

# Meals On Wheels: Portland Food Cart Explosion

*important note:  
refer to our 320 blog  
Research: 320 blog post,  
foodcartsporeland.com/  
and www.speakeasy.  
org/~aeschrigh/maps/*

**What? Where? Who? When? Why?  
Compared to what?**

sociology/social, culture, political, history, vibe,  
technology, language, geography, economic

*people eat:* where, how, when, why, (how often)  
*the food...* measure the portions, ingredients,  
where did the ingredients come from...  
mini-reviews, personal narratives  
(how did you feel before, during, after), ...  
drink, food, vegetarian, vegan, dessert, indian,  
korean, polish, thai, persian, african, mexican...

*the cart...* structure/s, architecture, square  
footage, exterior interior design + feel of cart,  
materials, to go packaging, (waste),  
spatial: distance from each other, contents,  
wayfinding, signage, menus/boards, seating,  
weather and carts

*emotional connection/narratives...* proprietors/  
vendors/customers/people (stories/profiles)

time + location, location, transportation,

*cost / payment:* cash, credit cards?  
*real cost:* transportation, land use, energy

*communication ...* promotion, website, twitter

*Document / collect data:*  
touch, listen, smell, taste,  
photograph, draw, record/written narratives,  
audio...map, diagram, timetable, time lapse  
images, flowchart, document, graph,  
sequence, list, food samples, food groups,  
scientific food samplings, count, measure,  
weigh, color, color prints/samples...

**\*individual contributions to  
team project must be POSTED to flickr**

**LEARNING OBJECTIVES + GOALS + PURPOSE**

There are abundant ways to communicate data visually. This project familiarizes students with a range of methods and types of information. Your team's goal is to determine a theme and line of questioning regarding the growing trend and shifting culture of Portland's food carts. Teams will collect, analyze and translate data into **two types of visualizations** that inform, educate, elucidate and excite! Demonstrate creative visual storytelling, creative data visualization and creative information mapping/diagraming.

**STEPS / REQUIREMENTS**

1) **TEAMS** Choose a team that shares a similar schedule. Create a schedule matrix of the team's availability outside of class. *Important note: "I can't meet with my group" is not an excuse for not working on project—you must pull your own weight on the team. Expect a failing grade if you are unable to contribute and work hard consistently.*

2) **CHOOSE AN AREA** to examine from the seven below—share teams' picks in class—if there is too much overlap faculty will request teams to change to cover broader territory.

**NE** Mississippi Street

**SE** 12th & Hawthorne + 20th & Morrison

**SW** 4th & Hall // 5th & Stark (2 teams) // 10th & Alder // 9th & Alder // 3rd & Washington

3) **LIST THEMES / TOPICS** ("big ideas" or "concepts" or "hypotheses"): *Think Big! Imagine. Demonstrate high level of Creativity.* Questions: What does each member find interesting/want to learn re: food carts? Brainstorm and list ALL ideas/interests/questions your team comes up with—do NOT edit yet! Share your list. Choosing a compelling theme will enhance your team's end results. Seek feedback / ok.

4) **10 VARIABLES / Categories:** List ALL possible variables (+ questions) relating to theme. Consider opposing / contrasting lines of questioning that may greater elucidate aspects of the theme. Be prepared to push and/or rethink team's ideas. Defining the team's criteria: What do you want to learn? What ideas might generate a strong set of pieces? Carefully consider types of information to be collected and how they will be compared to one another. **EDIT down to 8-10 categories of data to collect. EXACTLY THE SAME FOR EACH CART!** Write compelling questions (or "survey") to unearth new and exciting information.

5) Formulate a **COORDINATED PLAN** that allows your team to efficiently observe and collect data in a CONSISTENT WAY! Keep in mind: all teammates must ask the same questions / collect the same data. Document. Compare. Categorize. Analyze.

6) **VISUALIZE DATA IN TWO DIFFERENT WAYS (POST TO FLICKR!)**

a) physical object 16 x 20 poster or book/multiple page piece or interactive website. All team projects are to be hung in the Annex hallway (consider scale—you don't have use color; screen grabs will be used to represent websites)

b) thoughtful blog post: <http://gdpsu.typepad.com/320/> —Write a catchy title.

**MUST INCLUDE IMAGES!** Overview of team project (talk about criteria, discoveries, process and include a project reflection that includes learnings and what might be done differently in the future... Overview of final product. This post must be highly VISUAL!