

intro to **graphic design**



Discipline: Information Design

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Information design is the practice of presenting information in a way that fosters **efficient and effective understanding**.

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“The Art of Data Visualization”

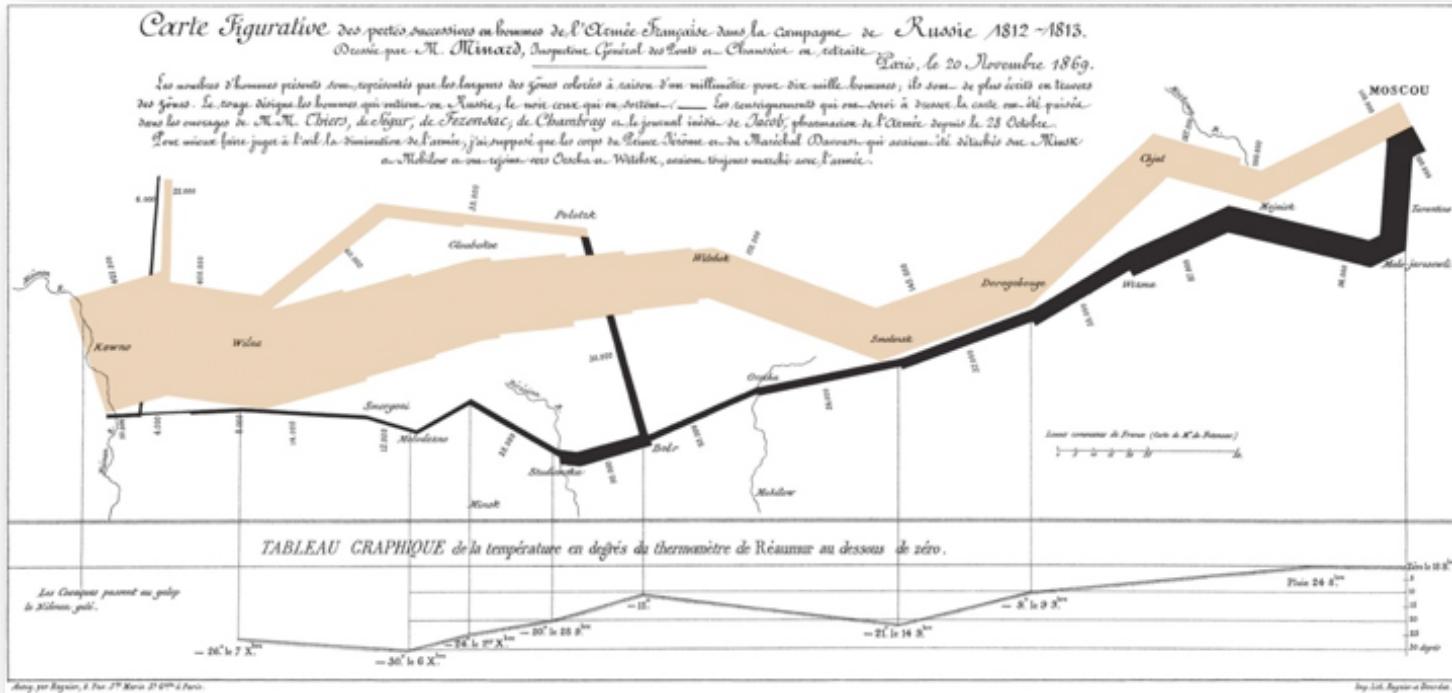
<https://www.youtube.com/watch?v=AdSZJzb-aX8>

Richard Saul Wurman: “information architecture”

Information Design employs type
and graphics to clarify and concretize
non-visual information.

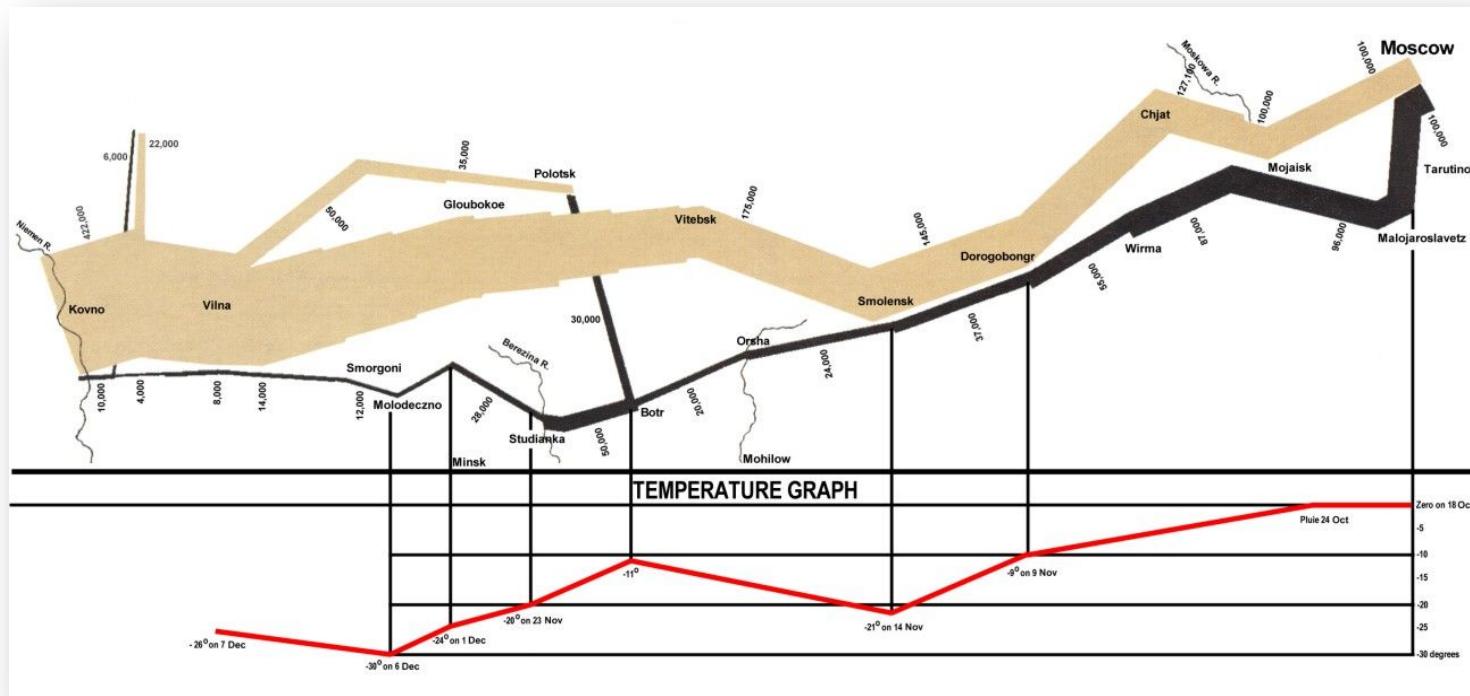
It's not just **packaging information**;
it's *framing ideas, projecting attitudes...*
and *managing information*.

