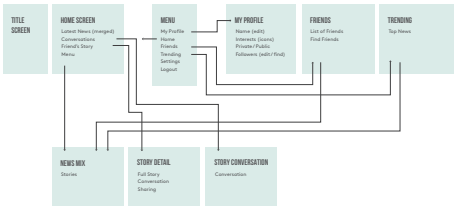
# NEWSFEED MIXTAPE

Connect with the news through the people that you trust.

### IMPLEMENTATION:

In order to create the Current News Mixtape project I would need the support of a team of developers and designers. I would also be possible to partner up with an existing news aggregator like Flipboard or Zite to implement some of the social functionality.

NEWS MIXTAPE APPLICATION - MAP



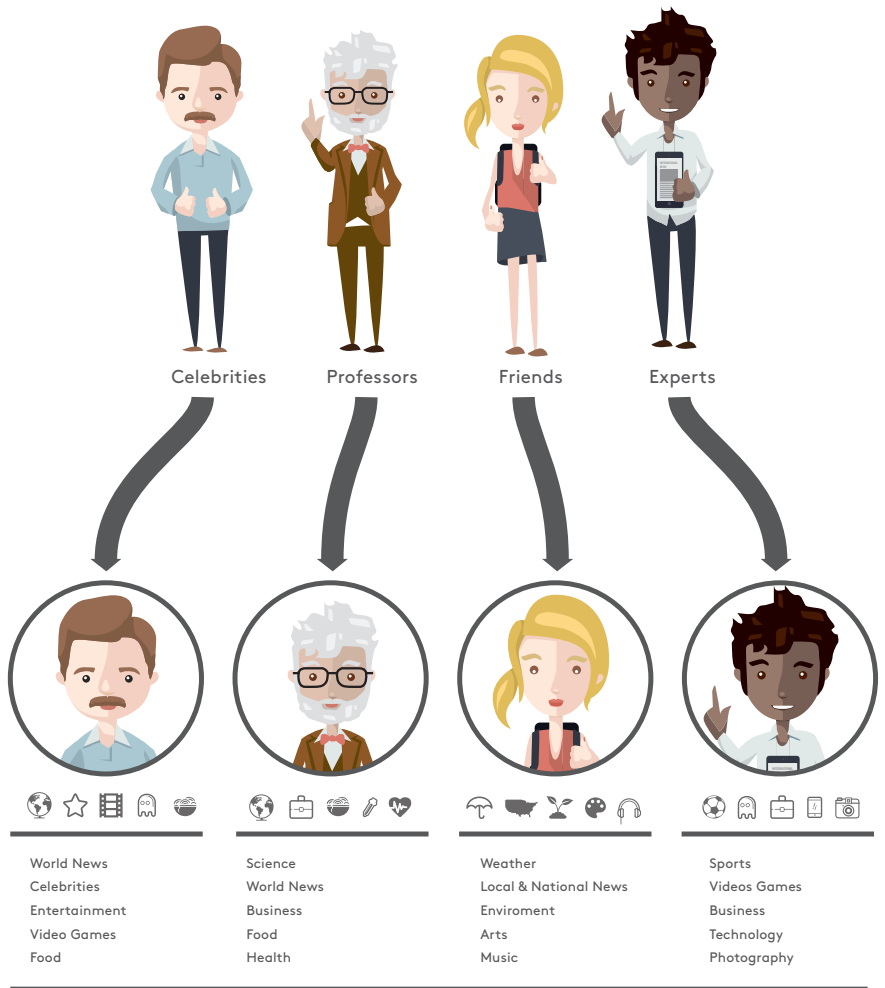
NEWS MIXTAPE APPLICATION - WIREFRAMES



### APP MAP & WIREFRAMES

The Newsfeed Mixtape application has a simple structure, prioritizing the connections that you have with the news topics that they are interested in.

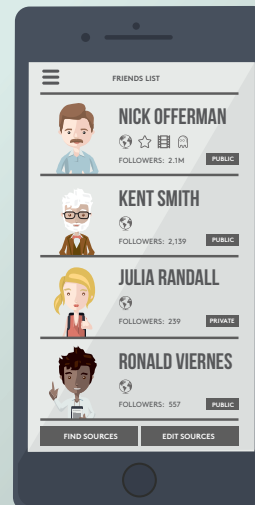
# WHAT ARE OTHER PEOPLE READING?



NEWS SOURCE LIST BASED ON REAL PEOPLE.

**FOLLOW THE LATEST NEWS THAT YOUR FRIENDS ARE READING.**

- Find new sources to follow
- Edit your sources
- Dive into their news history
- Sort sources by topic



Create your own personal news style for others to follow.



Create your own personal news style for others to follow.

## NEWSFEED MIXTAPE

Connect with the news through the people that you trust.

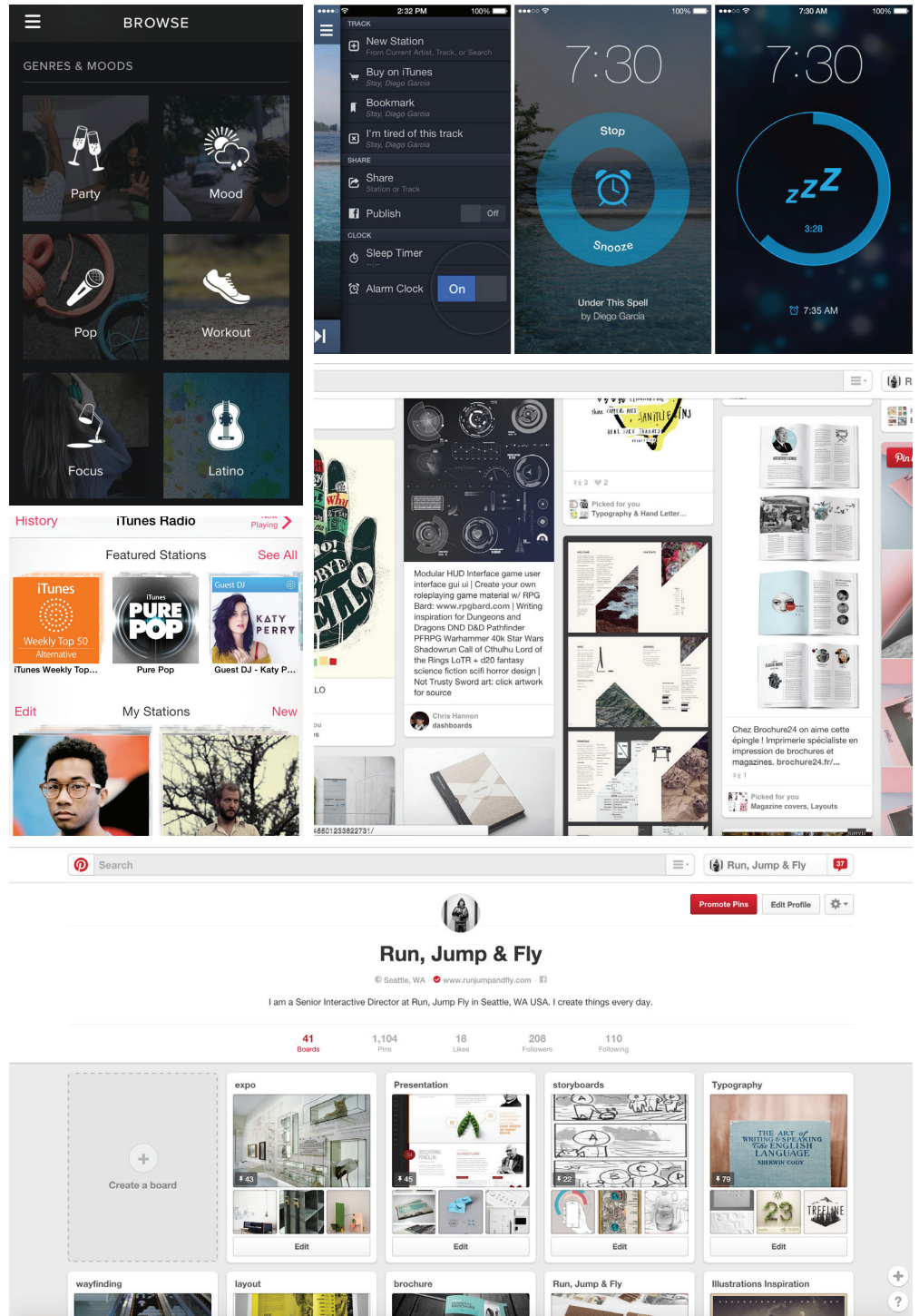
### INSPIRATION:

