

ACAD 280: Designing Digital Experiences

DATA, INFORMATION, KNOWLEDGE, AND WISDOM

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DEFINITIONS.

Data.

Simple discrete facts
and figures.

Information.

Data endowed
with relevance and
purpose.

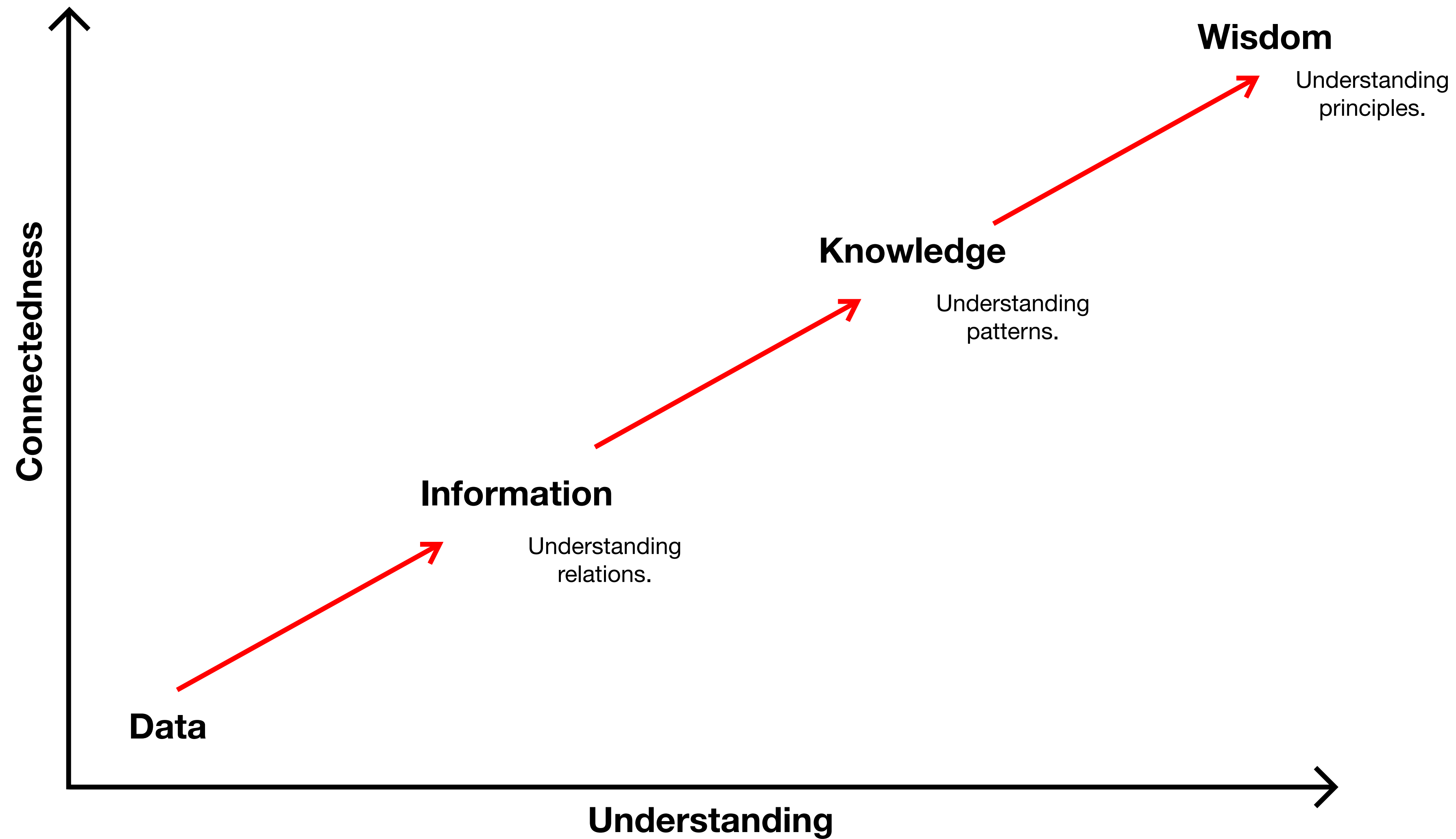
Knowledge.

Information
endowed with
application.

Wisdom.

Knowledge
endowed with age
and experience.

UNDERSTANDING / CONNECTEDNESS.



8:10	8:18	8:19	8:31
8:20	8:28	8:25	8:37
8:30	8:38	8:31	8:43
8:40	8:48	8:37	8:49
8:50	8:58	8:43	8:55

Simple discrete facts and figures.

PURPLE LINE		EXPO LINE	
DEPART KOREATOWN	ARRIVE DOWNTOWN	DEPART DOWNTOWN	ARRIVE USC
8 MINS		1-7 MINS	
		12 MINS	
8:10 am	8:18 am	8:19 am	8:31 am
8:20 am	8:28 am	8:25 am	8:37 am
8:30 am	8:38 am	8:31 am	8:43 am
8:40 am	8:48 am	8:37 am	8:49 am
8:50 am	8:58 am	8:43 am	8:55 am

Data organized for meaningful purposes.

	PURPLE LINE		EXPO LINE			
WALK TO TRAIN STATION	DEPART KOREATOWN	ARRIVE DOWNTOWN	DEPART DOWNTOWN	ARRIVE USC	WALK TO CLASS	TOTAL TRIP DURATION
10 MINS	8 MINS	1-7 MINS	12 MINS	5 MINS		
8:00 am	8:10 am	8:18 am	8:19 am	8:31 am	8:36 am	36 mins
8:10 am	8:20 am	8:28 am	8:25 am	8:37 am	8:42 am	42 mins
8:20 am	8:30 am	8:38 am	8:31 am	8:43 am	8:48 am	38 mins
8:30 am	8:40 am	8:48 am	8:37 am	8:49 am	8:54 am	44 mins
8:40 am	8:50 am	8:58 am	8:43 am	8:55 am	9:00 am	40 mins

A mix of values, experience, contextual information and expert insight.

PURPLE LINE		EXPO LINE				
WALK TO TRAIN STATION	DEPART KOREATOWN	ARRIVE DOWNTOWN	DEPART DOWNTOWN	ARRIVE USC	WALK TO CLASS	TOTAL TRIP DURATION
10 MINS	8 MINS	1-7 MINS	12 MINS	5 MINS		
8:00 am	8:10 am	8:18 am	8:19 am	8:31 am	8:36 am	36 mins FASTEST BUT EARLY
8:10 am	8:20 am	8:28 am	8:25 am	8:37 am	8:42 am	42 mins
8:20 am	8:30 am	8:38 am	8:31 am	8:43 am	8:48 am	38 mins
8:30 am	8:40 am	8:48 am	8:37 am	8:49 am	8:54 am	44 mins
8:40 am	8:50 am	8:58 am	8:43 am	8:55 am	9:00 am	40 mins RIGHT ON TIME

The insightful combination of data, information, and knowledge collected, curated, digested, and experienced over time.



“Wisdom is not a product of
schooling but of the lifelong
attempt to acquire it.”

Albert Einstein

The theory of knowledge, especially with regard to its methods, validity, and scope. Epistemology is the investigation of what distinguishes justified belief from opinion.

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*Arts, Technology and the Business
of Innovation*