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Charles Joseph Minard's 1869 map links Napoleon's losses as his army goes to Moscow (**beige**) and comes back (**black**) with time and temperatures

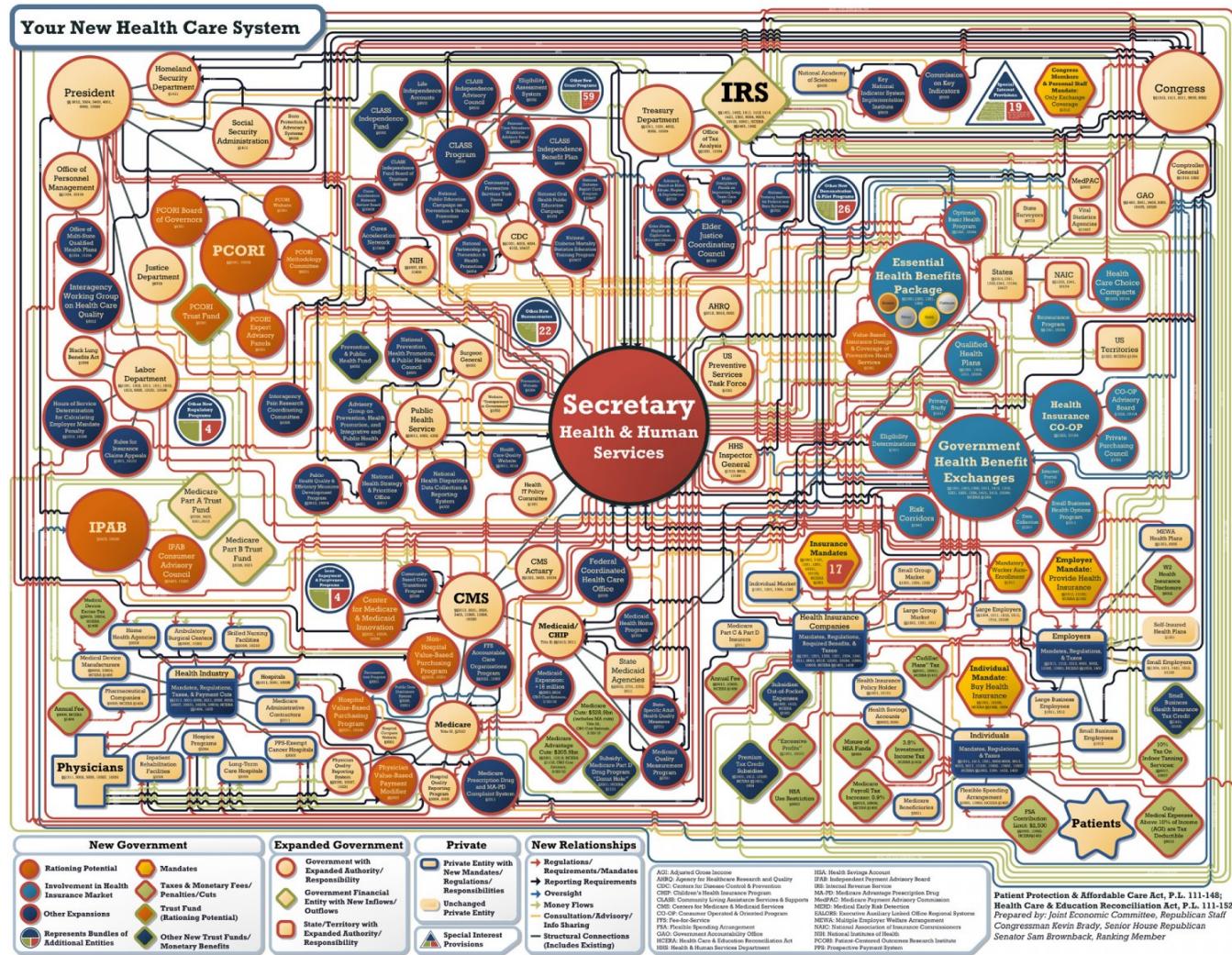
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... and a slightly more modern take on the map

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Information anxiety is the **black hole** between data and knowledge, and it happens when information doesn't tell us what we want or need to know.



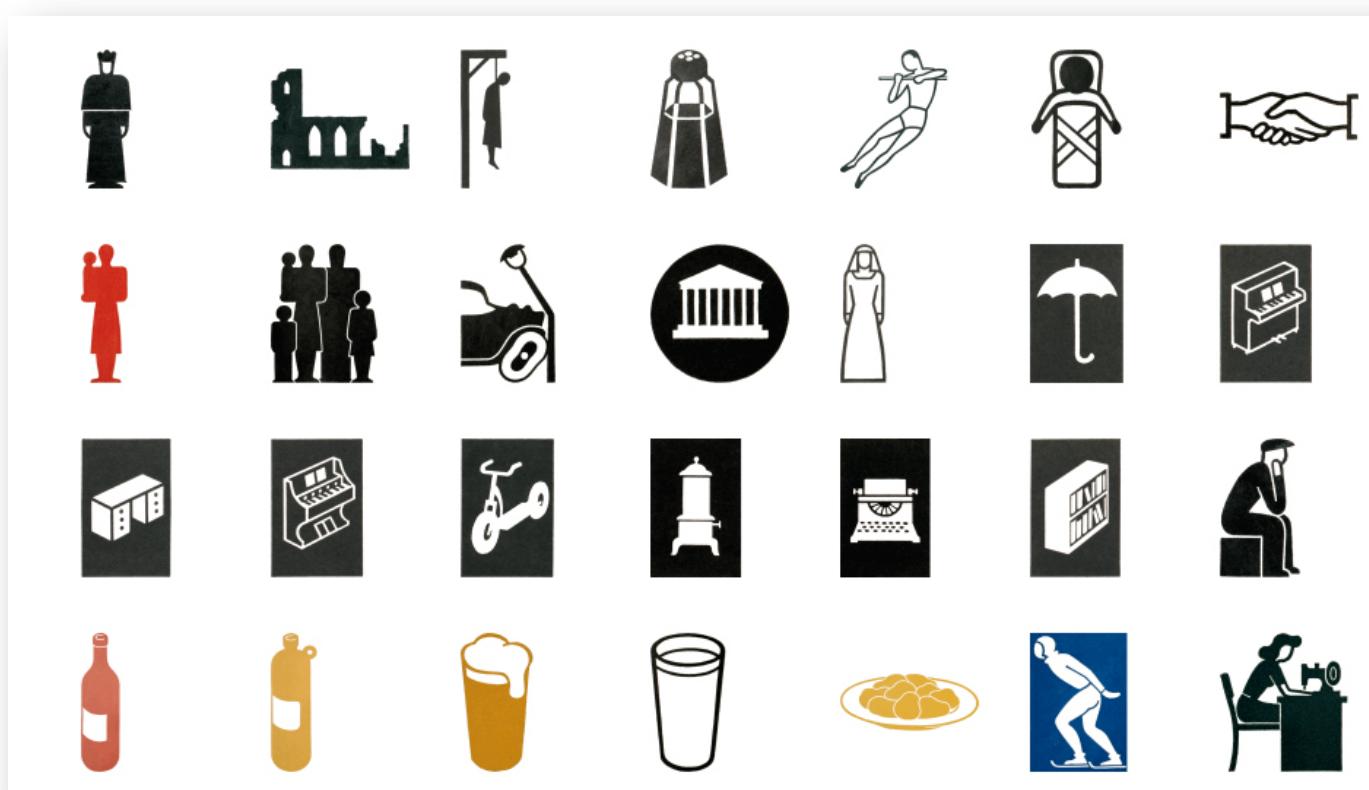
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Pictographs have been around for a very long time...



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A real revolution came about in the 1920's with
Otto Neurath and **Gerd Arnth**

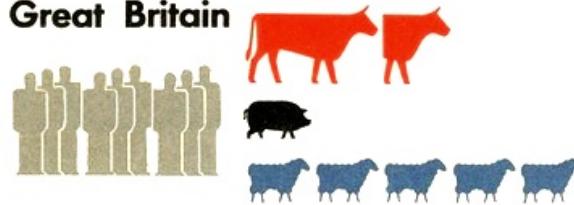


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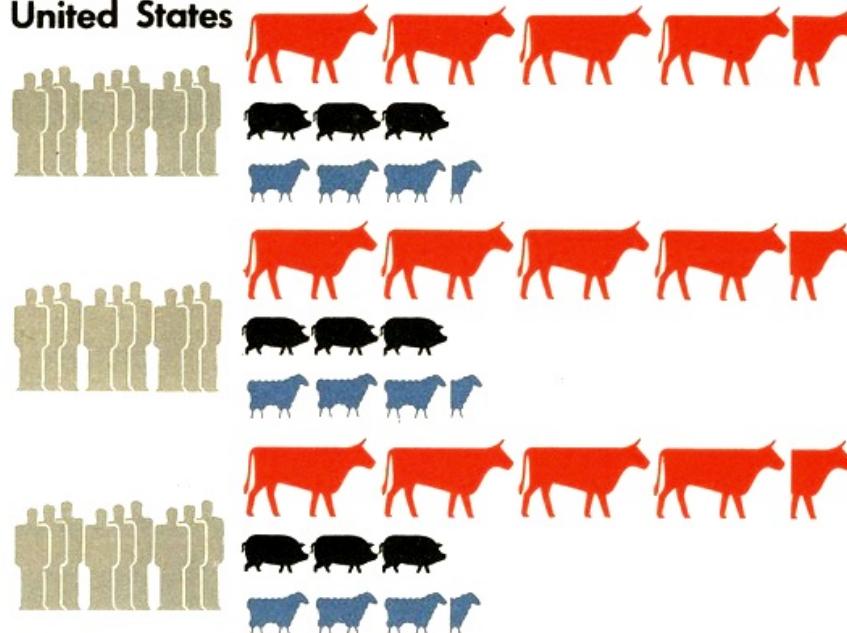
Which led to simple
Infographics ...