The Newsfeed Mixtape Application was inspired by a blend of Spotify and Pinterest. I was specifically inspired by the Spotify play-lists and following capabilities. Being able to share the music that I am interested in and to be able to organize it in a way that makes sense to me. The trend to make news a more visual experience has been well implemented within current news application such as Flip-board and New York Times Now. I was inspired with the idea of having visual news boards like the boards on Pinterest. I wanted to make the news consumer the curator of the news.

People are often embarrassed when you have to publicly share the music that they are listening to. What happens if we do that with the news?

### Inspirations Sites/Apps:

- Pinterest.com
- Spotify App
- iTunes App
- Pandora



Pinterest - <https://www.pinterest.com/>  
iTunes - <https://www.apple.com/itunes/>  
Spotify - <https://www.spotify.com/us/>  
Pandora - <http://www.pandora.com/>

PROJECT #4 | SCARED & CAN'T RELATE

# NEWS MATTERS CLOTHING BRAND

*Support the causes that matter to you by wearing them in public.*



## NEWS MATTERS CLOTHING BRAND

Support the causes that matter to you by wearing them in public.

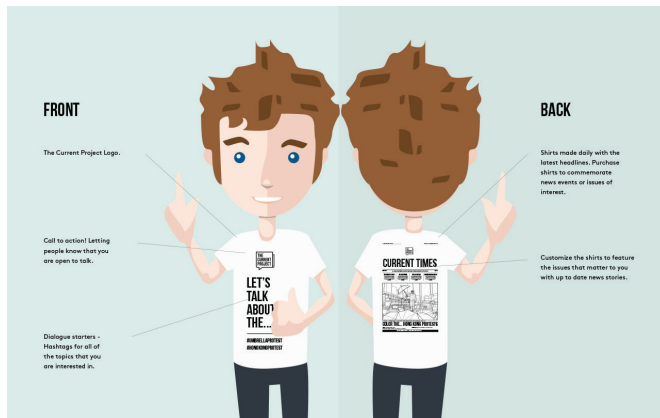
### DESCRIPTION:

What you wear can say a lot about who you are or attain to be as an individual. Students have no problem wearing clothing that promotes their school or their favorite fashion brands. What if instead of advertising for companies we gave students the ability to promote issues that matter to them? The News Matters Clothing Brand project aims to give students the ability to share issues that are important to them to the general public.



*“Unless someone shows me the connections to how something relates to my life. Then I won’t necessarily be interested. Which seems very self-centered.”*

Undergraduate Student at the University of Washington, Fall '14



## NEWSPAPER COLORING BOOK

A fun and entertaining way to interact and connect with the news.

### INSPIRATION:

Inspired by the saying, "making a fashion statement", I was inspired by the idea that our fashion actually does make a statement. We wear clothing that often shows off and promotes specific brands. The news that you consume says a lot about a person, so why not wear it on our sleeves?

I have seen custom clothing created for events long after the event, but I wanted to see if we could actually keep it current. What if we could quickly design, produce and deliver news in the form of clothing when the event is actually happening?



Bouncing Souls Newspaper T-Shirt - <http://en.buckaneermerch.com/bands/bouncing-souls/newspaper-t-shirt>  
Sash, Kid Dangerous Men's - <http://images.spoiledbrat.co.uk/images/products/zoom/1316641867-48663600.jpg>  
Love Moschino - <https://secretsales.com/details/Short-sleeve-black-newspaper-Tshirt-608384>  
Facebook Vice - 2015  
Mens Button Down Shirts Fashion Long-Sleeve Cotton News Paper - [http://onlinecheapshoes.biz/mens-button-down-shirts-fashion-longsleeve-cotton-news-paper\\_products26447/](http://onlinecheapshoes.biz/mens-button-down-shirts-fashion-longsleeve-cotton-news-paper_products26447/)

### KEY FEATURES:

- Graphic clothing aimed towards students.
- Clothing features news issues that matter to each student.
- Hashtags to quickly share issues.
- Collectible/commemorative clothing to help remember issues from a certain date.

*"I really don't know what other people are interested in as far as news."*

Undergraduate Student at the University of Washington, Winter '15

PROJECT #4 | SCARED & CAN'T RELATE  
**NEWS MATTERS CLOTHING BRAND**

Support the causes that matter to you by wearing them in public.

**IMPLEMENTATION:**

There are three basic phases for rolling out this project. Starting with a simple limited collection of featured issues leveraging existing printers. As the project grows, it will include issue customization.

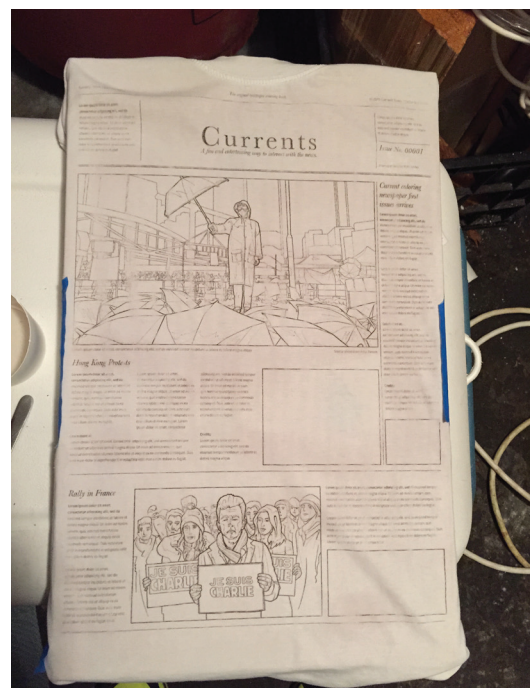
Phase 1 - Leveraging existing clothing printers (such as Cafe Presse, and ???), I could submit designs based off of larger current issues that are happening around the world. This would lead to a limited number of issues that can be featured at any given moment. Included within the first phase would be a website for student to purchase featured shirts.

Phase 2 - Setup my own small screen press printing shop where I can create and print t-shirts at the news breaks and when orders are placed.

Phase 3 - Create a small store front or pop-up shop to showcase and sell current News Matters Clothing. The pop-up shop could travel to different locations that are effected by issues to help raise awareness of issues that are happening around the world.

Additional Notes: Marketing could be integrated into existing news sites. When students read an article that they are interested in, they can be sent directly to the News Matters Clothing site to order clothing featuring that issue.

Custom Ink Website - <http://www.customink.com/>



## NEWS MATTERS CLOTHING BRAND

Support the causes that matter to you by wearing them in public.



PROJECT #5 | OVERWHELMED & TOO BUSY

# CURRENT NEWS TRACKING APP

*Helping students manage their relationship with the news.*





# CURRENT NEWS TRACKING APP

Helping students manage their relationship with the news.

