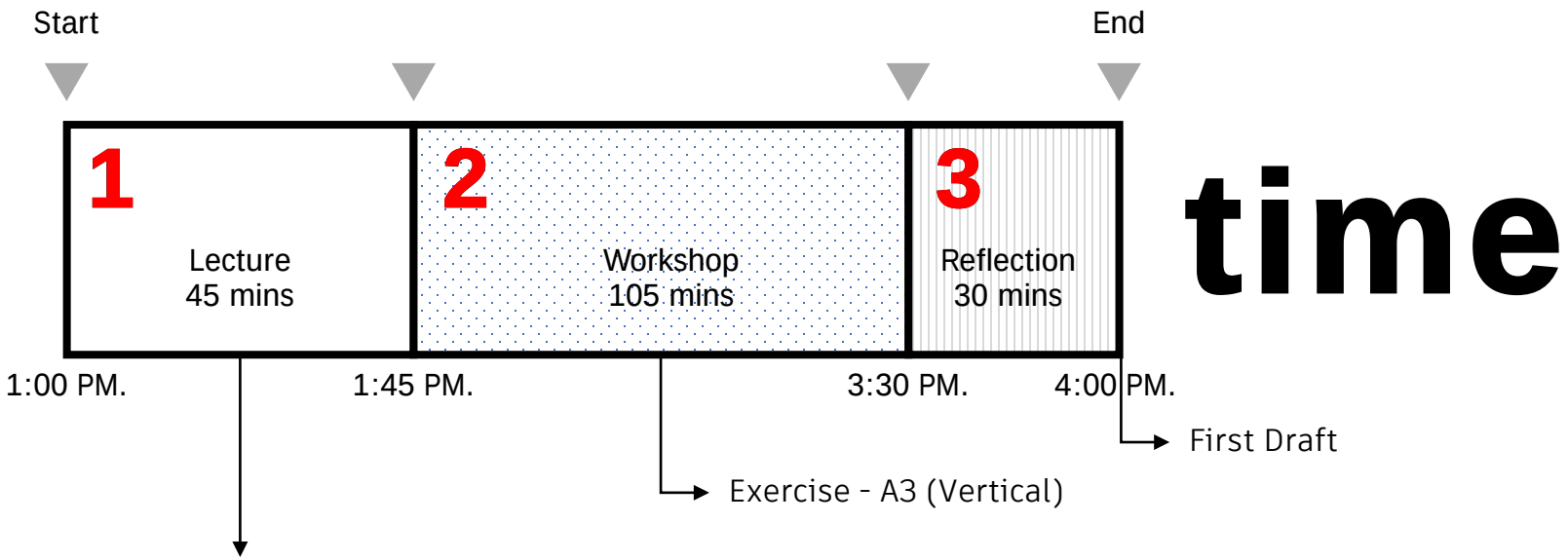
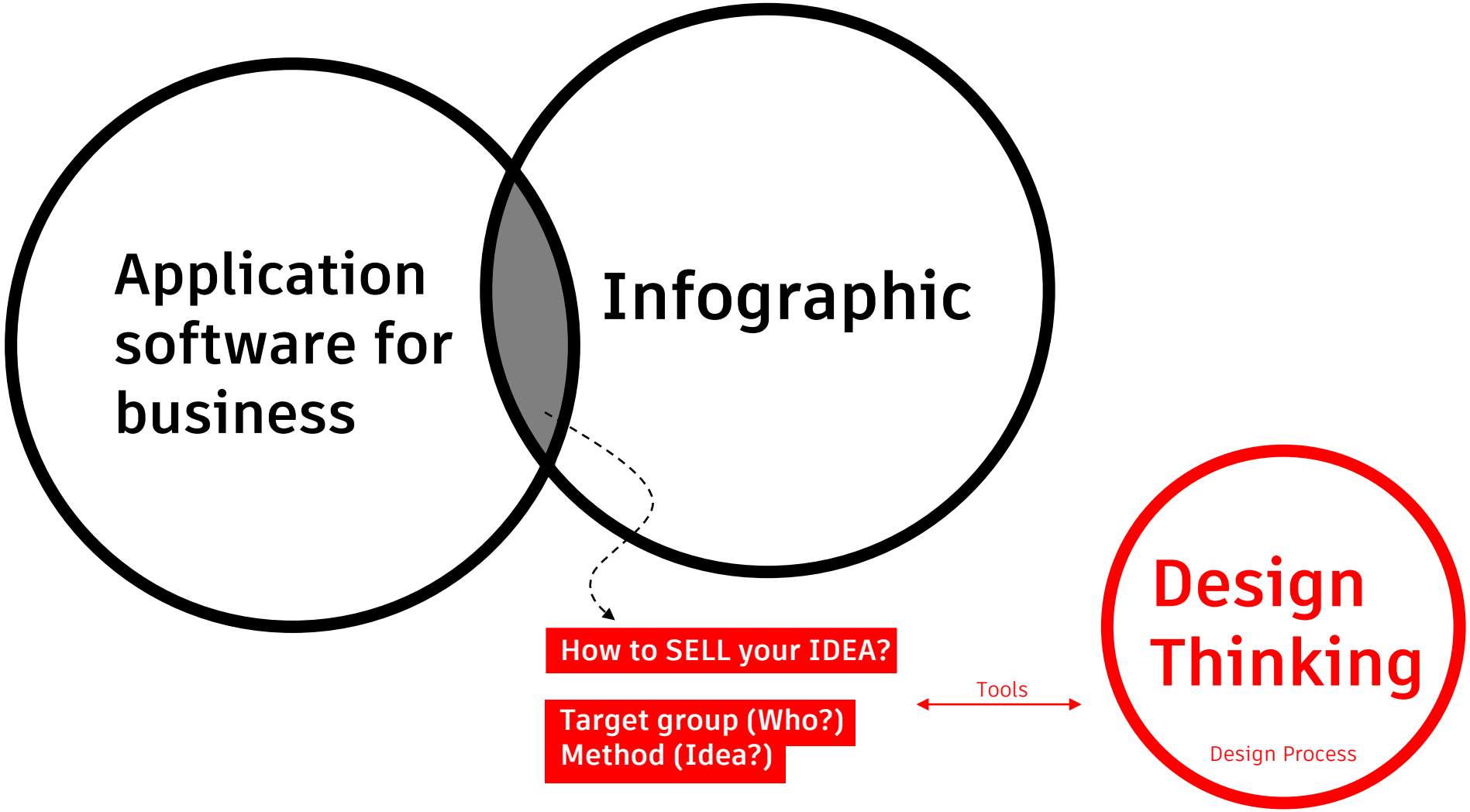
Application software for Business ?