Population and Live Stock

Great Britain



United States



Each grey figure represents 5 million population

Each complete red symbol represents 5 million cattle

Each complete black symbol represents 5 million pigs

Each complete blue symbol represents 5 million sheep

Average for 1935 - 1939

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Services de l'Expo

Observez le "code"

Watch for these signs

Expo at your Service

A l'aide des panneaux reproduits ci-dessous, le visiteur trouvera rapidement le téléphone, le vestiaire, le poste de secours ou tout autre service dont il aurait besoin sur l'emplacement de l'Expo. Des écrits indiquent les pratiques ou usages interdits dans certains cas.

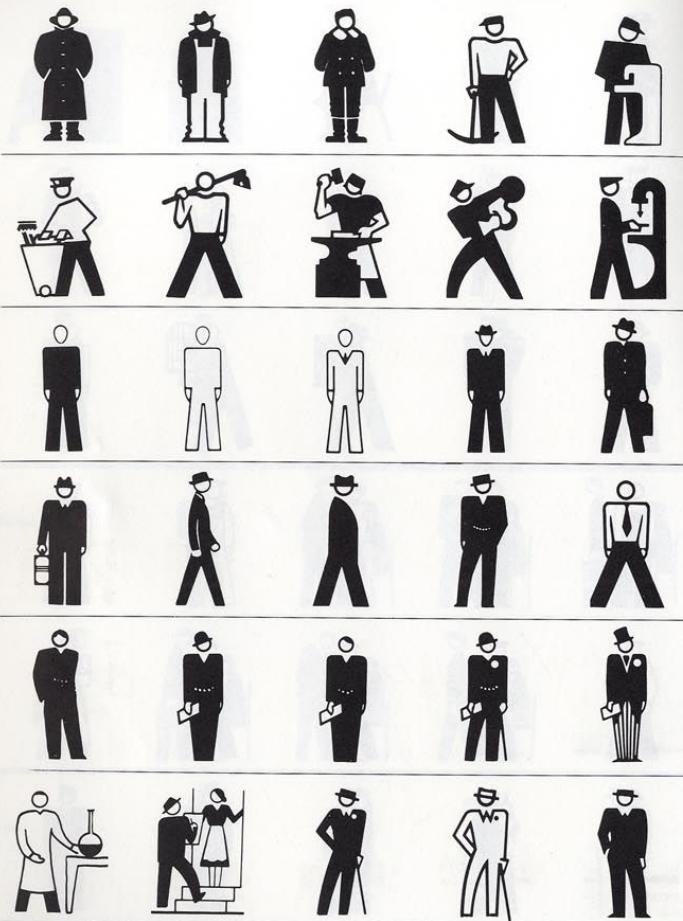
To help visitors, Expo 67 has drawn up the signs shown on these pages to mark the location of important services such as telephones, first aid, cloak rooms, etc., and to draw attention to major prohibitions. Watch the signs and make your visit more enjoyable.

Entrée Entrance	Sortie Exit	Feu interdit No fire	Objets trouvés Lost-Found	Invalides Handicapped	Toilettes—femmes Women's W/C
Défense de toucher Don't touch	Électricité Electricity	Entrée interdite No admission	Toilettes—hommes Men's W/C	Restaurant Restaurant	Café (buvette) Coffee Shop (refreshments)
Défense de rester debout No standing	Défense de s'asseoir No sitting	Propriété Anti-littering	Station d'autobus Bus Station	Port de plaisance Marina	Quai du bateau-passeur Ferry Dock
Téléphone Telephone	Hôpital Hospital	Soins d'urgence First aid	Armoire-consigne Locker	Vestiaire Cloakroom	Fournisseurs (entrée) Delivery (entrance)

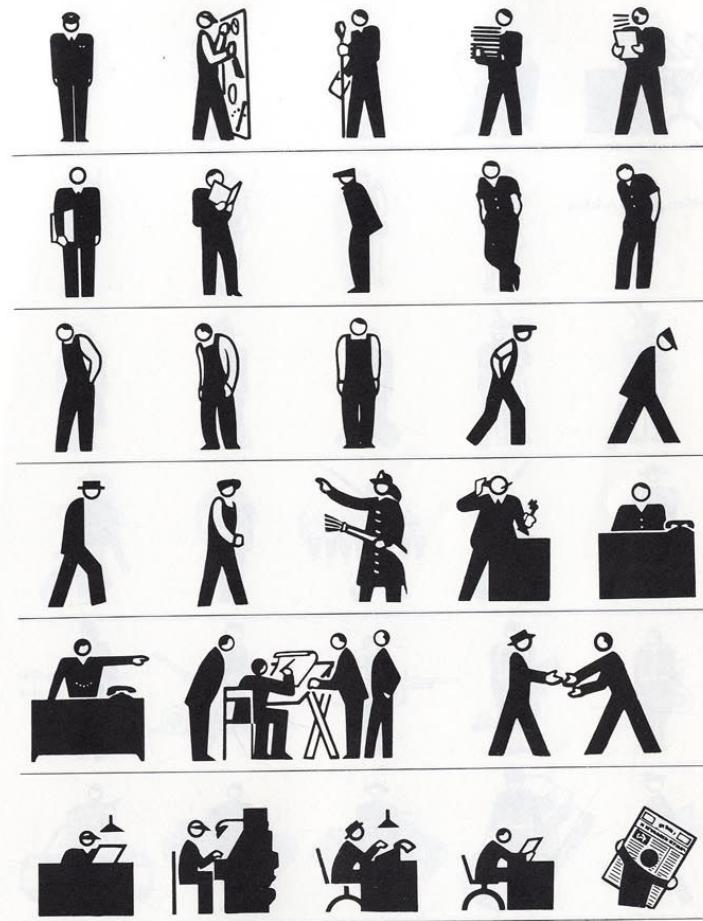
80

81

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14 PART ONE: PICTORIAL SYMBOLS