### INSPIRATION:

Taking inspiration from the fitness tracking applications and the quantified self tracking applications that help us track our personal behaviors I created the News Consumption Tracking application. I was also inspired by personal brain training applications like Elevate, which are designed to help build productivity skills and keep track of your progress.

Elevate

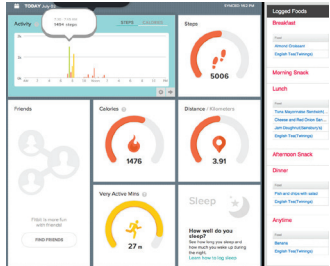
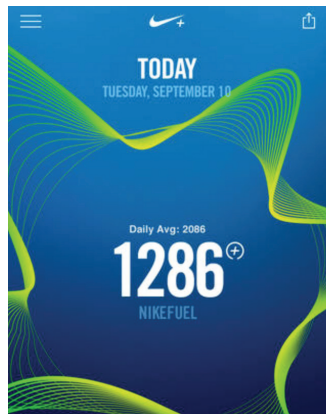
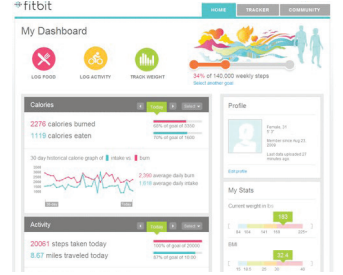
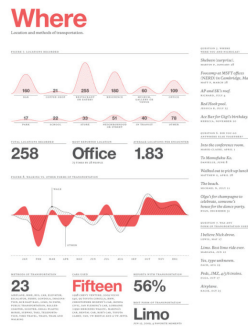
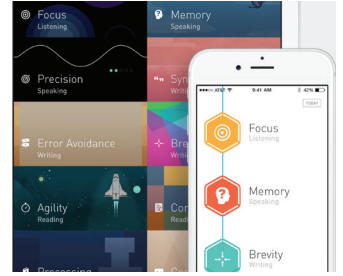
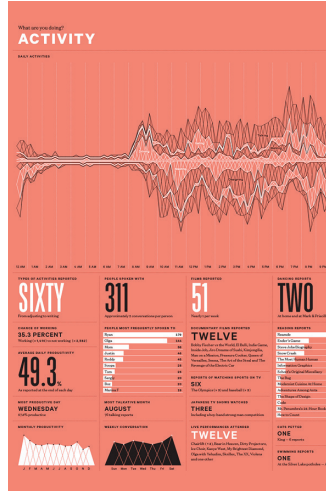
Nike+

FitBit

Up

Nicholas Felton - Personal Annual Reports

Reporter App



Nick Felton, Annual Reports - <http://feltron.com/>  
 Nike+ - <https://secure-nikeplus.nike.com/plus/>  
 NikeFuel - [http://www.nike.com/us/en\\_us/c/nikeplus/nikefuel](http://www.nike.com/us/en_us/c/nikeplus/nikefuel)  
 FitBit - <https://www.fitbit.com/>  
 Elevate App - <http://elevateapp.com/>

### KEY FEATURES:

Simple, low hassle interactions similar to sharing functionality of apps for easy integration into their existing technology lifestyles.

Set personal news consumption goals.

Compare your news consumption with your friends.

Tiered on boarding procedure to slowly build up the students' awareness of their news consumption.

Coaching advise from professionals and students.

Competitions between schools.

*"I don't want to read the news. There are so many things to do."*

Undergraduate Student at the University of Washington, Fall '14

## CURRENT NEWS TRACKING APP

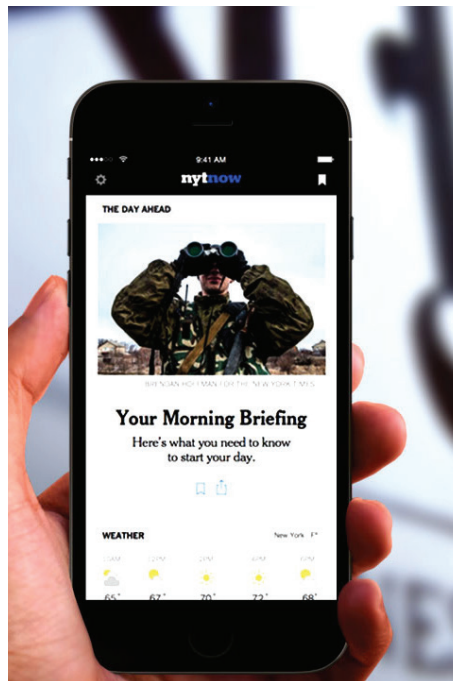
Helping students manage their relationship with the news.

### IMPLEMENTATION:

Simply add the Current App to the iOS Share Sheet. Then after reading any article in your favorite news applications you can simply share the article with the Current App which will keep track of the articles you have read, the source, date and your geo location. You can also include additional content for richer analytics, including the stories location, issue, and topic. Using this information you can see how current you are to events happening all over the world.

Phase 1 - Limited functionality using existing news reader databases (i.e. Pocket App). Using existing news reader databases (i.e. Pocket App), create a limited functionality visual display that allows students to visually track their news consumption. By using the existing database structure our application will be limited to only the data that is currently available to us, such as; time, duration, source, headline, author. For testing purposes I was able to use the custom tags feature in the Pocket app to create additional variables including; topic, issue, device, my location, story location.

Phase 2 - My hope is to create a fully functional application with corresponding database to track and store the data that I need to give a full sense of a college student's news consumption. I would also be able to implement the social components including; comparing with friends, competitions between locations (school/city/state).

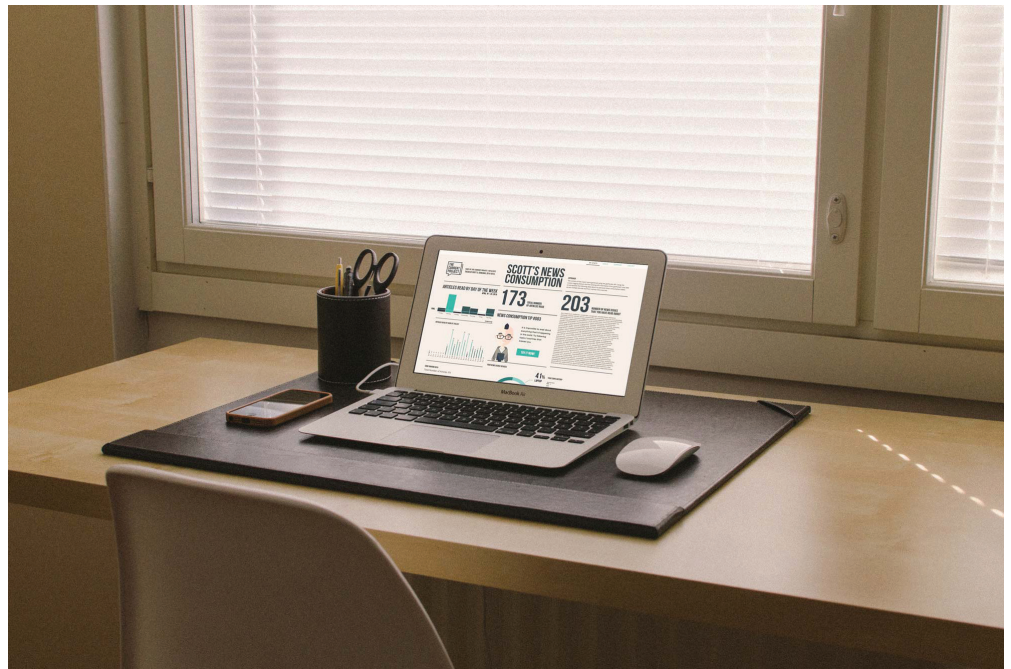


### WHAT I TRACKED USING THE POCKET API AND CUSTOM TAGS:

- When
- News Source
- Topic
- Issue
- Article Location
- Author
- My Location
- My Device
- & A Lot More

## CURRENT NEWS TRACKING APP

Helping students manage their relationship with the news.



