Choose an infographic from those realised by the Designer/Studio assigned in the first exercise. Analyse the infographic and deconstruct it following the instructions below.
Fill in the sheet by drawing or pasting (analogue or digital) the required elements..

Student*

Jer Thorp, 2011, 138 Years of Popular Science

Maximilian Schmalenbach

THE **FUTURE THEN**
FROM THE POPULAR SCIENCE ARCHIVES

138 Years of **POPULAR SCIENCE**

ILLUSTRATION BY JER THORP AND MARK HANSEN

In 2009, POPULAR SCIENCE worked with Google to digitize the magazine's archives back to its inception in 1872, transforming 1,563 issues into mineable data. By counting the frequency of every word and two-word phrase in a 1.35-gigabyte file containing the full text from those issues, data visualizers Jer Thorp and Mark Hansen captured the rise and fall of technological trends throughout the magazine's history. Each bubble represents an issue of the magazine, colored with that cover's palette and sized according to the issue's length. Terms from each era appear and disappear as they occur in the magazine, and the histograms running along the time axis track the frequency with which those terms were used.

OWN THIS IMAGE
popsci.com/posters

104 POPULAR SCIENCE NOVEMBER 2011

POPSCI.COM

INFOGRAPHIC LEVEL - GENERAL COMPOSITION

Oa. Gestalt
- ● Proximity
- ○ Similarity
- ● Closure/ Continuity
- ○ Common Destiny
- ○ Pregnancy
- ○ Experience-Induction
- ○ Figure-Background
- ○ Good Form

Ob. Composition I
- ○ Balanced
- ○ Unstable
- ○ Symmetrical
- ○ Asymmetrical
- ○ Unitary
- ○ Fragmented
- ○ Regular
- ○ Irregular

- ○ Moderate
- ○ Exaggerated
- ○ Predictable
- ● Spontaneous
- ○ Dynamic
- ○ Static
- ○ Consistent
- ○ Flexible

- ○ Singular
- ○ Juxtaposed
- ○ Sequential
- ○ Random
- ○ Repetitive
- ○ Episodic
- ○ Flat
- ○ Depths

Oc. Composition II
- ○ Rule of thirds
- ○ Golden Section
- ● Golden Triangle
- ○ Spiral section
- ○ Golden spiral

- ○ Harmonious triangles
- ○ Cross
- ○ Focal point
- ○ Radial
- ○ Diagonal
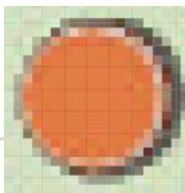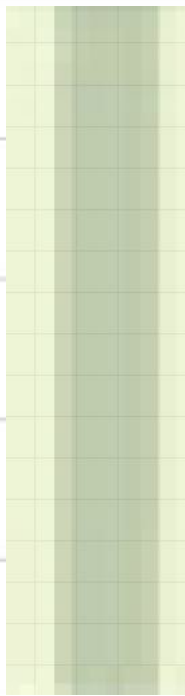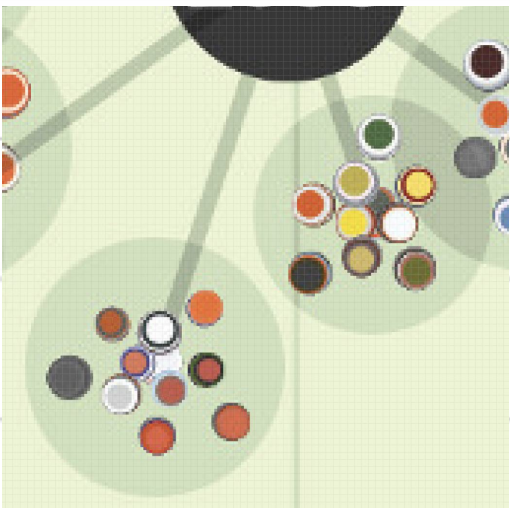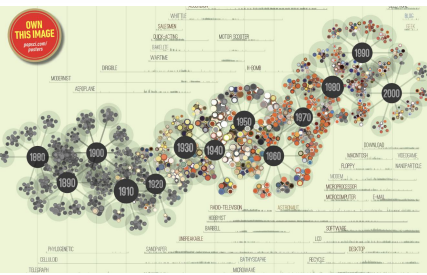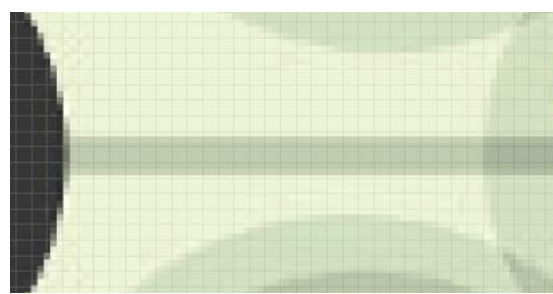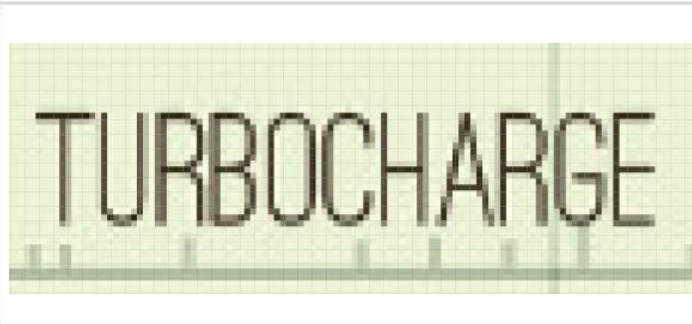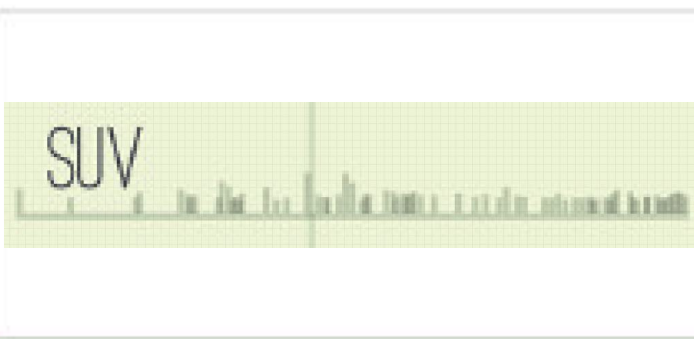
- ○ V-shaped composition
- ○ L-shaped Composition
- ○ S-shaped composition
- ○ Pyramid
- ○ Circular