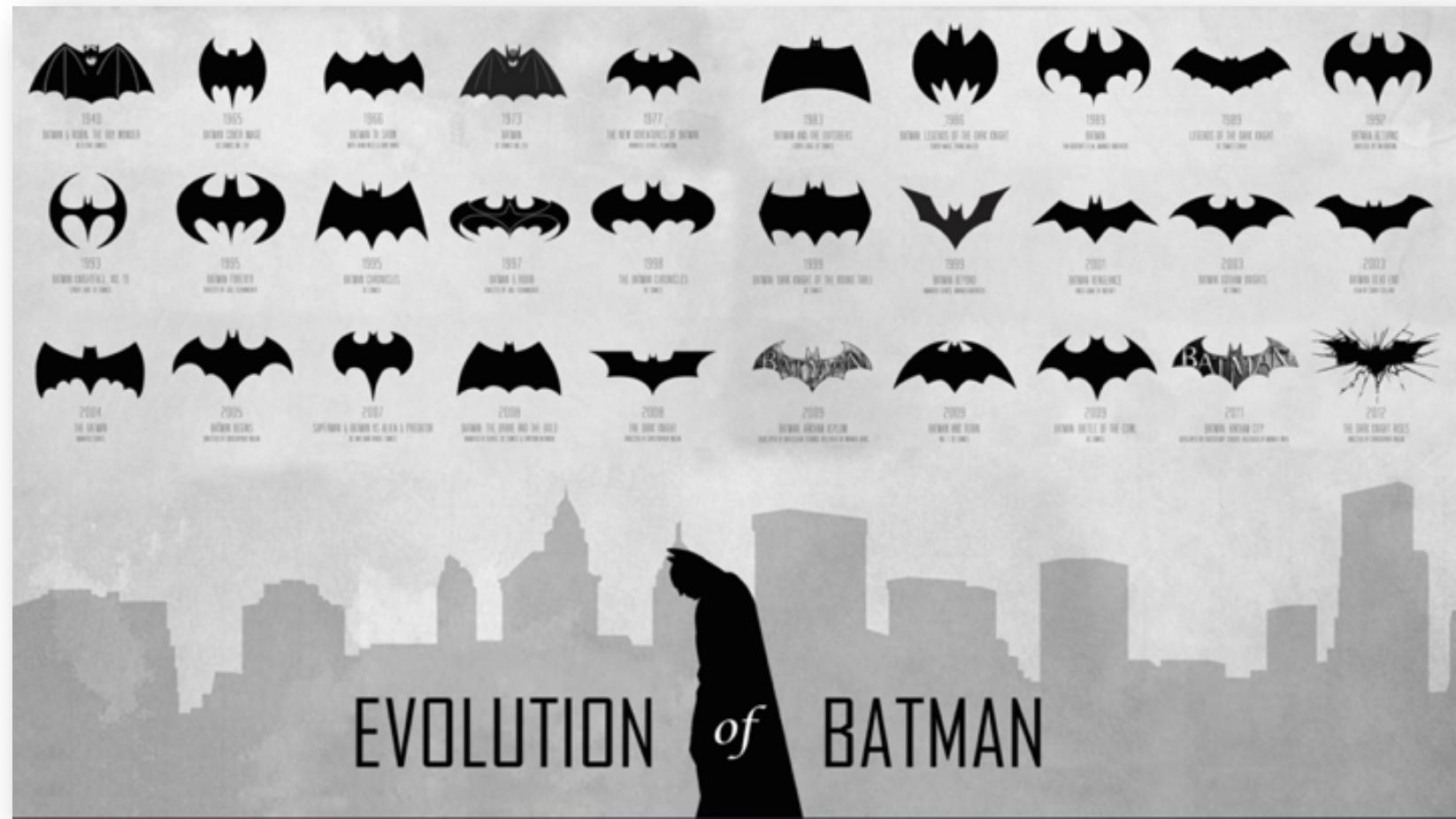
PICTOGRAPH CORPORATION SYMBOLS 15

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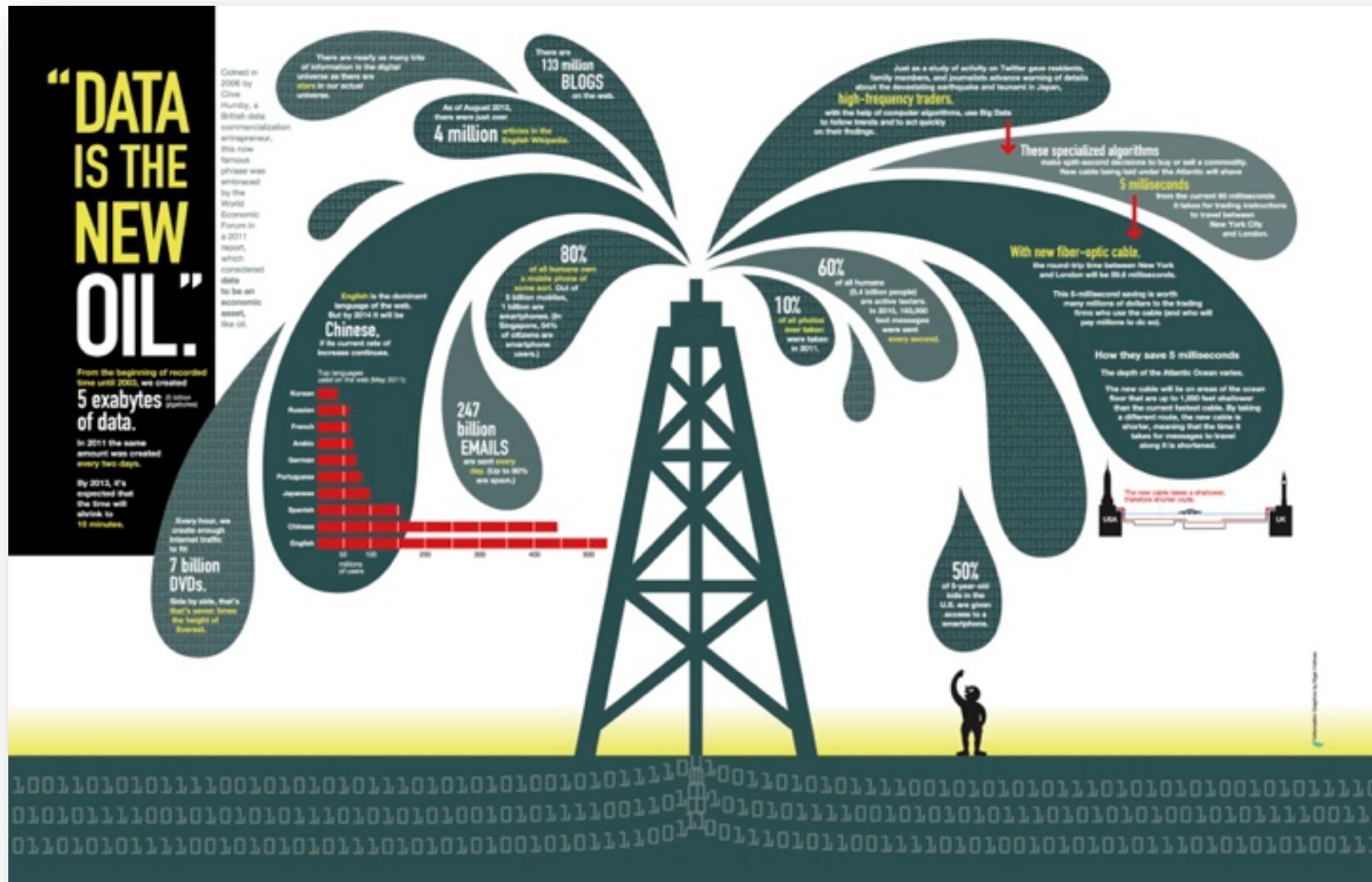
morphed into
the emoji's we
use today...