*“Quite honestly I have no idea what is going on in Europe, or Africa, or Asia.”*

Junior Undergraduate Student at the University of Washington, Fall '14

PROJECT #6 | LACK OF EMPATHY & CAN'T RELATE

# NEWSFEED TAPESTRIES

*Dissecting and recreating the news as large interactive newspaper installations.*



## NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.

### DESCRIPTION:

Newspapers have been organized and presented in the same outdated format for years, but there is still something about the tactile feel of touching and reading a newspaper. The Newspaper Tapestries projects is a large scale replicable interactive newspapers installation where students can see the news organized by region. They can share their thoughts, relationship and feelings about news topics that matter to them. Fellow students can get a sense of how news issues effects the people around them.



*"The news is not important to me."*

Junior Undergraduate Student at the University of Washington, Fall '14

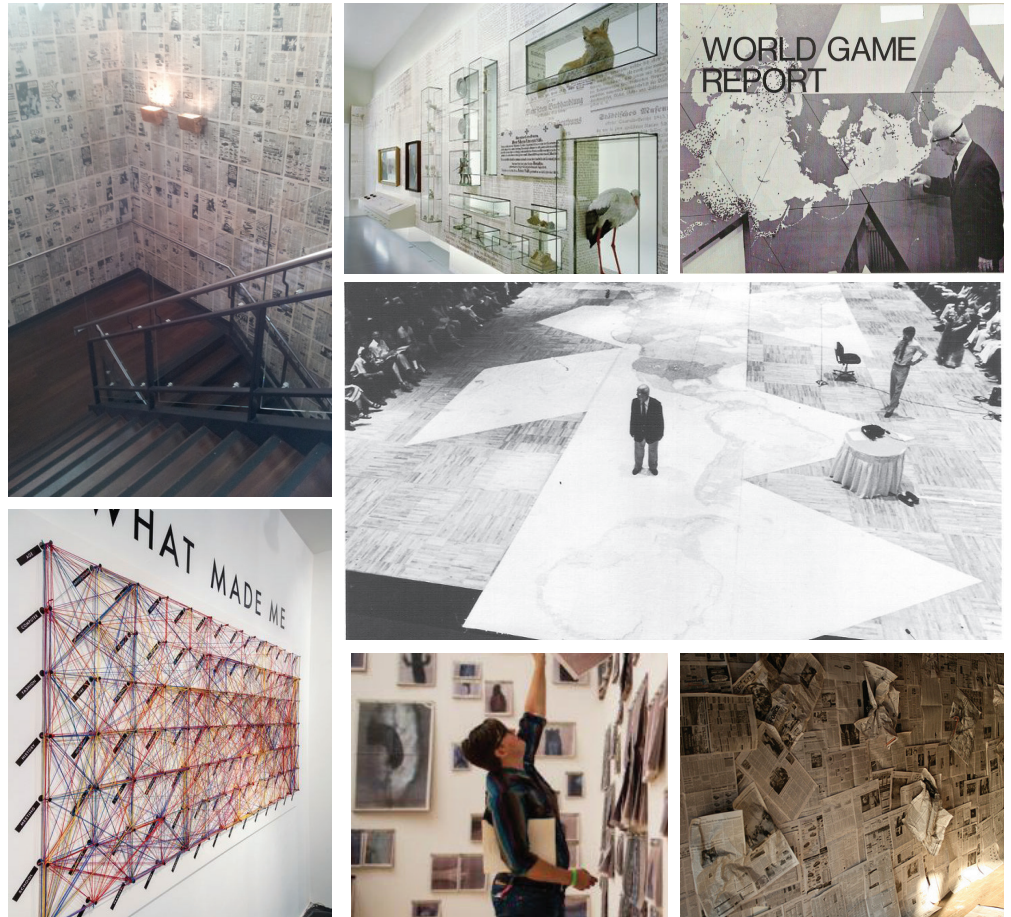
## NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.

### INSPIRATION:

The Newsfeed Tapestries were inspired by interactive exhibitions that get people to interact with large scale graphics. I was also inspired by the idea of dissecting the newspaper to see what was really inside of them. How much do they actually tell us? What are they leaving out? By dissecting the newspapers and rearranging them based off of location and topic you can start to see what locations and topics we consume in the news. You can also start to see how certain stories and topics overlap and relate to issues that are happening locally.

I was also inspired by the Buckminster Fuller, World Game, and their use of Dymaxion map to give people a different visualization of how the world is connected.



Ann Hamilton Studio, The Common Sense 2014 - <http://www.annhamiltonstudio.com/>  
Dorota Grabkowska and Kuba Kolec, What Made Me - <https://www.behance.net/gallery/4419469/WHAT-MADE-ME-Interactive-Public-Installation>  
Buckminster Fuller - <https://bfi.org/about-fuller/big-ideas/world-game>  
Apple Daily Bar and Eating House - <http://thechefswifeperth.com/2013/06/>

### KEY FEATURES:

Social reading of the news.

Interact with the news and let the campus community see what issues matter to you.

The News Tapestries will grow over time showing you the most common topics/issues featured in the news.

Students will also see which regions in the world they hear about more and which regions we hardly read about at all.

*"I don't go out of my way. If it is there in front of me then I will. But I won't actively make it a habit to do it specifically. I don't go out of my way to specifically do it."*

Undergraduate Student at the  
University of Washington, Fall '14

## NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.

### IMPLEMENTATION:

The initial Newspaper Tapestries would start off small and manageable for a small team to create and setup in multiple places across campus. At UW, the Newspaper Tapestries would be featured in high traffic areas including Paccar (next to Orin's Cafe), the main libraries and campus dining areas. Newspapers will be delivered and placed nearby. Student's can read and clip out the articles that matter to them and add them to the Newspaper Tapestries.

### Partner with organizations:

It would be great if I could find a sponsor for this program that would help fund the project. Maybe create outreach by donating funds per tag to different organizations.

*"There is nothing in my life that is relevant."*

Junior Undergraduate Student at the University of Washington, Fall '14



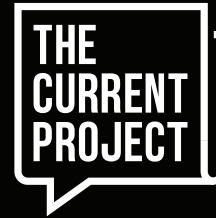
# NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.



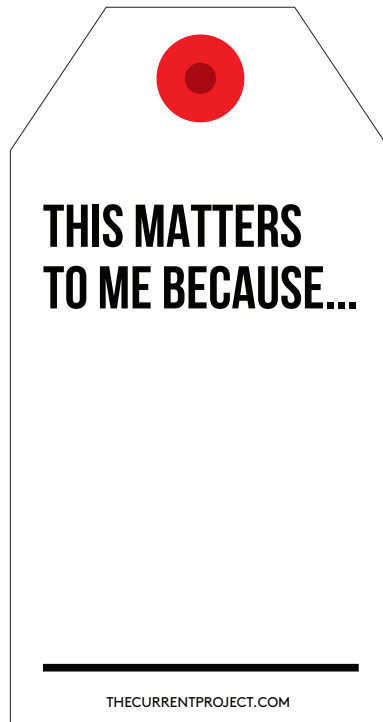
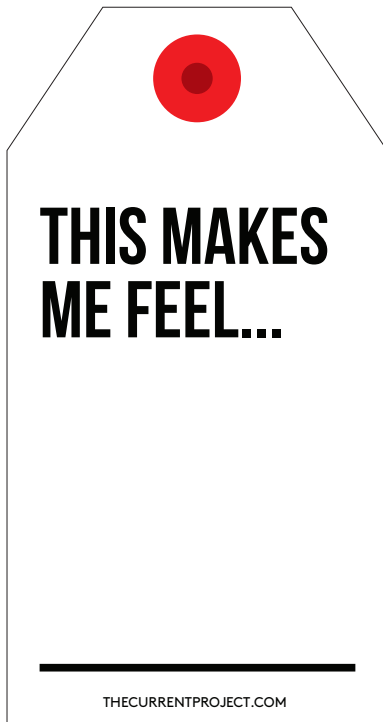
## NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.