03.11.2022

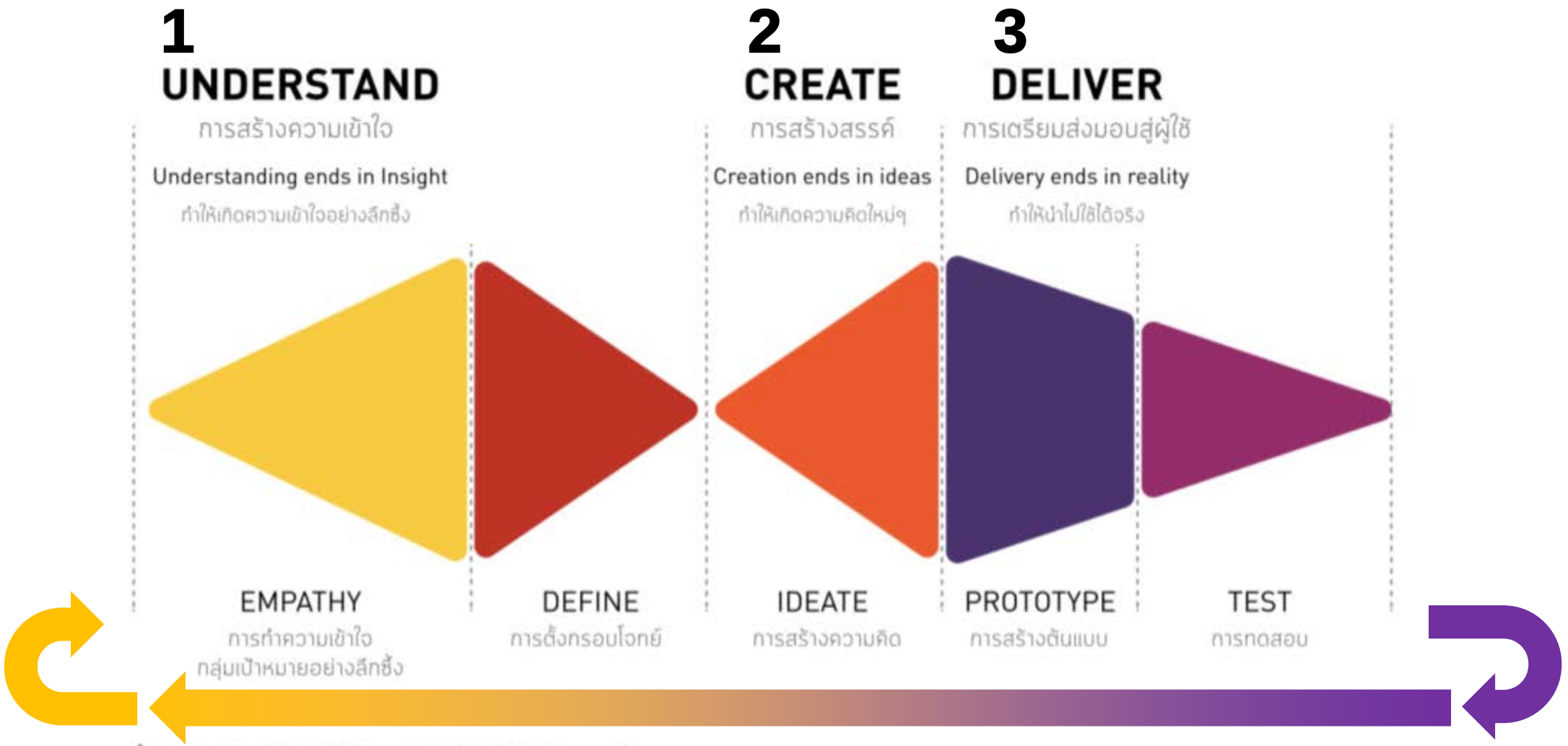


1. **Design Thinking Process**
2. **Improve your Infographics**
3. **Basic - Colors**
4. **Examples**


Application software for business
Infographic
How to SELL your IDEA?
Target group (Who?)
Method (Idea?)
Tools
Design Thinking
Design Process

Design Thinking

สำนักนายกรัฐมนตรี CREATIVE ECONOMY AGENCY TCDC



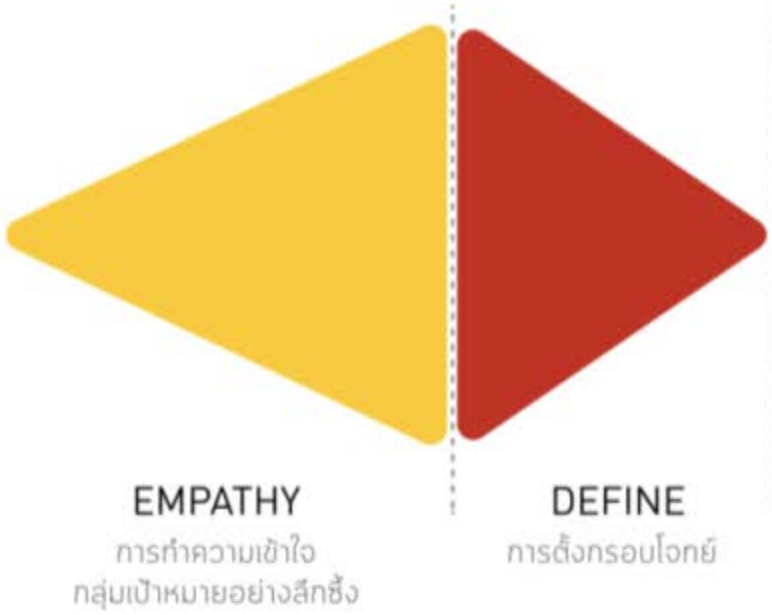
Source: http://designthinking.co.nz/design-thinking-for-execs/

1
UNDERSTAND

การสร้างความเข้าใจ

Understanding ends in Insight

ทำให้เกิดความเข้าใจอย่างลึกซึ้ง



Who?

Problem?

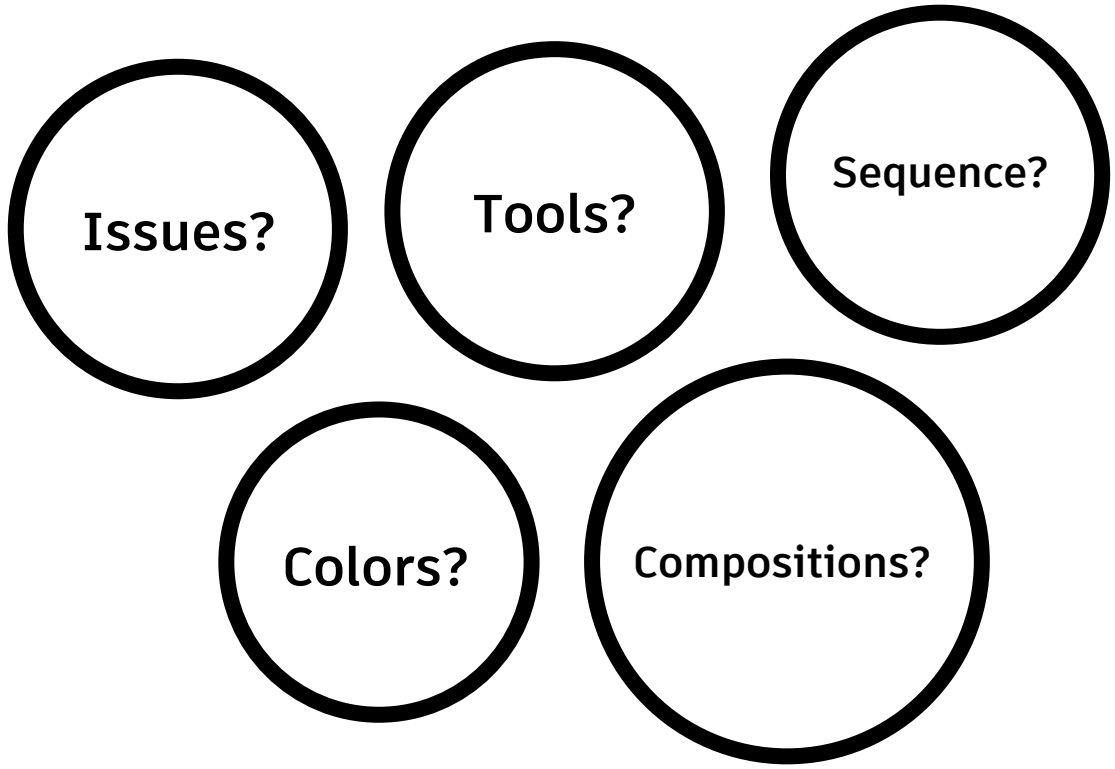
2
CREATE
การสร้างสรรค์

Creation ends in ideas

ทำให้เกิดความคิดใหม่ๆ

IDEATE

การสร้างความคิด



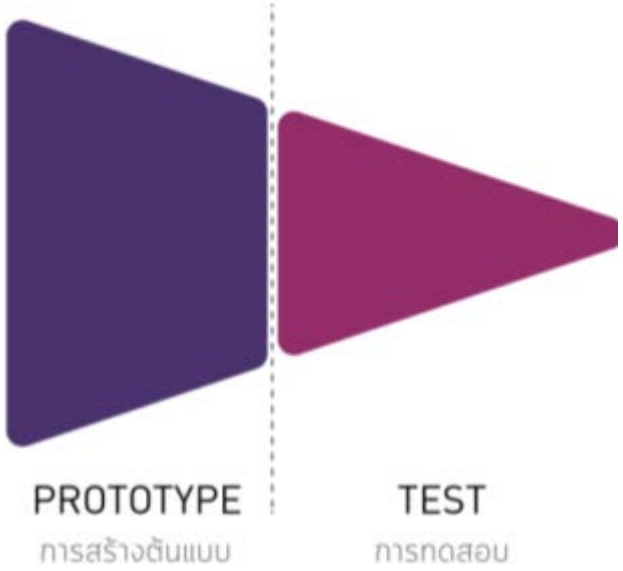
สำนักนายกรัฐมนตรี CREATIVE ECONOMY AGENCY TCDC

3
DELIVER

การเตรียมส่งมอบสู่ผู้ใช้

Delivery ends in reality

ทำให้นำไปใช้ได้จริง



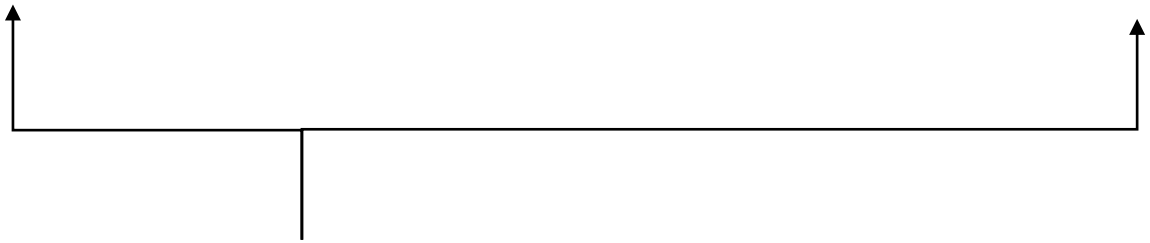
Infographic

Audiences

Improve Your Infographics

Images that represent
information in visual ways

Information **Graphic**



Infographics

What's the point?