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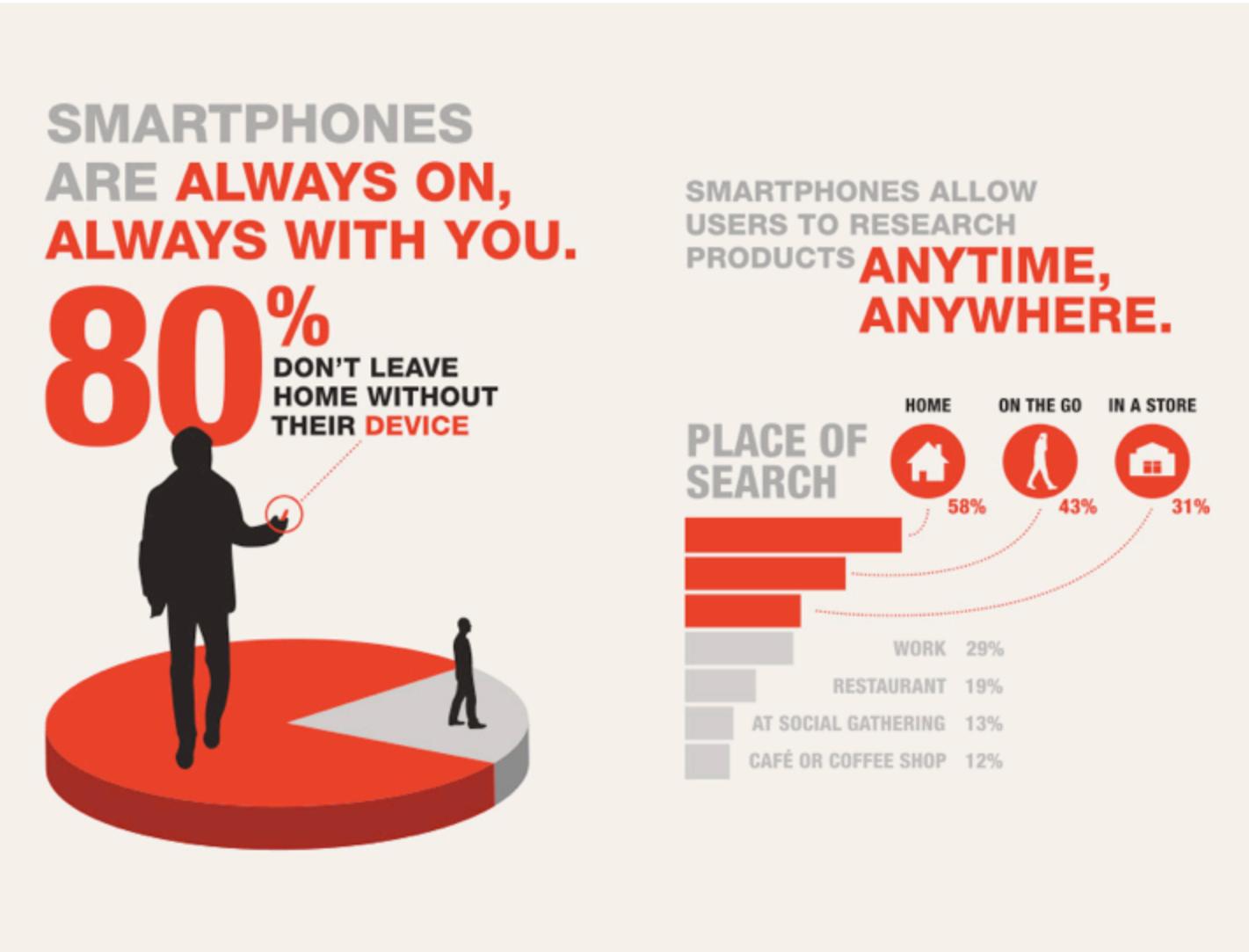
	Key share-related figures			
	2012	2013	2014	2015
Share trading				
Price at year-end	CHF	1.00	0.98	0.98
High	CHF	1.05	1.05	1.05
Low	CHF	0.95	0.95	0.95
Average trading volume (MK) (average 22 months)	in thousands	2,600	879	98
Shares outstanding		301'085'471	301'085'471	301'085'471
Stock market capitalization at year-end	in CHF billion	300	300	300
Per share data¹				
Earnings per share (effected)	CHF	0.00	0.00	-0.01
Earnings per share (undiluted)	CHF	0.00	0.00	-0.01
Dilution factor ²		1.00	0.00	0.00
Equity per share ³	CHF	0.00	0.00	0.00
Cash flow from operating activities per share ⁴	CHF	1.00	1.00	-0.01

¹ Continuing operations.
² Average number of shares with voting and dividend rights.
³ Dividends in respect of the fiscal year.
⁴ According to the definition of the past.
⁵ Before change in net current assets.

Swiss School or *International Style* is still the tool of choice for massive textual content

Sound info design looks good, but adds an intellectual dimension that increases understanding





“How We Can Find Ourselves in Data”

https://www.youtube.com/watch?v=sFIDCtRX_o

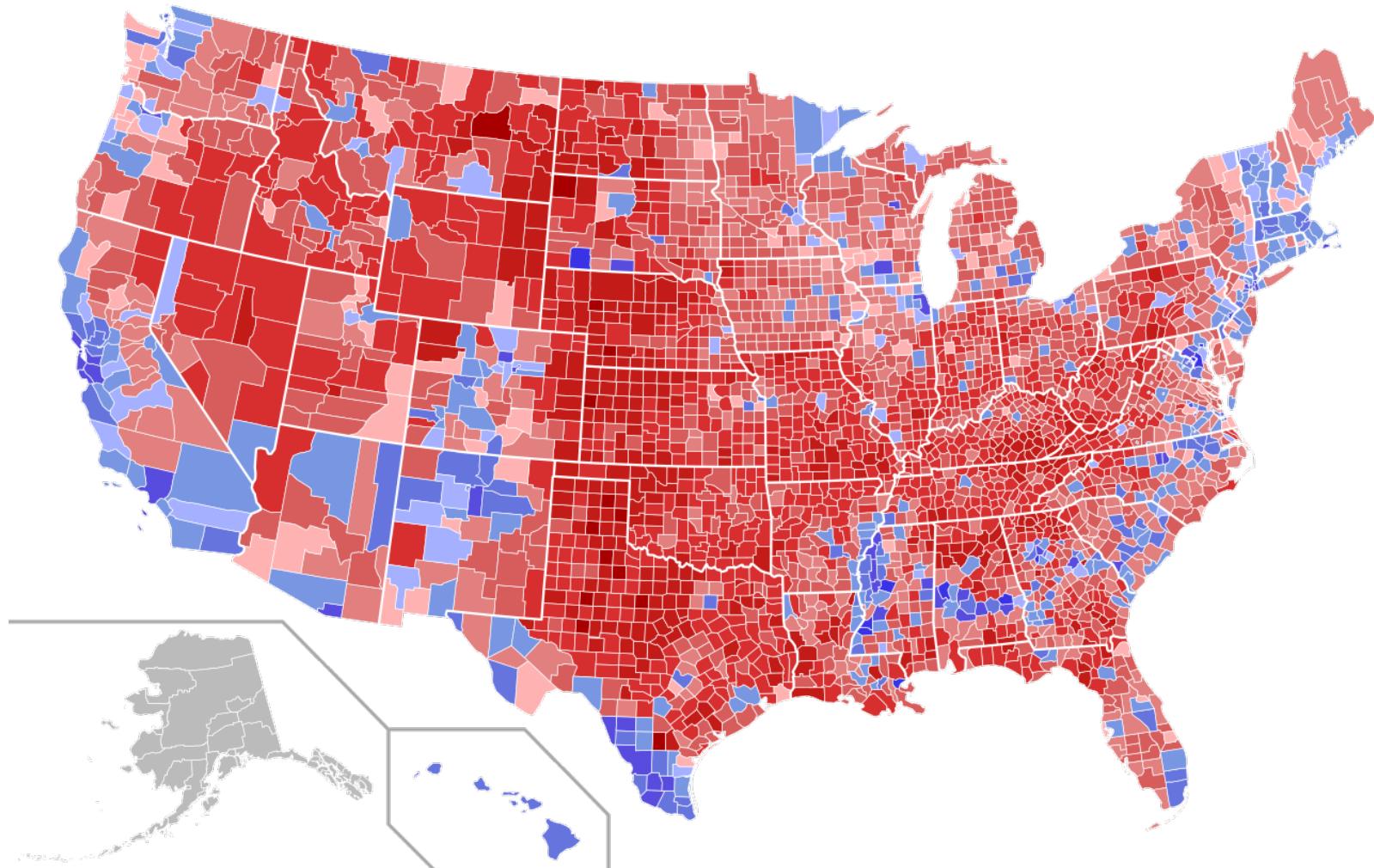
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“Working with data means designing ways to **transform the abstract and uncountable** into something that can be **seen, felt, and directly reconnected to our lives and to our behaviors.**”