Od. Notes

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INFOGRAPHIC LEVEL - MORPHOLOGY

| 1a. Figurative level | ○ Fully Figurative | ○ Fully Abstract | ● Abstract-Figurative Combination | 1b. Representation | ● 2D | ○ 3D | ○ Both | 1.c Data | ○ Qualitative | ● Quantitative | ○ Both |

1.c Marks

Dot	Line	Surface or Shape	Pictogram	Text

1d. Channels

Dimension	Space	Direction	Change	Colour

INFOGRAPHIC LEVEL - SYNTAX

2.a Syntactic Roles | nodes, connectors, labels, separators

Element	Visualization	Element	Visualization	Element	Visualization
Connector		**Cluster**		**Label**	
Roles		Roles		Roles	
Connection of Clusters to Year		Collection of each issue		Labeling of Technology	
Element	Visualization	Element	Visualization	Element	Visualization
Label		**Line**			
Roles		Roles		Roles	
Communication of year		Marking timespan			

2.c Charts

Chart 1	Category and Name
Bar Chart Displaying the use of the keyword for the entire timespan
Chart 2	Category and Name
Bubble Chart Framing each issue in time, communicating its lenght, color
Chart 3	Category and Name
Network Diagram Mapping of each issue in regard to its year
Chart 4	Category and Name

INFOGRAPHIC LEVEL - SEMANTICS

3.a Structure

● Linear   ○ Hierarchical
● Relational   ○ Other

3.b Visual or narrative metaphors / Visual concept

The visualisation works as an abstract metaphor. Mapping the keywords on the overarching timeline in a upwards moving manner, projects .. positive change. However the use of muted colors resonates to ones idea of vintage magazines. As this is a deep dive into the archive I find an sensefull approach. However I cannot fully resonate with the upwards movement. Terms of a changing society/ ecology seem to be missing.

STORYTELLING LEVEL - MORPHOLOGY

1a. Subjects & Roles

Subjects	Roles	Subjects	Roles
Technology Change and Evolution			
Pulication Change, Quantity, Design and Evolution			

1b. Storytelling Scenario

The storytelling scenario emerges from a view into the past. A deep dive into the archives.

STORYTELLING LEVEL - SYNTAX

2a. Narrative model used

● Journalistic
○ Propp's Fairy Tale Model
○ Hero's Journey
○

STORYTELLING LEVEL - SEMANTICS

3.a Narrative point of view

○ 1st person   ● 3rd person
○ More voices   ○

3.b Tone of voice

● Formal   ○ Informal

3.c Briefly summarise the story told in the infographic, breaking it down into sequences

1	138 Years of Data	2	Progression of technology	3	Change and variety of the issues colors
4	Going into modern times, shift of technology	5	Importance of technological items	6	Coherence and Contrast of technology terms