- Clarify and summarize the complex
- Speed comprehension
- Increase engagement
- Greater retention and recall
- Great for studying complicated data

Criteria for Good Infographics

1. Content flows easily & logically
2. Don’t have too much text
3. Hierarchy
4. Structured/uncluttered

6 Types of Infographics

1. Map
2. Versus
3. Timeline
4. Flowchart
5. Visual Article
6. Data Visualization

Map: Showcases data trends based on location

Value of Land:

tax assessment of land, per sqft of dirt

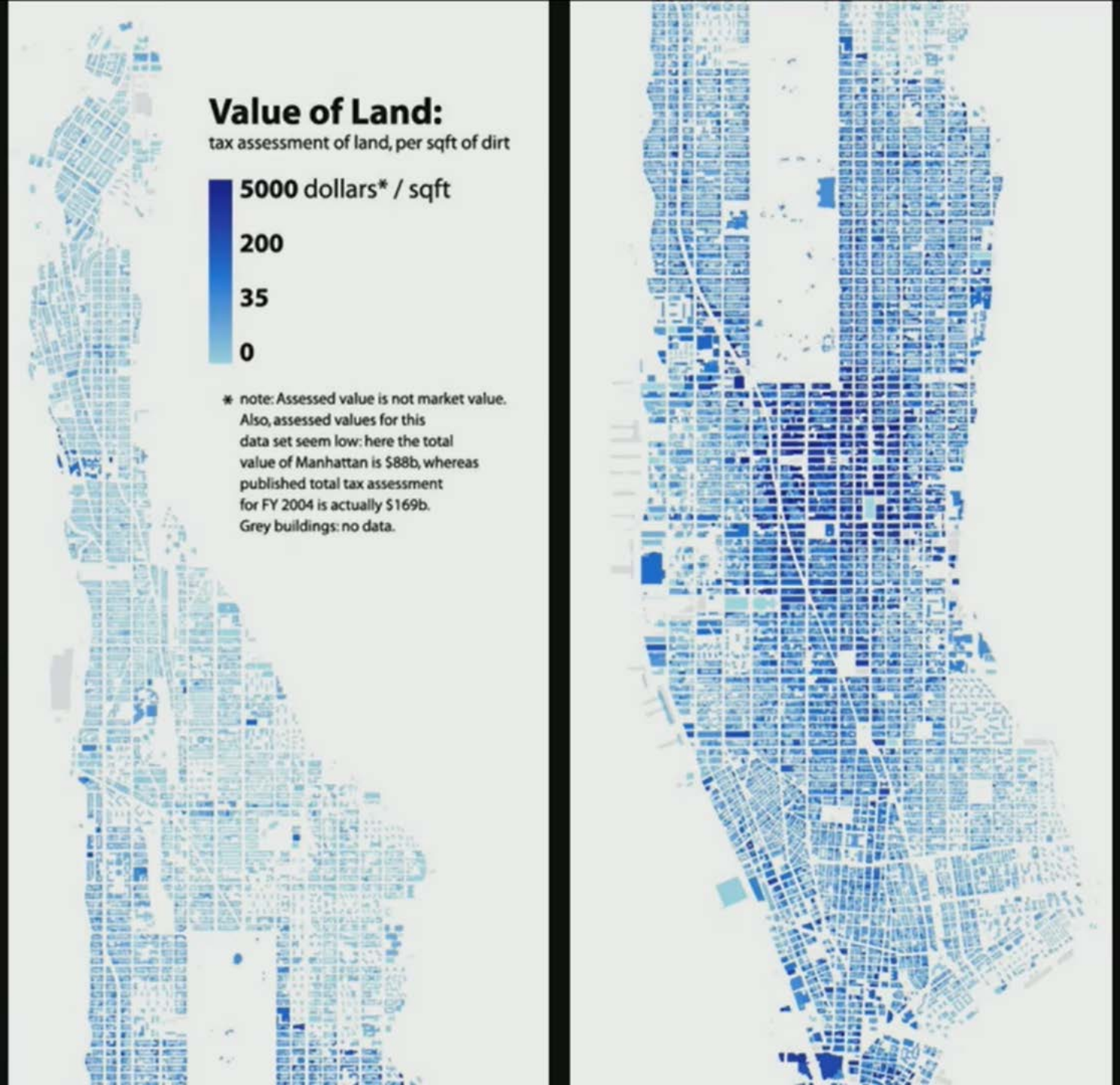
5000 dollars* / sqft

200

35

0

* note: Assessed value is not market value. Also, assessed values for this data set seem low: here the total value of Manhattan is $88b, whereas published total tax assessment for FY 2004 is actually $169b. Grey buildings: no data.



Co with Creation

BANGKOK DESIGN WEEK 2022

คิด สร้าง ทางรอด

BANGKOK DESIGN WEEK 2022

VENUE LIST

01	**341-343 SAMSEN ROAD** 341-343 ถนนสามเสน	
02	**KESORN LAMPHU HOUSE** บ้านเกสรลำพู	
03	**SOI LAMPHU** ซอยลำพู	
04	**BANG LAMPHU MUSEUM** พิพิธบางลำพู	
05	**NEW WORLD** นิวเวิลด์	
06	**SILPAKORN UNIVERSITY** มหาวิทยาลัยศิลปากร	
07	**BUMRUNG NUKULKIJ PRINTING HOUSE** โรงพิมพ์บำรุงนุกูลกิจ	
08	**SUNFLOWER / [illegible]** ซันฟลาวเวอร์	
09	**CANAL CROSSING BRIDGE, RAJINI SCHOOL** สะพานข้ามคลอง โรงเรียนราชินี	
10	**PRAISANIYAKARN POST OFFICE BUILDING** ไปรษณียาคาร	

Creative District

PHRA NAKHON DISTRICT
ย่านพระนคร

พระนคร

#BKKDW2022
#BangkokDesignWee

Versus: Compares two things in a head-to-head study

NASCAR SPRINT CUP VS. FORMULA ONE

PROFESSIONAL RACING'S TWO BIGGEST SPORTS GO HEAD-TO-HEAD.

The NASCAR Sprint Cup Series is the highest level of NASCAR—and the most popular in the United States. However, internationally, Formula One racing is seemingly the world's second most popular sport after soccer. Our side-by-side comparison pits the two racing superpowers against each other.

RACING, BY THE NUMBERS

NASCAR SPRINT CUP
FORMULA ONE

NUMBER OF DRIVERS
50
24

NUMBER OF RACES
36
20

TOP SPEEDS
200 MPH
205 MPH

LATERAL G FORCE
2G 5G

CAR WEIGHT
3,400 LBS 1,300 LBS

LARGEST FAN ATTENDANCE
182,000 PEOPLE
298,000 PEOPLE

2011 ANNUAL REVENUE
$629 MILLION
$1.5 BILLION

TOP 20 TEAM BUDGET
$6.5 MILLION
$325 MILLION

HIGHEST-PAID DRIVERS

NASCAR SPRINT CUP
FORMULA ONE

POLAR OPPOSITES

NASCAR SPRINT CUP
FORMULA ONE

PIT STOPS
11 SECONDS
7 SECONDS

TRACK LAYOUT
Predominantly oval with 2 road courses
Circuit tracks that include both left and right turning

RACING LOCATIONS
UNITED STATES
BRISTOL
DAYTONA
INDIANAPOLIS

GLOBAL
19 COUNTRIES
4 CONTINENTS
CITIES INCLUDE MONACO, ABU DHABI, SHANGHAI

TOP CONSTRUCTORS
CHEVY · FORD · TOYOTA · RED BULL · FERRARI · MERCEDES · MCLAREN

POLAR OPPOSITES

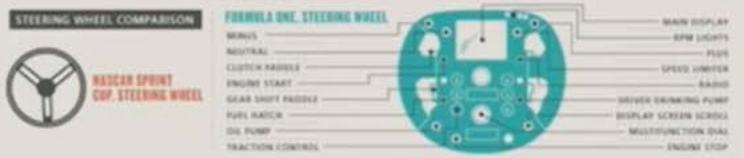
NASCAR SPRINT CUP
FORMULA ONE

CAR CHARACTERISTICS

COST ~$1.5 MILLION

COST ~$7 MILLION

STEERING WHEEL COMPARISON



Formula One returns to the United States from November 16-18 at Circuit of the Americas in Austin, Texas. Six F1 champions will be on the track in the United States Grand Prix, including Red Bull Racing's Sebastian Vettel, who has won the drivers' championship the past two years and is gunning for his third.