~ *Giorgia Lupi*

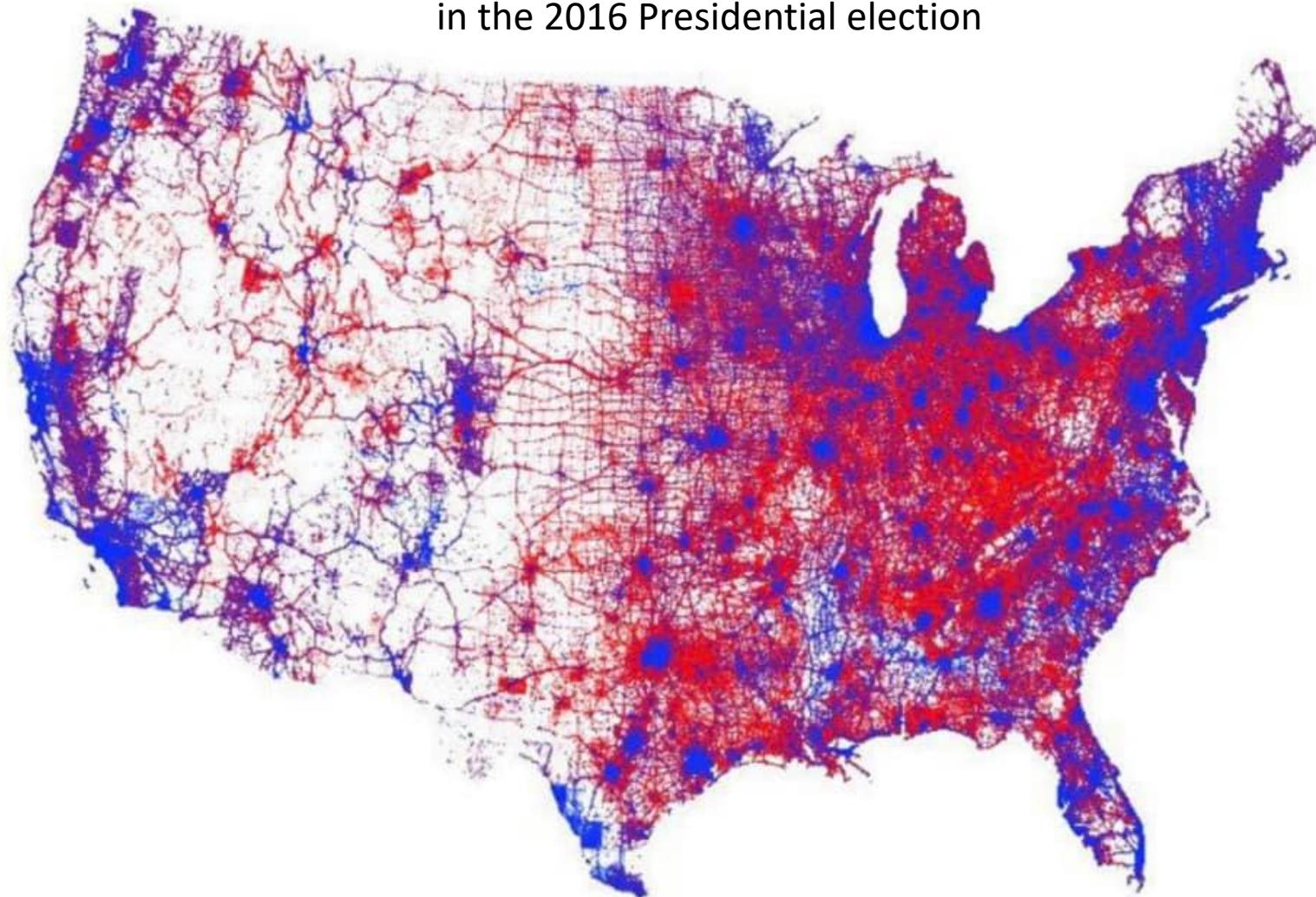
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Map of the United States
showing **voting by counties**
in the 2016 Presidential election



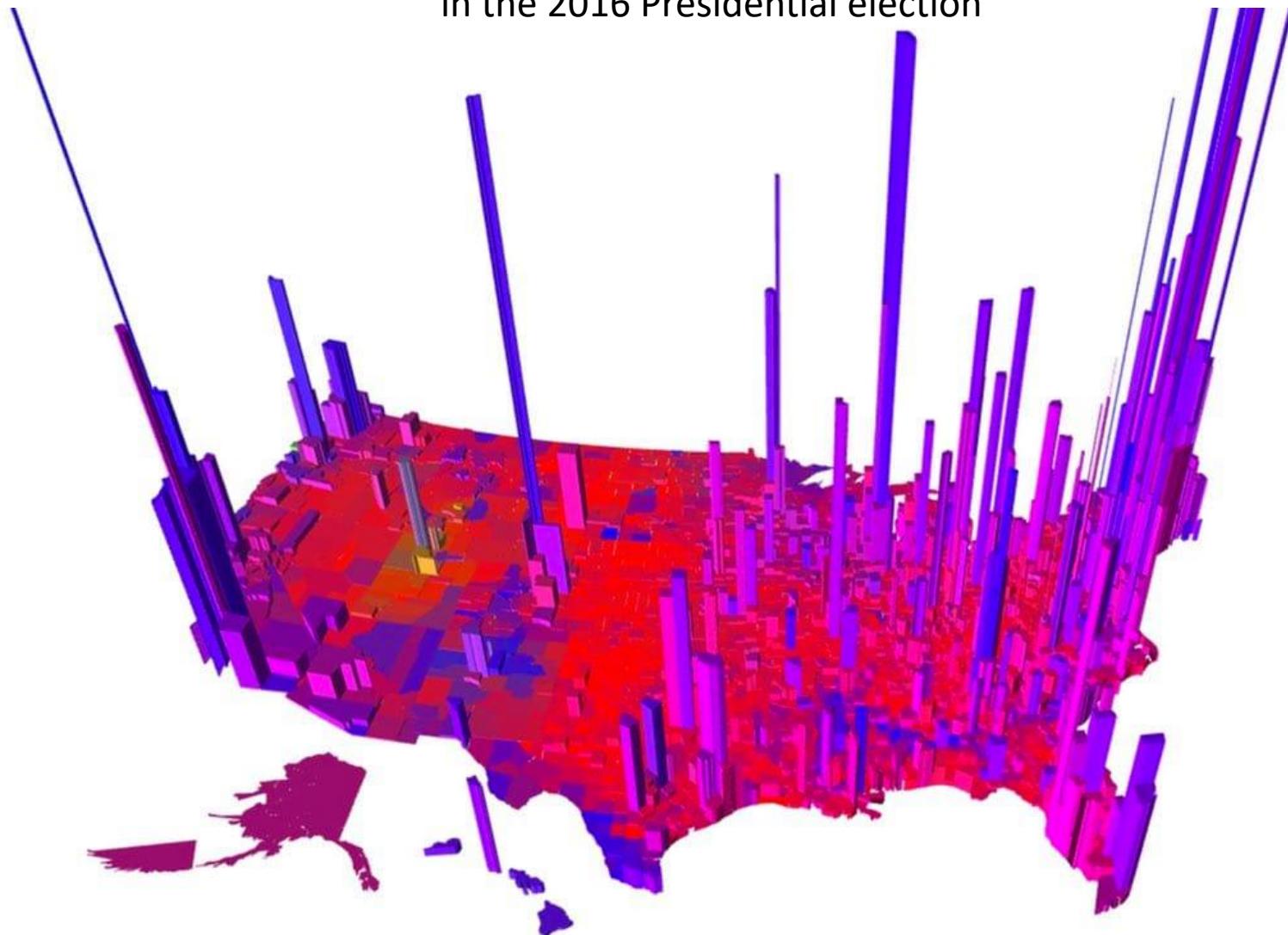
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Map of the United States
showing **voting by populated areas**
in the 2016 Presidential election



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Map of the United States
showing **voting by population**
in the 2016 Presidential election



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Oftentimes clients have a need to
simplify complex concepts



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Sometimes the graphic solution needs a facelift...