# HOW DOES THE NEWS MAKE YOU FEEL?

SHARE WITH US HOW THE NEWS MAKES YOU FEEL. TAKE A PIN AND PLACE IT NEXT TO A NEWS STORY.



## NEWSFEED TAPESTRIES

Dissecting and recreating the news as large interactive newspaper installations.



PROJECT #7 | CAN'T RELATE & LACK OF TRUST

# NEWSFEED DINNER PARTIES

*Bringing students together to share news and food from around the world.*



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.

### DESCRIPTION:

Students are turning towards their mobile devices to connect with and share news. What if we made their news consumption into a social experience where students can share news stories and food from around the world? The Newsfeed Dinner Party project is aimed at connecting college students to issues that matter to the people around them. Students can download a customizable toolkit to help them set up their own events. The toolkits could include; theme cards, invitations, challenge cards, signage, decision making dice, and conversation prompts. Let's talk about the news!

*"I never really talk about what is going on in the world."*

Junior Undergraduate Student at the University of Washington, Fall '14



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.

### INSPIRATION:

The Newsfeed Dinner Parties are inspired by the classic family dinners that I had when I was growing up. Where my family would meet regularly, sit, and talk about things that were happening in our lives and in the world. I believe that it helped shape my understanding of my family and the issues that mattered to them. I wanted to create that same sort of feeling for the students now that they are adjusting to life with a whole new “family” at college.



Clayton Austin and Panacea Event Floral Design - <http://www.stylemepretty.com/living/2013/10/04/an-intimate-farm-to-table-dinner-party/>  
My Domaine - <http://www.mydomaine.com/dinner-party-ideas/>  
The Fresh Exchange Blog - <http://thefreshexchangeblog.com/2012/09/a-simple-evening-mcclures-style/>  
ImgKid.com - <http://imgkid.com/dinner-party-image.shtml>  
Image by Flickr user WanderingtheWorld - <http://www.goodnet.org/articles/5-games-to-play-at-your-next-dinner-party>  
shopcoco Kelley - <http://www.ebay.com/gds/Tips-to-Throwing-a-Killer-Dinner-Party-/10000000179145424/g.html?roken2=ti.pQ2FzcFuZJHlExhdmFsbGU=>

### KEY FEATURES:

Make news consumption a fun and social experience.

Connect students to the international community in their local vicinity.

A flexible toolkit to help students host their own Newsfeed Dinner Party.

*“I don’t go out of my way. If it is there in front of me then I will. But I won’t actively make it a habit to do it specifically. I don’t go out of my way to specifically do it.”*

Undergraduate Student at the University of Washington, Fall '14

## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.

### IMPLEMENTATION:

I hope to be able to connect with university resources to host events at dining halls. Another option is to work with the residence halls administrative staff, and offer the residence advisors toolkits to help host events with younger students. It would be great if I could receive funding resources to make the Newsfeed Dinner Party Toolkit. Residence halls or the school could sponsor the event and help pay for food and materials.

An alternate approach would be to partner with local restaurants to host Newsfeed Dinner Party Events. It could be a day event where there were a group of restaurants that would host these events at the same day. Students could go from restaurant to restaurant to get deals on food and learn about news that effects the international restaurants. (Inspiration: The Bold Italic).

### PROMPTING DISCUSSIONS

During the event, I placed prompts to get students to talk about their relationship with the news. The idea was to help facilitate a discussion about why some students choose to consume news and why others choose not to consume news.



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



### INTERACTIVE MAPS

Students brought an international news story and food from that culture or region. They placed markers on the interactive map showing where the food and story were from/about.

It was entertaining to see the students attempt to place the tags in the proper location on the map. Interestingly enough all of the articles related to Asia/europe/northern Africa.

## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



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## NEWSFEED DINNER PARTIES

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Bringing students together to share news and food from around the world.



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### SPECIAL THANKS:

#### Participants

Jennifer Cheng | Senior at UW

Kaito Gengo | Senior at UW

Tyler Sinclair Monteferrante | Senior at UW

Amber Scoville | Junior at UW

Abigail Steinem | Graduate Student at UW

Joey Zingarelli | Junior at UW

Charlotte Ziob | Senior at UW

#### Event Photography

Chad Hall | M.Des Grad student at UW

#### Event Locations

Jacob Lawrence Gallery at UW

Scott Lawrimore | Director of the Jacob Lawrence Gallery

Justen Waterhouse | Assistant to the Director of the Jacob Lawrence Gallery



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.

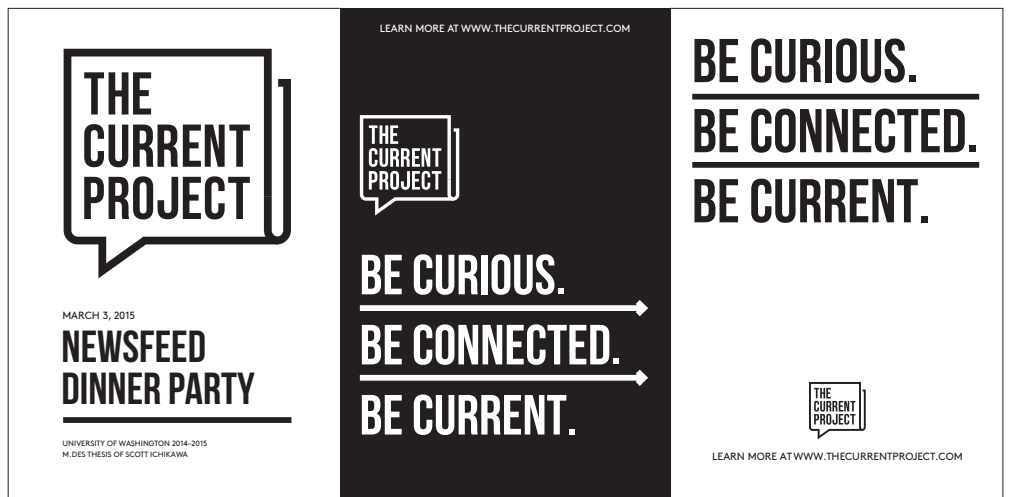


### INVITATIONS

I created a set of invitations that students can use to invite friends or participants. They can be easily printed off of your home printer only using black and white ink.