SOURCES:
WWW.NASCAR.COM // WWW.BBC.CO.UK // WWW.FORMULA1NEWS.COM // WWW.F1.COM //

Created by Column Five

Timeline: Tells a story through a chronological order

HISTORY OF THE INTERNAL COMBUSTION ENGINE

TODAYS INTERNAL COMBUSTION ENGINE PRACTICAL MACHINES

Transportation
Automobiles
Motorcycles
Locomotives
Boats
Aircrafts

Recreation
Lawnmowers
String Trimmers
Chain Saws
Outboard Motors
Leaf Blowers
Snowmobiles
Pressure Washer
Jet Skis

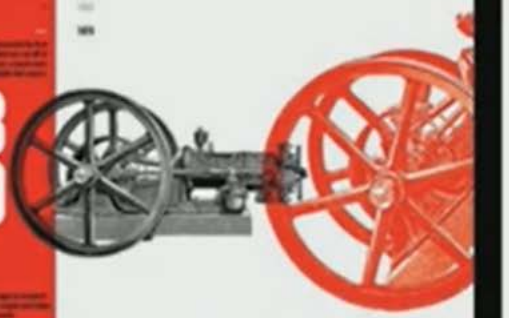
WHAT MAKES THIS ENGINE SO IMPORTANT?

The Internal Combustion Engine is a relatively small, lightweight energy source that produces an immense amount of power.