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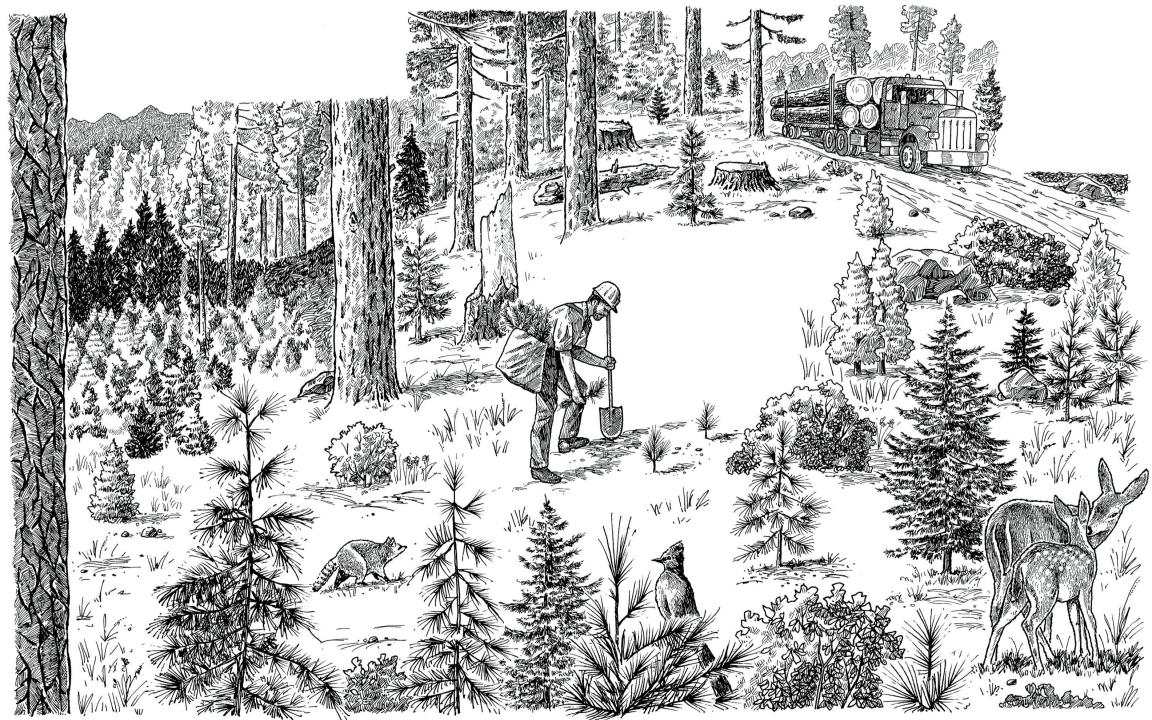
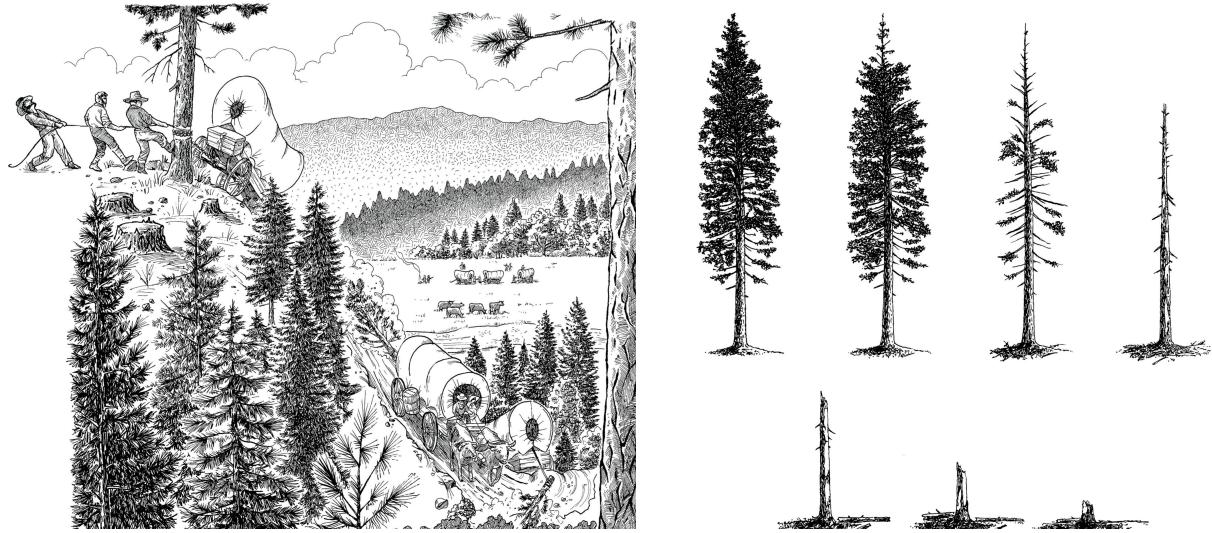
my take on the poster for the
Half Moon Bay International Marathon



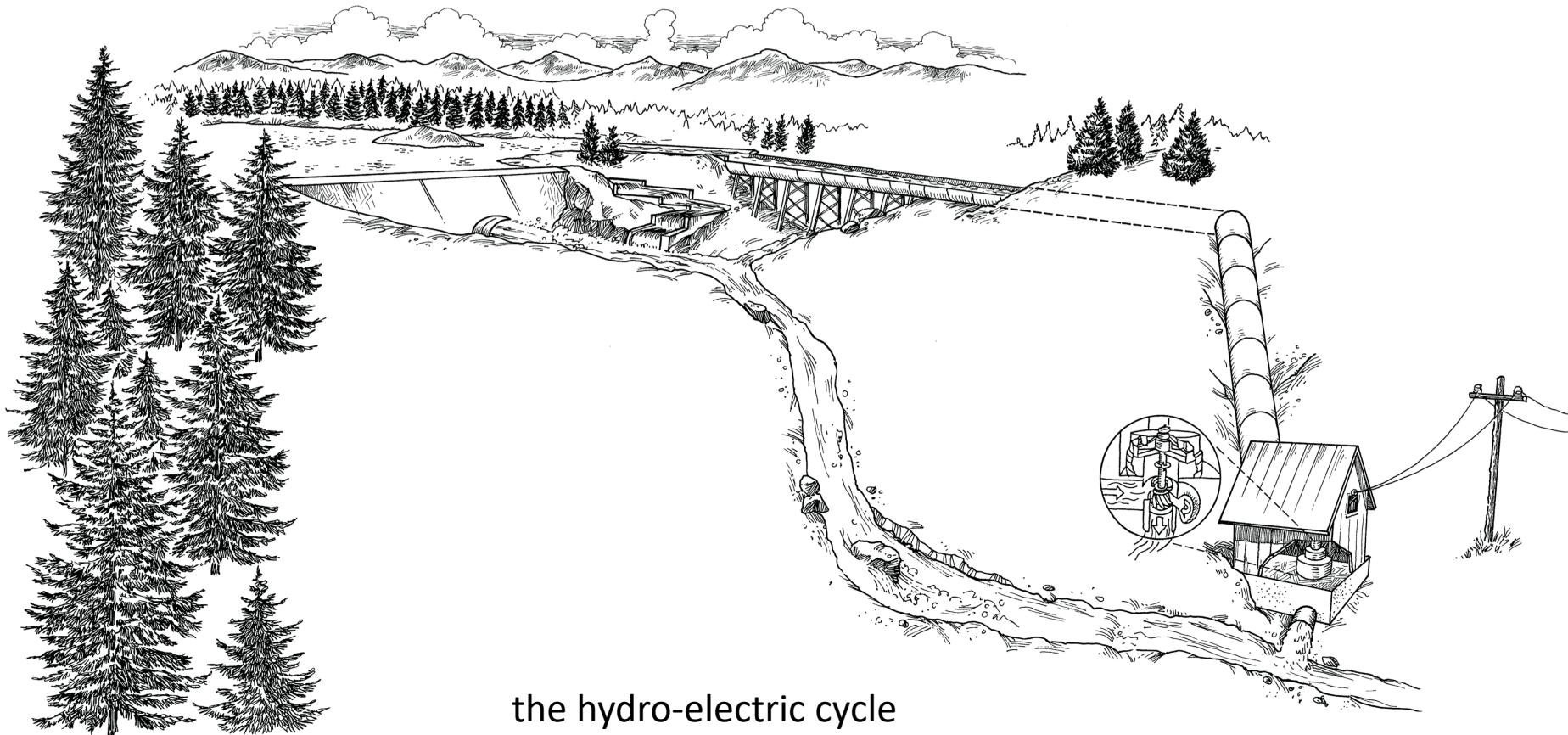
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A number of images
showing particular elements
of the Sierras...

... from both **historical** and
scientific perspectives



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the hydro-electric cycle

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For PG&E's
“Sierra Discovery Trail” ...

A Look in the Water

Sharing a home

As you cross the bridge, look into the Bear River. In some spots you'll see riffles—shallow areas where the water moves fast. In other places you'll see deep, still pools.

Just as people live in different neighborhoods of a city, different fish live in different parts of a river. Brown trout like pools with lots of tree roots and other places to hide. Rainbow trout prefer to swim and feed in riffles.

You can tell these trout apart by the way they look. Rainbow trout, which are California natives, have black spots and a shiny reddish stripe down their sides. Brown trout, which were brought here from Europe, have red and black spots.