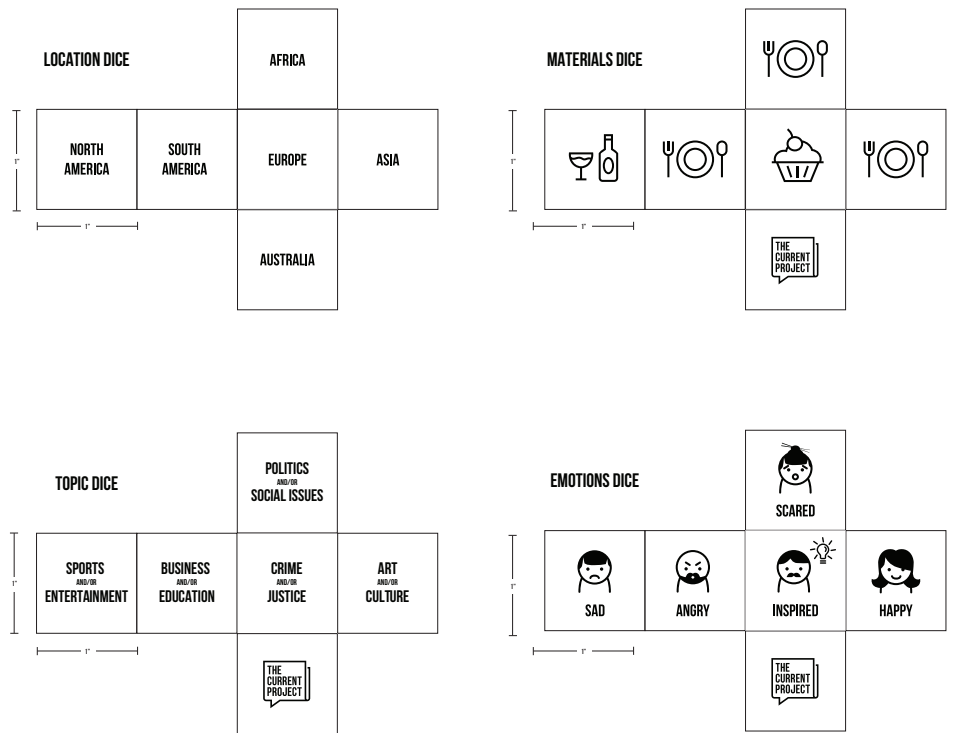
### SIGNAGE

Black and white signage that can be customized and printed at a local printer off of the black and white plotter.



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



### CHALLENGE DICE

Students can use the Challenge Dice to encourage them to find different news stories outside of their comfort zone. There are currently four different dice including: emotions, locations, topic and food/beverage. A sample roll would be for a student to bring a news story about the environment in South America that makes you angry, and bring dessert from that region.



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



### THEME & CHALLENGE CARDS

Students can choose from three different Newsfeed Dinner Party themes, including: Let's Talk About... (where students deep dive into one specific news story), Diverse Perspectives (where students must look at a story and represent a different perspective), What Matters to You? (where students pick a unique story to get a diverse range of topics).

The Challenge cards include specific theme based challenges that participants must complete during the dinner party.



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



### SETTING UP THE TEST EVENT

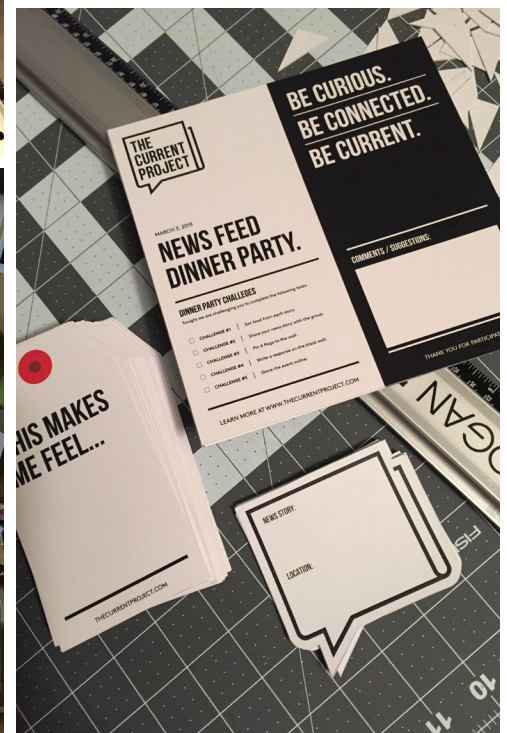
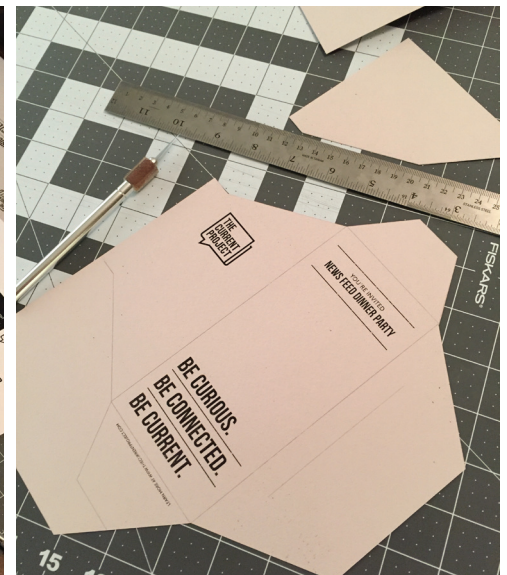
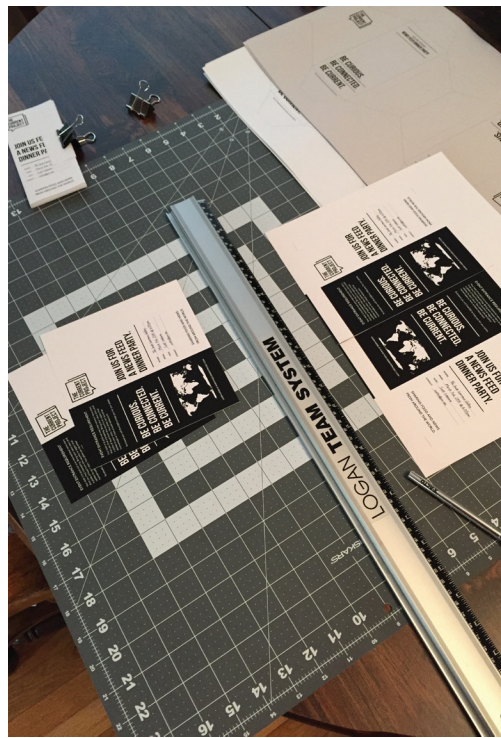
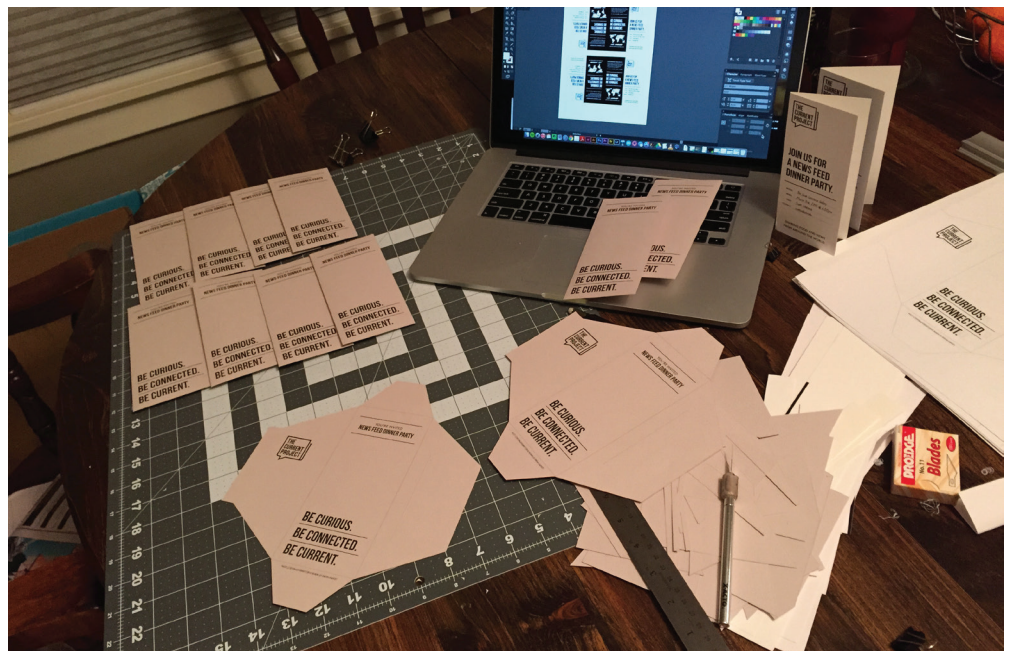
#### AT THE JACOB LAWRENCE GALLERY

Working with the Jacob Lawrence Gallery at UW, I was able to set up the test event in one day, and host the event the next day! A special thanks to the team at the Jake and my colleagues from the M.Des program for helping with setup and photography.