1807 INTERNAL COMBUSTION ENGINE

1859 TWO STROKE COAL GAS POWERED

1870 LIQUID ENERGY FUEL RUN



1877 FOUR STROKE MAJOR IMPROVEMENT

1893 GAS POWERED CAR ENGINE

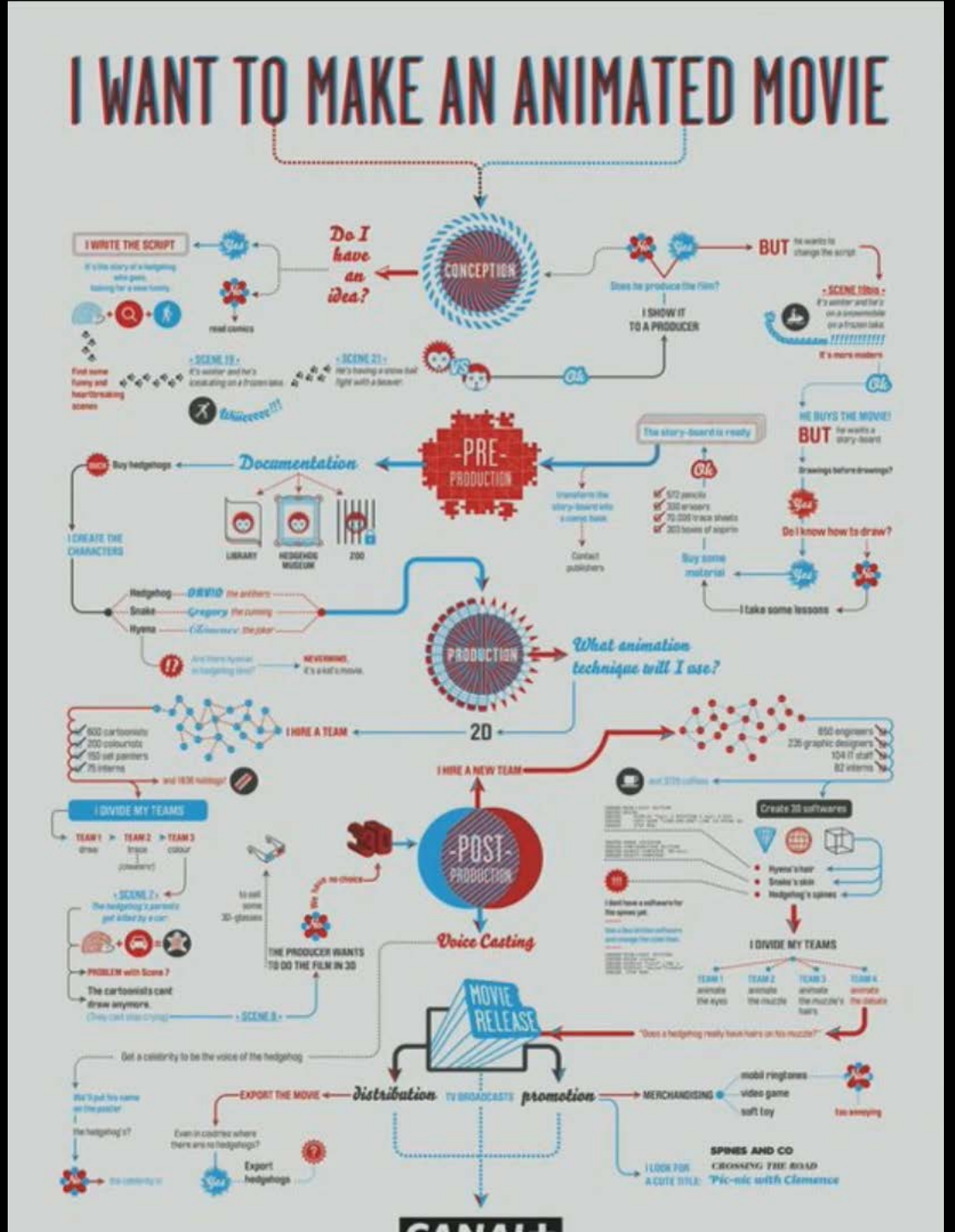
1898 FUEL EFFICIENT DIESEL

1914 PRODUCTION V8 ENGINE

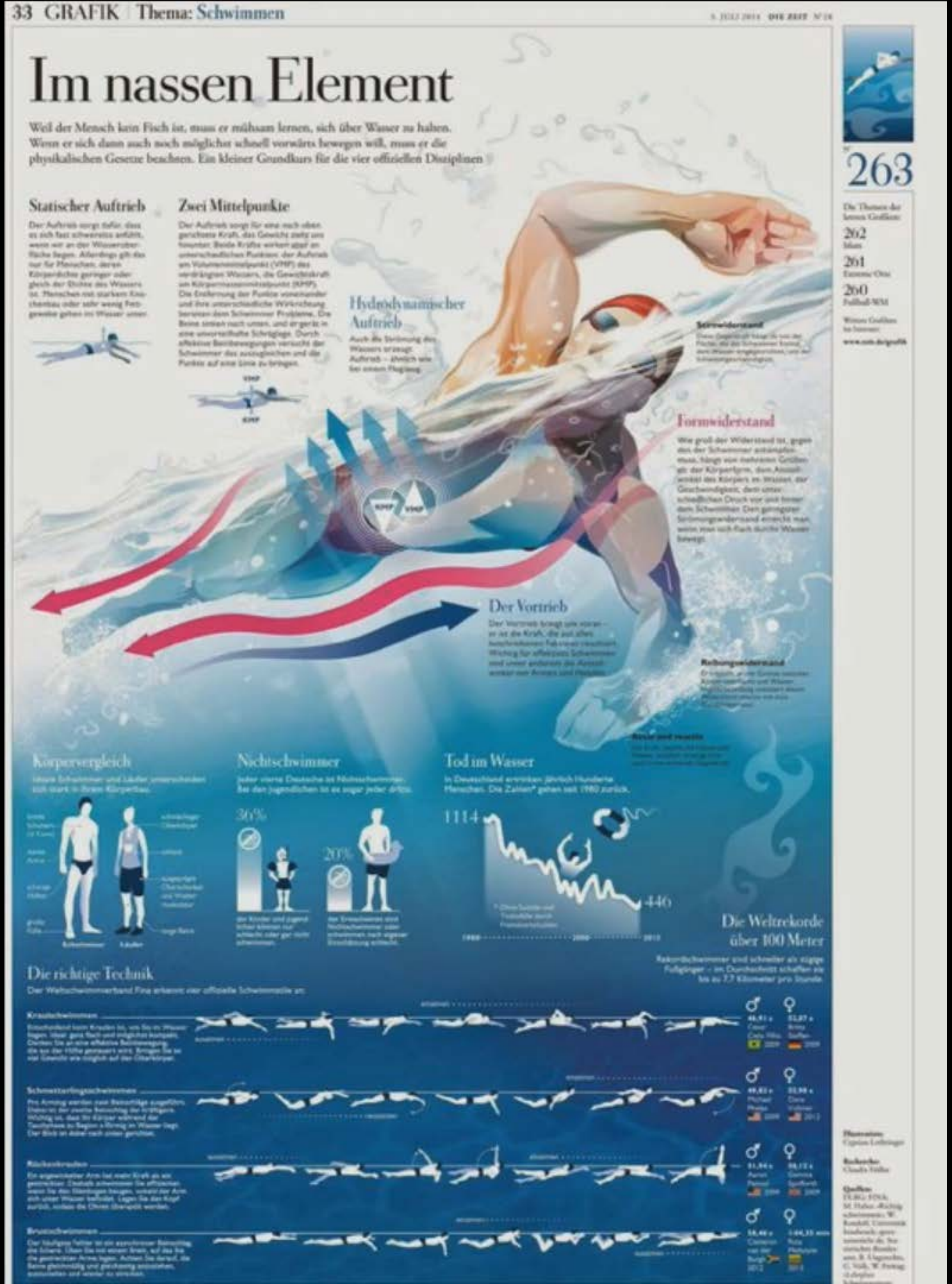
1950 PRODUCTION V6 ENGINE

1970 HYDROGEN ELECTRIC POWERED

Flowchart: Provides a specialized answer to a question based on your choices

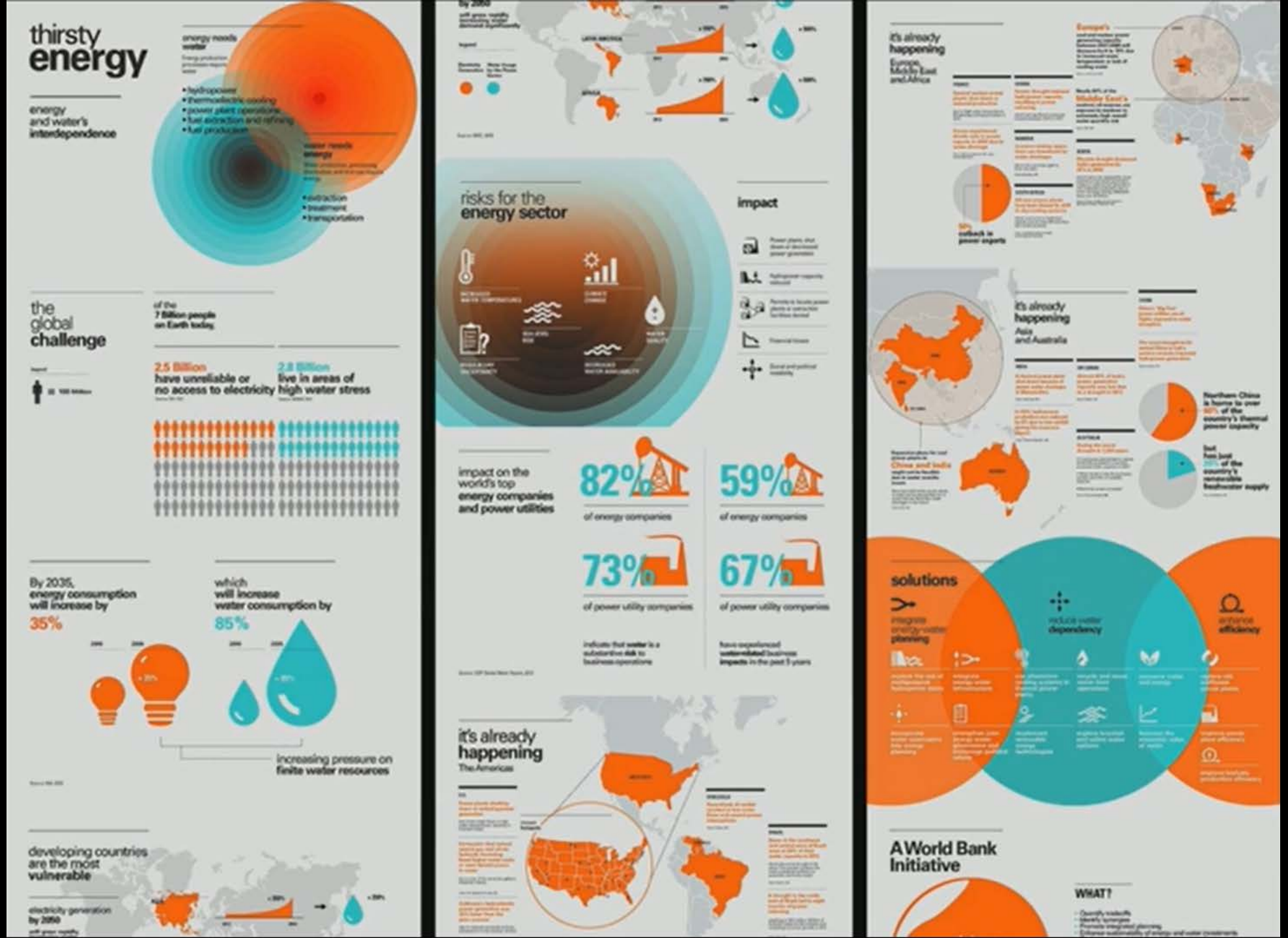

I WANT TO MAKE AN ANIMATED MOVIE
I WRITE THE SCRIPT
read comics
Do I have an idea?
CONCEPTION
BUT
I SHOW IT TO A PRODUCER
Does he produce the film?
HE BUYS THE MOVIE!
BUT
Drawings before drawings?
Do I know how to draw?
I take some lessons
Buy some material
Contact publishers
-PRE- PRODUCTION
Documentation
LIBRARY
HEDGEHOG MUSEUM
ZOO
Buy hedgehogs
I CREATE THE CHARACTERS
Hedgehog
Snake
Hyena
PRODUCTION
What animation technique will I use?
2D
I HIRE A TEAM
I HIRE A NEW TEAM
I DIVIDE MY TEAMS
TEAM 1 draw
TEAM 2 trace
TEAM 3 colour
-POST- PRODUCTION
Voice Casting
THE PRODUCER WANTS TO DO THE FILM IN 3D
Create 3D softwares
I DIVIDE MY TEAMS
TEAM 1 animate the eyes
TEAM 2 animate the muzzle
TEAM 3 animate the muzzle's hairs
TEAM 4
MOVIE RELEASE
distribution
TV BROADCASTS
promotion
MERCHANDISING
mobil ringtones
video game
soft toy
EXPORT THE MOVIE
Export hedgehogs
SPINES AND CO
CROSSING THE ROAD
'Pic-nic with Clemence

Visual Article: Makes a piece of writing more visual

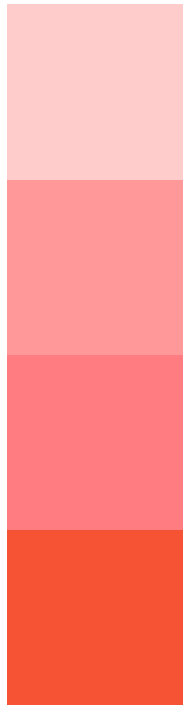

33 GRAFIK Thema: Schwimmen
Im nassen Element
Weil der Mensch kein Fisch ist, muss er mühsam lernen, sich über Wasser zu halten. Wenn er sich dann auch noch möglichst schnell vorwärts bewegen will, muss er die physikalischen Gesetze beachten. Ein kleiner Grundkurs für die vier offiziellen Disziplinen
Statischer Auftrieb
Zwei Mittelpunkte
Hydrodynamischer Auftrieb
Formwiderstand
Der Vortrieb
Körpervergleich
Nichtschwimmer
36%
20%
Tod im Wasser
1114
446
Die Weltrekorde über 100 Meter
Die richtige Technik
263
262
261
260