Both types of trout eat insects. Instead of fighting the river current in search of food, they hide behind rocks until an insect drifts by, then they dart into the current and grab it.

ON THE BOTTOM

Insects that live on the bottom of the river, like these caddisfly larvae, are an important part of the aquatic food chain. They feed on algae, leaf litter and smaller water animals. In turn, they're eaten by larger animals, like fish.

Caddisfly larvae

BROWN TROUT
Salmo trutta

RAINBOW TROUT
Salmo gairdneri

“Hans Rosling’s 200 Countries

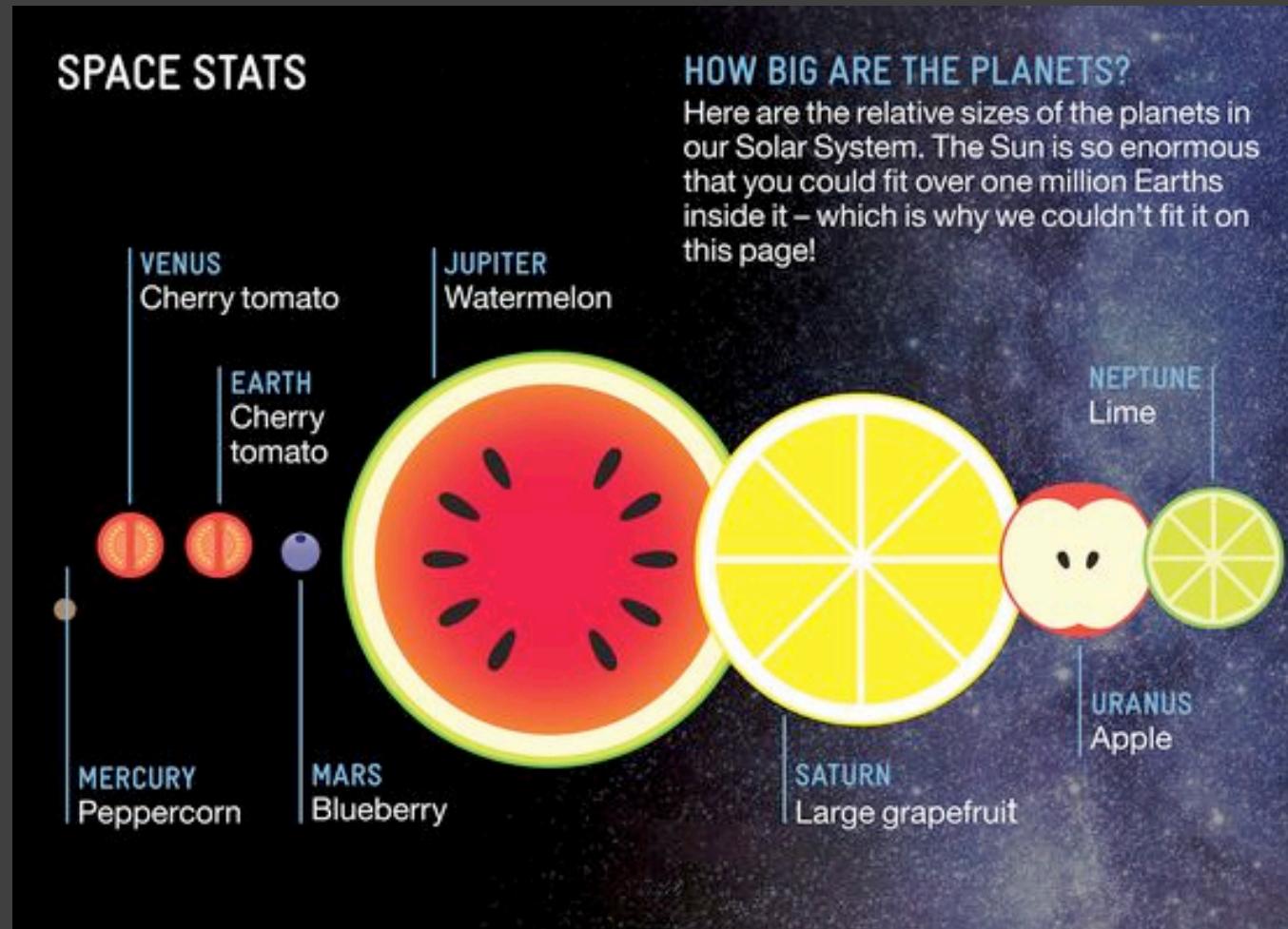
<https://www.youtube.com/watch?v=jbkSRLYSojo>

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Charts and diagrams are a graphic designer's friend.

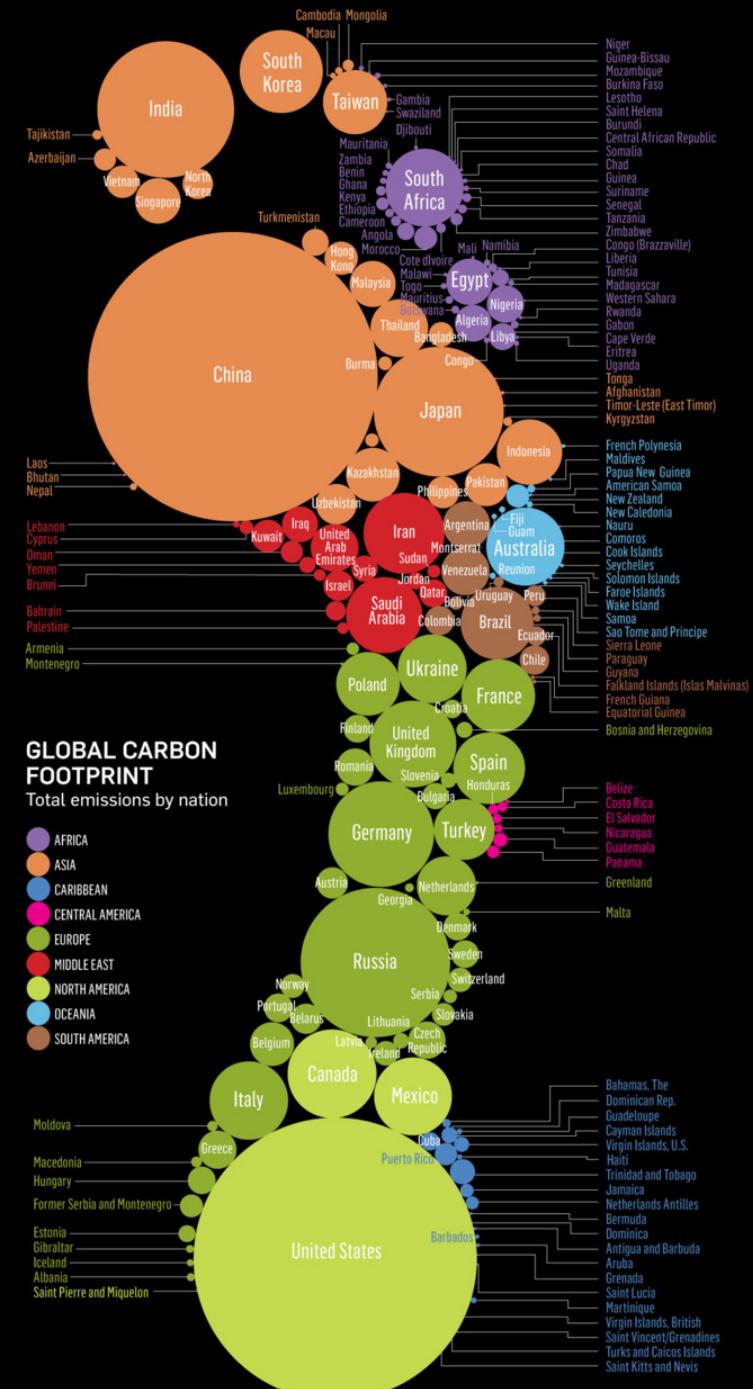


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However,
technology should
be used because
we should, not
because we can.



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**your homework is to study
for a quiz on **Blooms Taxonomy**...
the quiz is this Monday, March 2nd**

I will supply paper that you will use to
list the **6 steps of Blooms Taxonomy**
(and yes, they need to be in the correct order)