## NEWSFEED DINNER PARTIES

Bringing students together to share news and food from around the world.



### PROCESS - MAKING THINGS

I prepared (printed/cut/folded) all of the design materials for the event, including invitations, signage, posters, challenge cards, sandwich boards, etc.





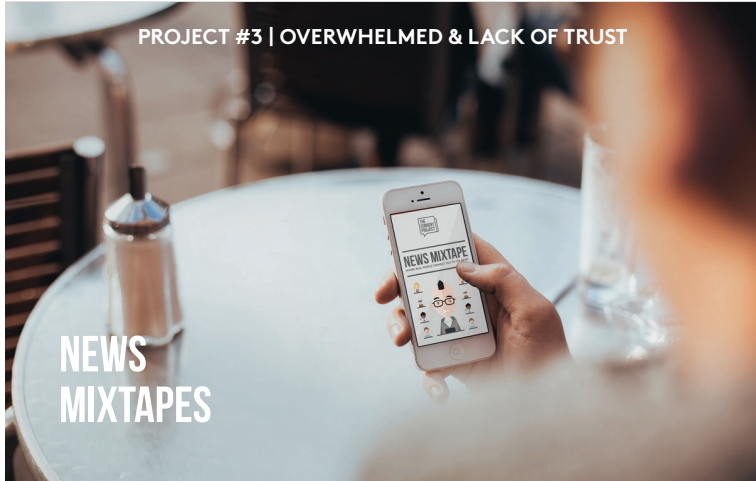
PROJECT #1 | TOO BUSY

TAKE OUT NEWS



PROJECT #2 | SCARED & OVERWHELMED

NEWSPAPER COLORING BOOKS



PROJECT #3 | OVERWHELMED & LACK OF TRUST

NEWS MIXTAPES



PROJECT #4 | SCARED & CAN'T RELATE

NEWS MATTERS CLOTHING BRAND



PROJECT #5 | OVERWHELMED & TOO BUSY

NEWS CONSUMPTION TRACKER APPLICATION



PROJECT #6 | DON'T CARE & CAN'T RELATE

NEWSPAPER TAPESTRIES



PROJECT #7 | CAN'T RELATE & LACK OF TRUST

NEWSFEED DINNER PARTIES



## NEXT STEPS FOR THE CURRENT PROJECT

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Interested in being part of The Current Project? I am reaching out to the community for support and resources to make The Current Project a reality.

**FUND / DONATE | VOLUNTEER | COLLABORATE | HOST EVENTS | SPREAD THE WORD**





## HENRY EXHIBIT

### THE CURRENT PROJECT AT THE HENRY

Taking my projects off of my desk and sharing it with the public!

### THE MFA + MDES SHOW AT THE HENRY

The Current Project was on public display from May 22nd – June 21st 2015. The public was invited to check out The Current Project at the Henry Art Gallery, Seattle WA and respond to my various projects and ideas.

Working with my advisor, Kristine Matthews, I created an interactive space where the public could quickly learn about projects that related to their needs.

I sourced most of my materials either from second hand stores, or from friends trying to limit the need to purchase new items just for my exhibit.



## HENRY EXHIBIT

### THE CURRENT PROJECT AT THE HENRY

Taking my projects off of my desk and sharing it with the public!



### PUBLIC OPENING

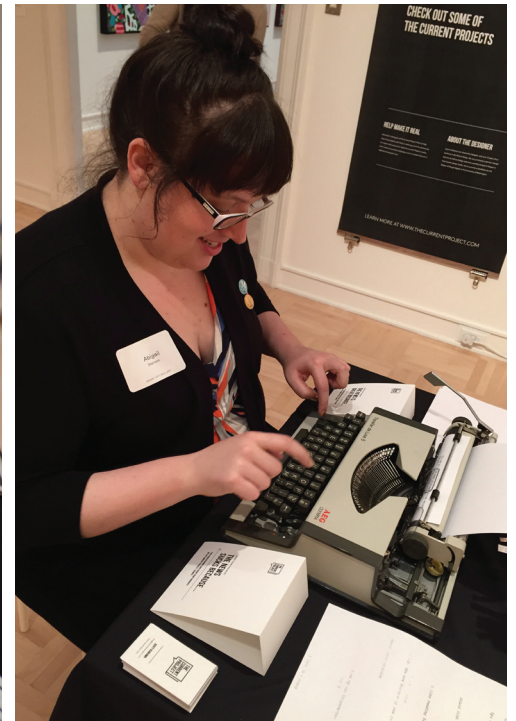
Images from the public opening of the MFA + MDES Thesis Show.



# HENRY EXHIBIT

## THE CURRENT PROJECT AT THE HENRY

Taking my projects off of my desk and sharing it with the public!

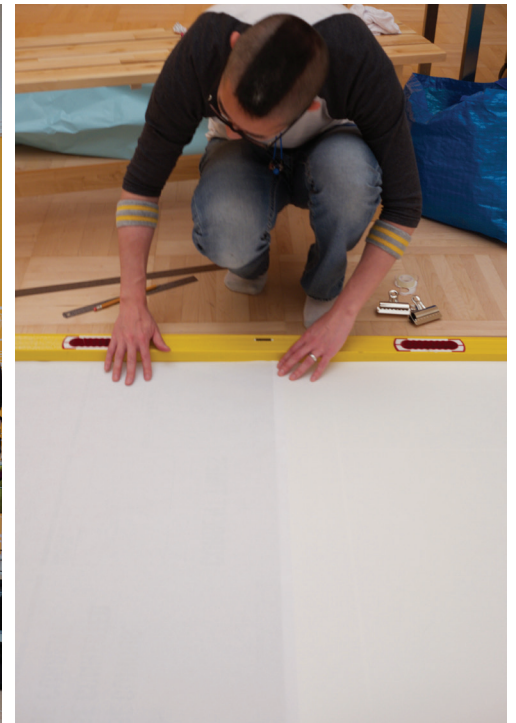


## HENRY EXHIBIT

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### THE CURRENT PROJECT AT THE HENRY

Taking my projects off of my desk and sharing it with the public!



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### SETTING UP THE EXHIBIT

I felt like I was living in the Henry for about a week setting up my space! The little details, like hiding the electrical cords, or making sure that everything was aligned and level took far longer than I expected. I want to thank the team at the Henry for their help and support throughout the installation process.



## ONLINE RESOURCE

THECURRENTPROJECT.COM

Sharing The Current Project is a major part of the project.

### LEARN MORE

Students, collaborators, hosts, and anyone else who is interested in The Current Project can visit thecurrentproject.com to learn more about the individual projects.

The website includes the following sections:

#### ABOUT

Learn more about Scott Ichikawa and the advisors who helped bring this thesis project together.