2

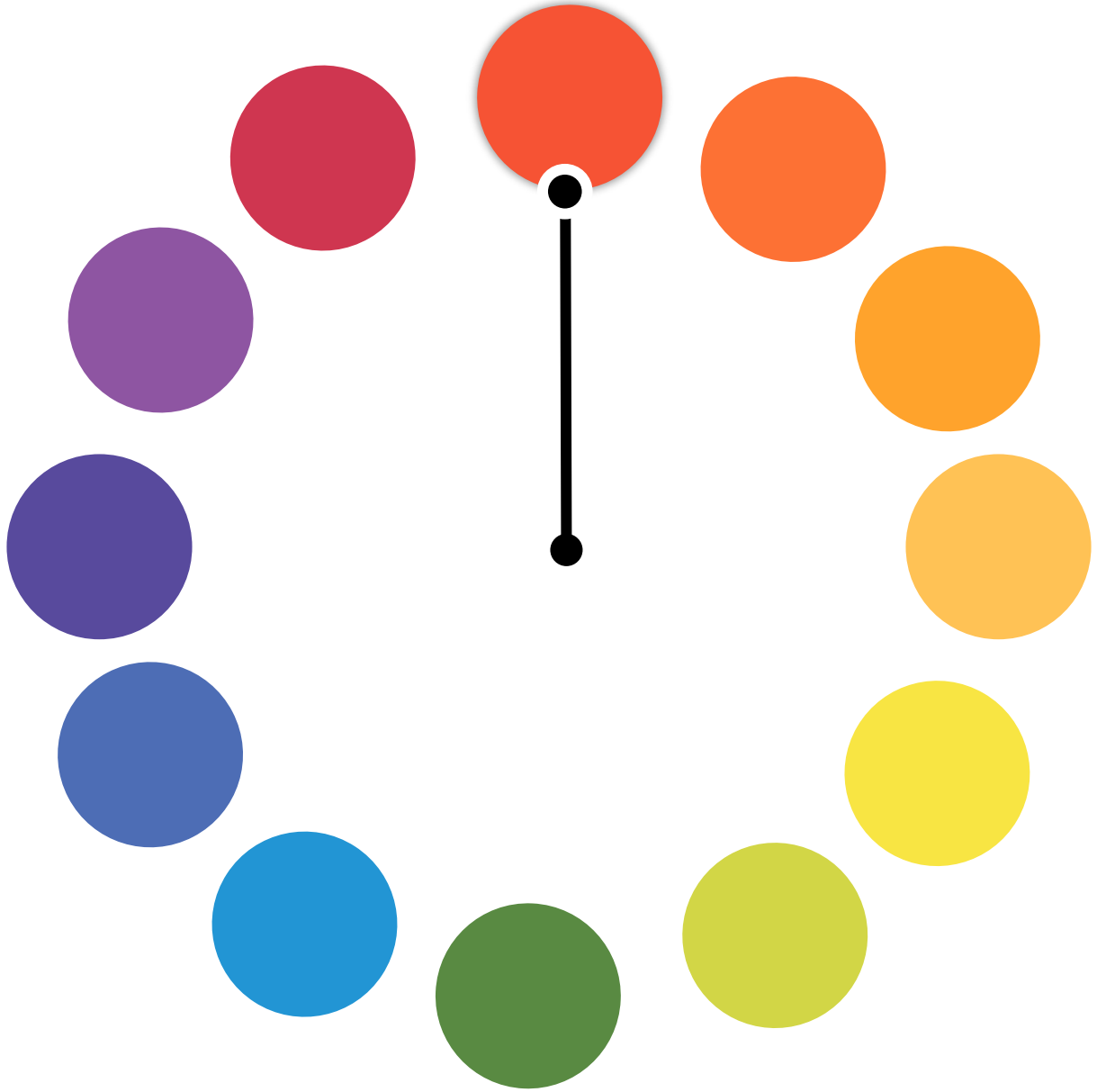
Data Visualization:
Communicates data
through charts,
graphs, and/or design


thirsty energy
energy and water's interdependence
energy needs water
• hydropower
• thermoelectric cooling
• power plant operations
• fuel extraction and refining
• fuel production
water needs energy
• extraction
• treatment
• transportation
the global challenge
of the 7 Billion people on Earth today
2.5 Billion have unreliable or no access to electricity
2.8 Billion live in areas of high water stress
By 2035, energy consumption will increase by 35%
which will increase water consumption by 85%
increasing pressure on finite water resources
developing countries are the most vulnerable
electricity generation by 2050
risks for the energy sector
impact
impact on the world's top energy companies and power utilities
82% of energy companies
59% of energy companies
73% of power utility companies
67% of power utility companies
indicate that water is a substantive risk to business operations
have experienced water-related business impacts in the past 5 years
it's already happening
The Americas
it's already happening
Europe, Middle East and Africa
outlook in power exports
it's already happening
Asia and Australia
Northern China is home to over 80% of the country's thermal power capacity
but has just 20% of the country's renewable freshwater supply
solutions
integrate energy-water planning
reduce water dependency
enhance efficiency
A World Bank Initiative
WHAT?

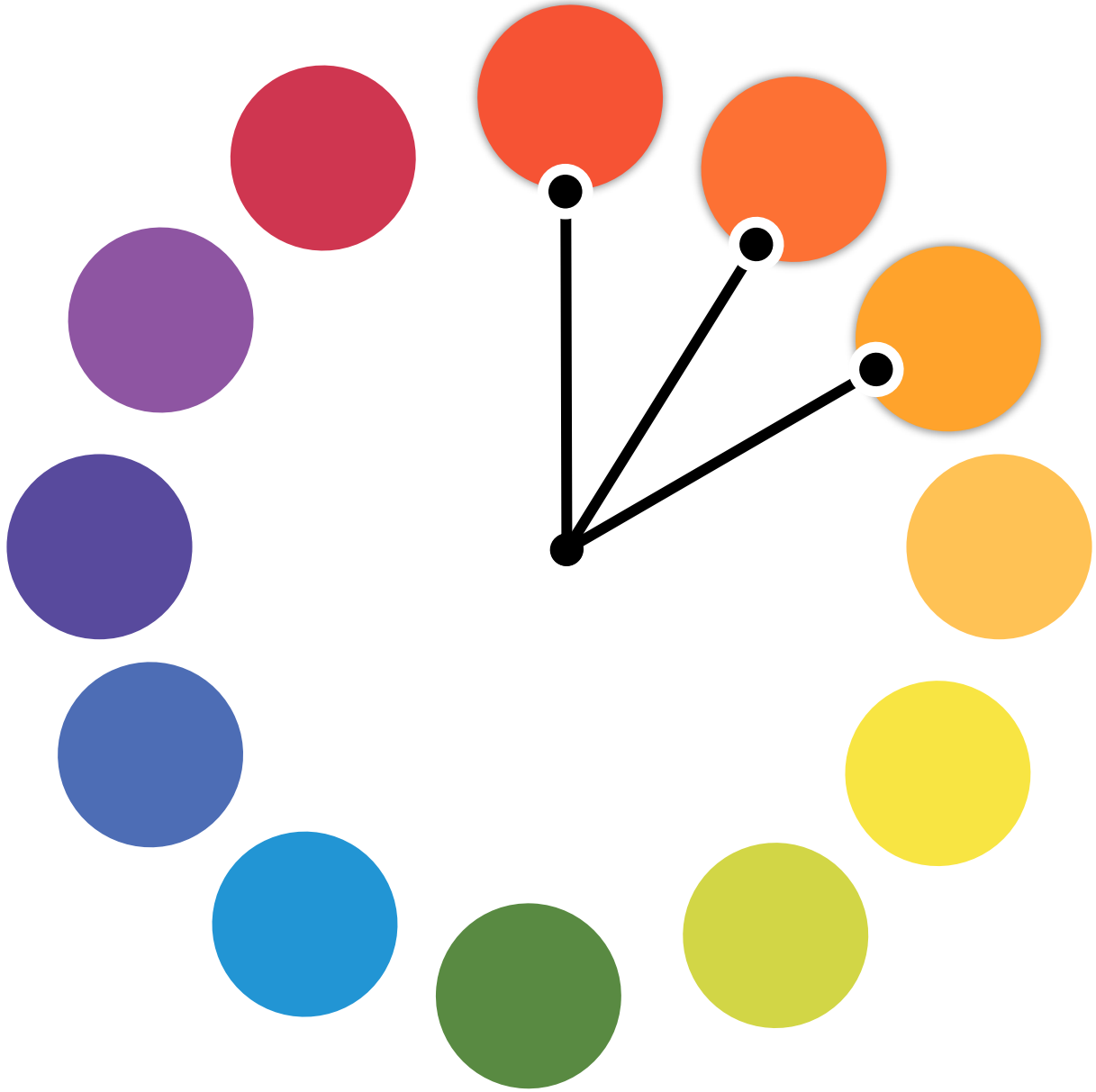
COLOR

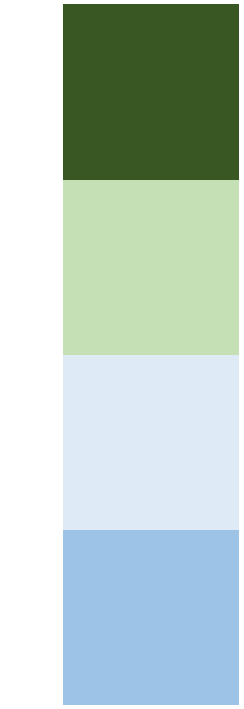


Monochromatic

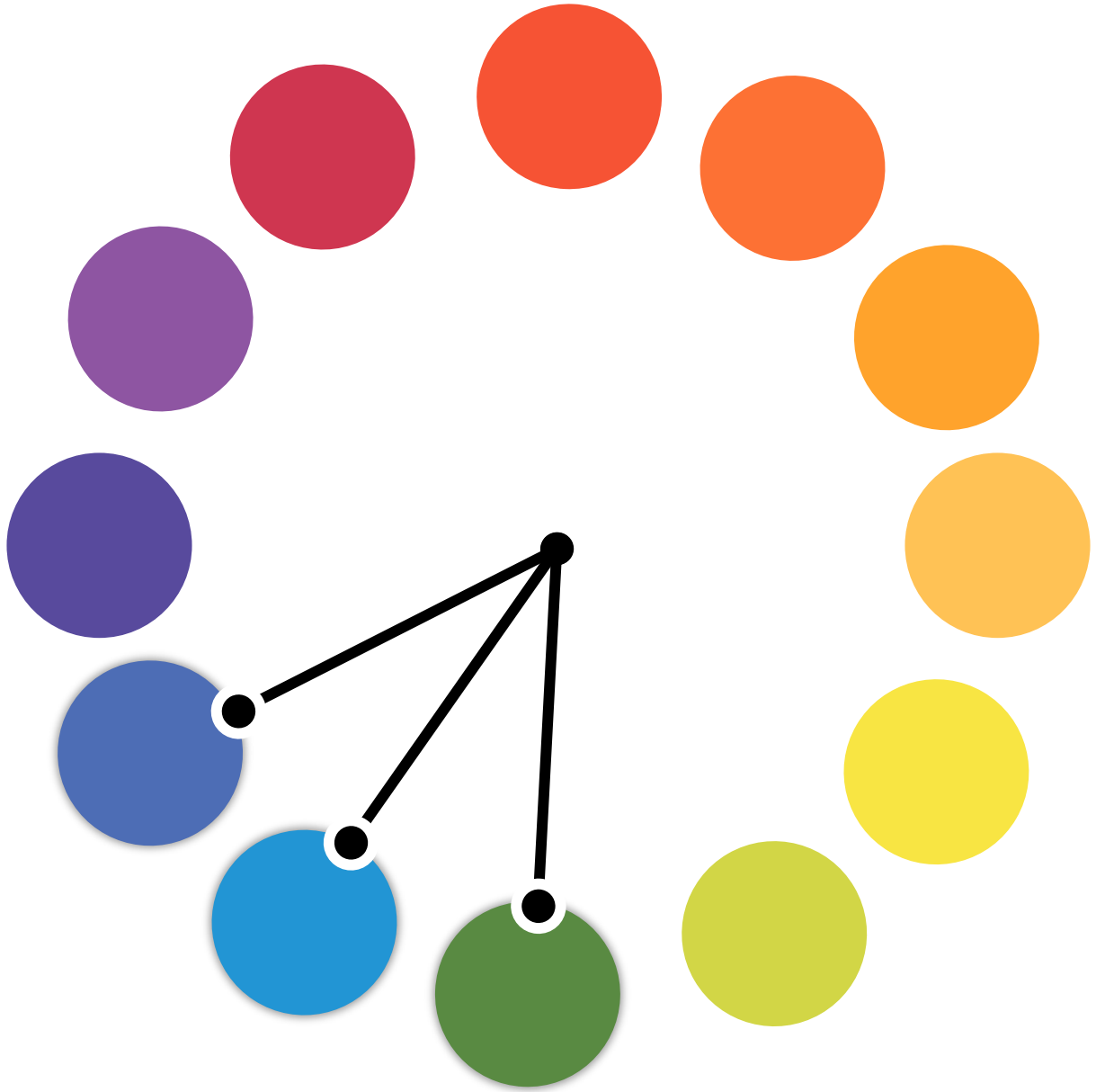


Analogous

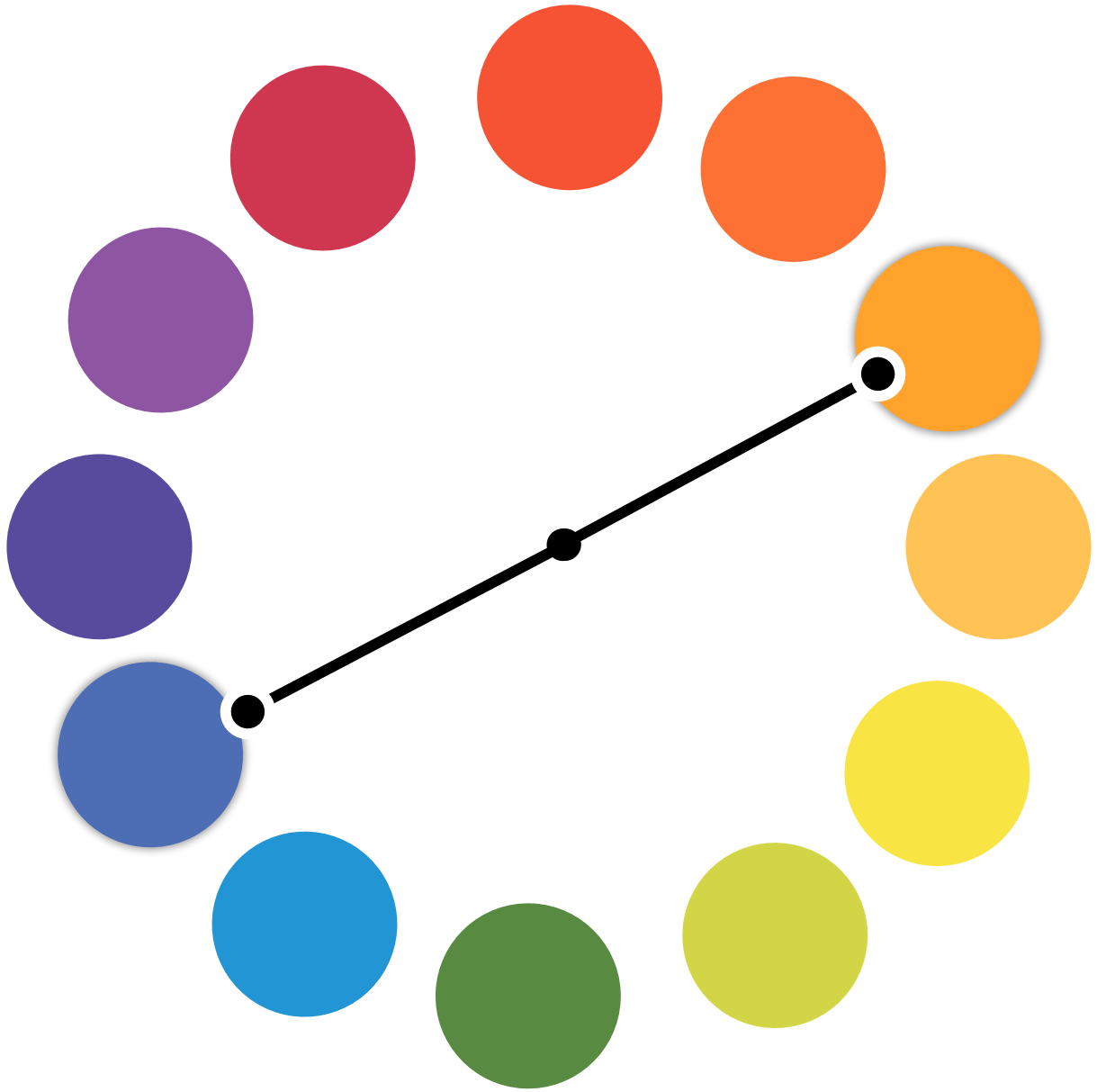


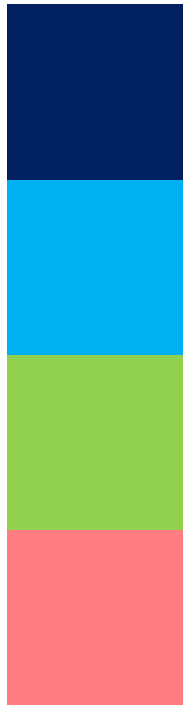


Analogous

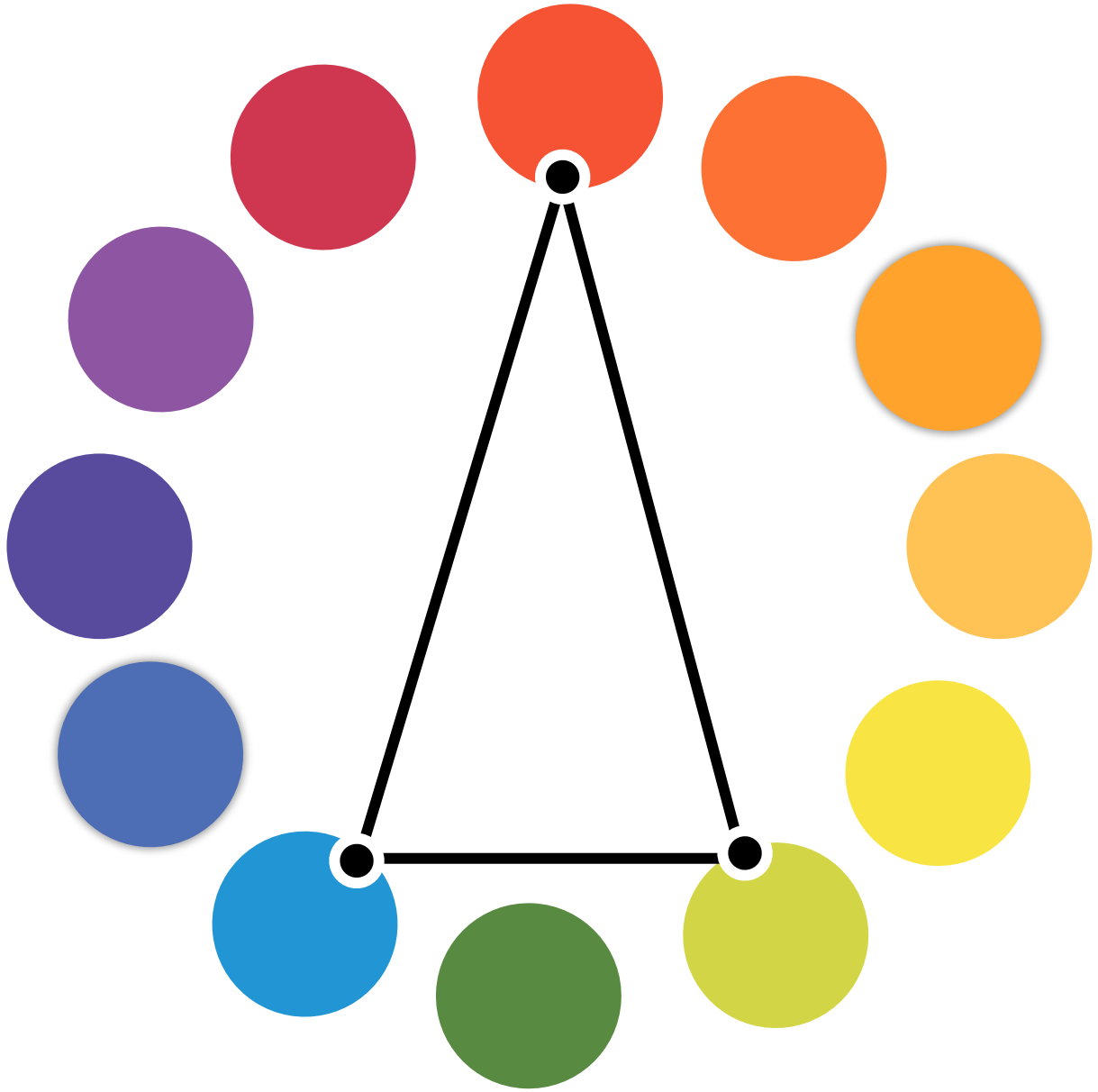


Complementary





Split
Complementary