#### JOURNAL

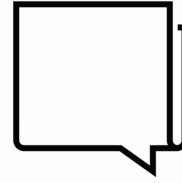
The journal section includes progress check-ins, as well as inspirational or related new stories that relate to The Current Project.

#### PROJECTS

Visitors can learn more about the individual projects, as well as download parts of the toolkits.

#### CONTACT

Connect with Scott Ichikawa through the website to learn more about the project and join him in his quest to make a more connected and current America.



# THE CURRENT PROJECT

ENGAGING, INSPIRING AND EMPOWERING COLLEGE STUDENTS BY INCORPORATING INTERNATIONAL NEWS INTO THEIR DAILY LIVES.

## WHAT IS THE CURRENT PROJECT?

The Current Project aims to engage, inspire, and empower college students by incorporating news from around the world into their daily lives. My goal is to create news rituals and healthy news consumption habits that can carry on past college and last the rest of their lives.

**BE CURIOUS. BE CONNECTED. BE CURRENT.**

## WHY IS THIS IMPORTANT?

There has been a radical change with how the millennial generation consumes the news. The rituals created by the older traditional news outlets, such as newspapers and broadcast are no longer relevant to U.S. college students. Students find themselves snacking on news when it is convenient to their busy lifestyles, which causes them to consume news on a less frequent basis.

## MY APPROACH

Every U.S. college student has a different relationship to the amount and types of news that they consume. I quickly realized that there was not going to be one silver bullet project that dealt with the diversity of this problem. So I focused on creating a family of projects that tackled it from different directions, whether through humor, or their stomachs.



A person is sitting at a wooden desk in a bright, modern office. They are wearing a grey sweater and brown socks. Two silver laptops are open on the desk. The person's hands are resting on their lap. The background is a bright, out-of-focus office space.

# CONCLUSIONS & APPENDIX

Conclusions

Future Opportunities

Appendix

Bibliography

## FINAL CONCLUSIONS

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In conclusion, this was a fantastically crazy year of learning, failure, frustration, doubt and eventually some semblance of achievement. As I sit here in the Suzzallo Library at UW, just mere hours from the official School of Art graduation ceremony, I can't help but look back at my time here with a level of regret. Did I accomplish what I came here for? Did I learn everything that I could? Did I take full advantage of my time at the UW? For all of the questions above, I think that the answer is no. But it was by choice. One of the biggest lessons that I learned was more about the importance of balance between design and life.

If you want to go for a wild ride, try going through this program while having your first child! There is really nothing quite like it!

After going through this process, and feeling like I was floating within my thesis, I realized that I should have listened to my advisors about narrowing my focus. It would have been interesting if I had followed one specific issue and tracked how college students interact with it over time. I had started down the track of following a group of activists fighting to get UW to Divest their investments in coal. It would have been interesting to have followed up and kept a relationship with them. Potentially creating tools for them to be more engaging with the community and the school.

Another thing that I think would have helped my thesis a lot, is if I had partnered up with an existing group or organization that was interested in this topic. Working with a company like the Seattle Times would have added some more constraints but it would have given me an existing platform from which to engage with students. I go back and forth on this, because I feel like I wouldn't have produced some of my favorite ideas if I had been held back by industry constraints. It would have been interesting to have reached out more to the journalism community in Seattle as well, whether that is at UW or in the Seattle area. Recently, a professor shared an organization that is promoting and organizing young journalists to help them spread their own news articles. They would have been an interesting platform from which I could have worked with custom content specifically created by students.

One giant question mark that hung over my thesis all the way to the end, was my approach to create a family of projects. I consistently got support and opposition of this direction throughout the process, and it led to a huge amount of second guessing.

There are obvious trade offs to this approach. On the positive side, I feel like I was able to explore and experiment with a variety of ideas. And I was often surprised by the directions some of them took. The Newsfeed Dinner Parties seemed like a small fun idea, but it grew into one of my biggest ideas. The test event spawned even more ideas that I would have liked to pursue if I had additional time. One idea being creating a Tinder/Dating App for meeting people to talk about news events. Another positive aspect to my approach, was it challenged me to consistently keep shifting from concept to concept, leading me to often come back to an idea with a fresh eye. What seemed like a good idea at the time suddenly would change. I would often look back at an idea and realize all of it's flaws or limitations.

One of the biggest negatives to my approach was the level of refinement for my ideas. I was able to spend more time on some projects and less on others. I had to choose which ideas to prioritize. Some ideas that I would have loved to have spent more time on, were left only partially realized. It also limited me on the amount of testing I could do for all of the ideas. You also need to make decisions faster, and I moved forward on ideas that were meant to fail with the hope that the process would smooth out the rough edges. Some times this created something great and unexpected, other times it resulted in slightly polished turds.

The obvious response, is if I had only had a little more time! I understood the deadline, and how it would effect the outcome of my designs due to my approach. Would I suggest this approach to other M.Des candidates? I would say that it really depends on what you hope to get out of your thesis. It will definitely challenge you, and push you to your limit.

*"If you want to go for a wild ride, try going through this program while having your first child! There is really nothing quite like it!"*

## FUTURE OPPORTUNITIES

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The professors told us that this project will not define us as individuals or as designers, but I put a lot of my heart and soul into this project. Deep down, I know that I could have done so much more, and that this is really only the start of a much bigger project. I tell myself that I will continue working on this project after I have submitted all of this paperwork and walking across a stage, but I know that it will be hard. That being said, there are some glimmers of future opportunities within this project that I would love to carry on.

There is really nothing out there like the News Consumption Tracking Application, and I am proud of what I was able to accomplish on my own. With the right team and place, I feel like this could be a great project to continue on with. I feel like with growth of data tracking (as we become more digitally connected) we will need to take control of the information that is being given to us. We are falling into a trend where we are relying on others to sort and manage the information and we are letting them for the convenience.

## ACKNOWLEDGMENTS

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I would like to thank the following people who helped support this project:

My committee: **Kristine Matthews, Tad Hirsch & Tom Hobbs** for their support and advising.

My colleagues: **Abigail Steinem / Catherine Lim / Shaghayegh Ghassemian / Kun Xu / Ryan Moeck / Chad Hall / Jaewon Hwang / Geoff Gray / Joe Sparano / Erin Wilson / Josh Klekamp / Sandy Pawson / Jon Cook / Jason Petz / Haeree Park / Bradley Trinnaman**

The students that helped me with my research including the undergrads the were part of my journal studies / discussion groups / interviews. A special thanks to **Jennifer Cheng / Charlotte Ziob / Kaito Gengo / Tyler Sinclair Monteferrante / Amber Scoville / Abigail Steinem / Joey Zingarelli.**

The industry professionals that helped create the Newspaper Coloring Book content and illustrations: **David Wykes** | Partner and Creative Director at Pope Wainwright & Wykes, **Sandy Pawson** | Designer at Adherettes, **Marya Ziankevich** | Interaction Designer at Teague, **Jeff James** | Professional Illustrator, **Haeree Park** | Interaction Designer, **Ryan Moeck** | Interaction Designer & Grad Student at UW

The Gallery Staff at The Jacob Lawrence Gallery / Scott Lawrimore / Justen Waterhouse. The Team at The Henry Art Gallery specifically **Jes Gettler / Dan Gurney** .

Lastly, special thanks goes to my wife **Andrea** for her continual support, encouragement, patience, and honest feedback throughout this project. And of course a special thanks to my son **Theo**! You both inspire me to be a better person and father. Looking forward to spending more time with you both!



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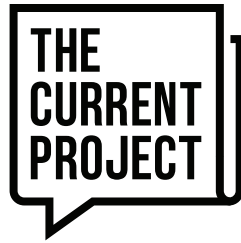
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## CONTACT

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