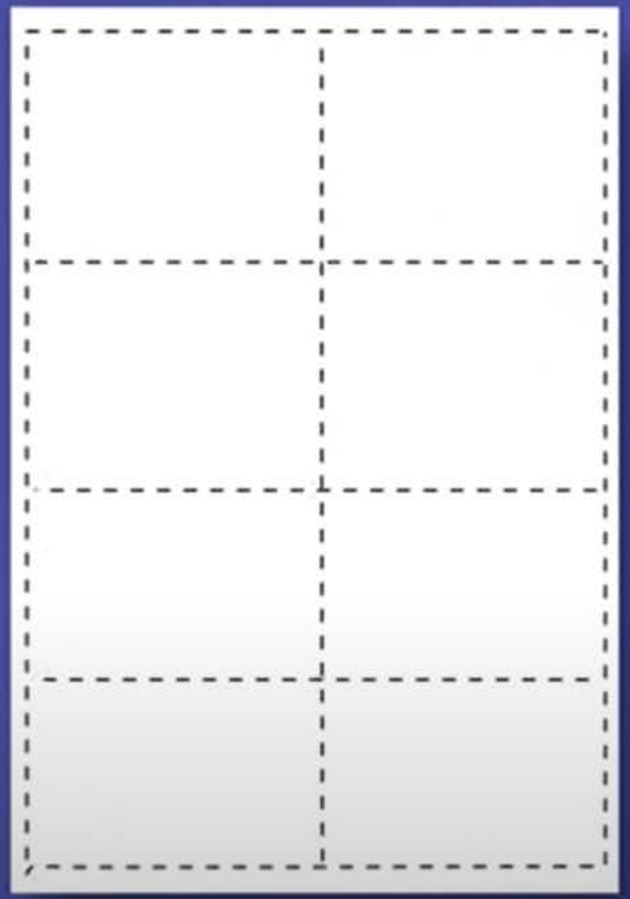


Dos & Don’ts


In Bloom
Annual Conservation Conference

Typography

Examples



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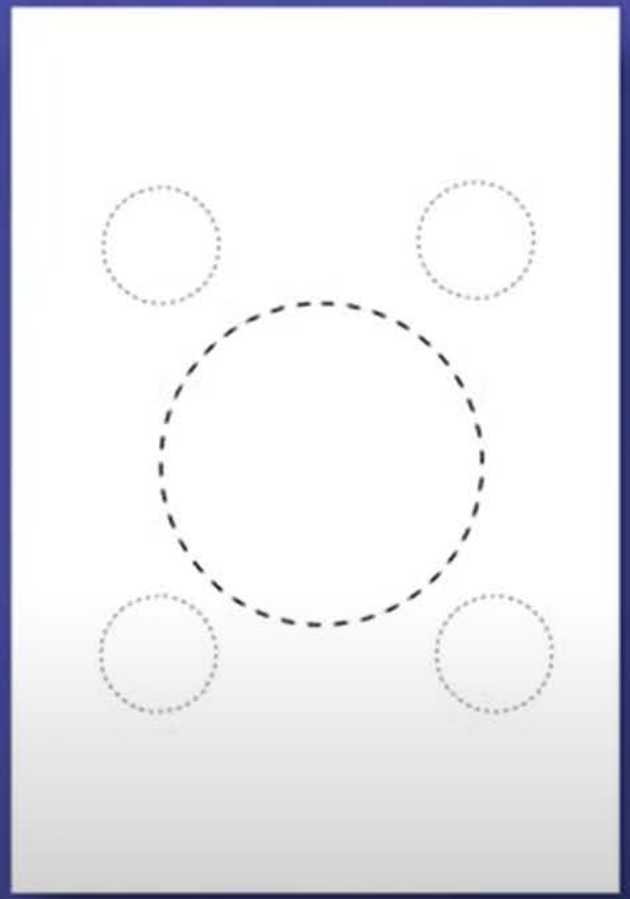
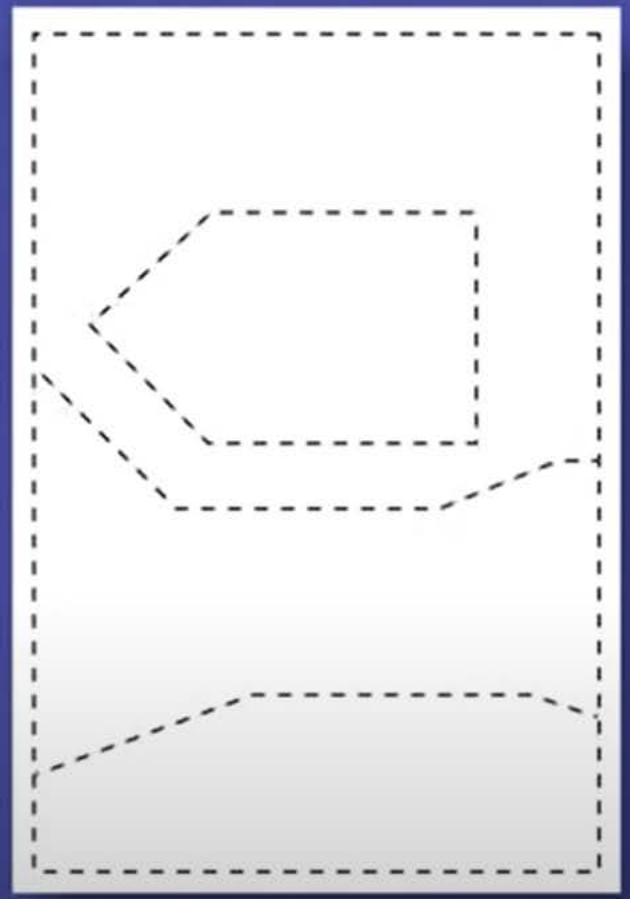


SINGLE IMAGE



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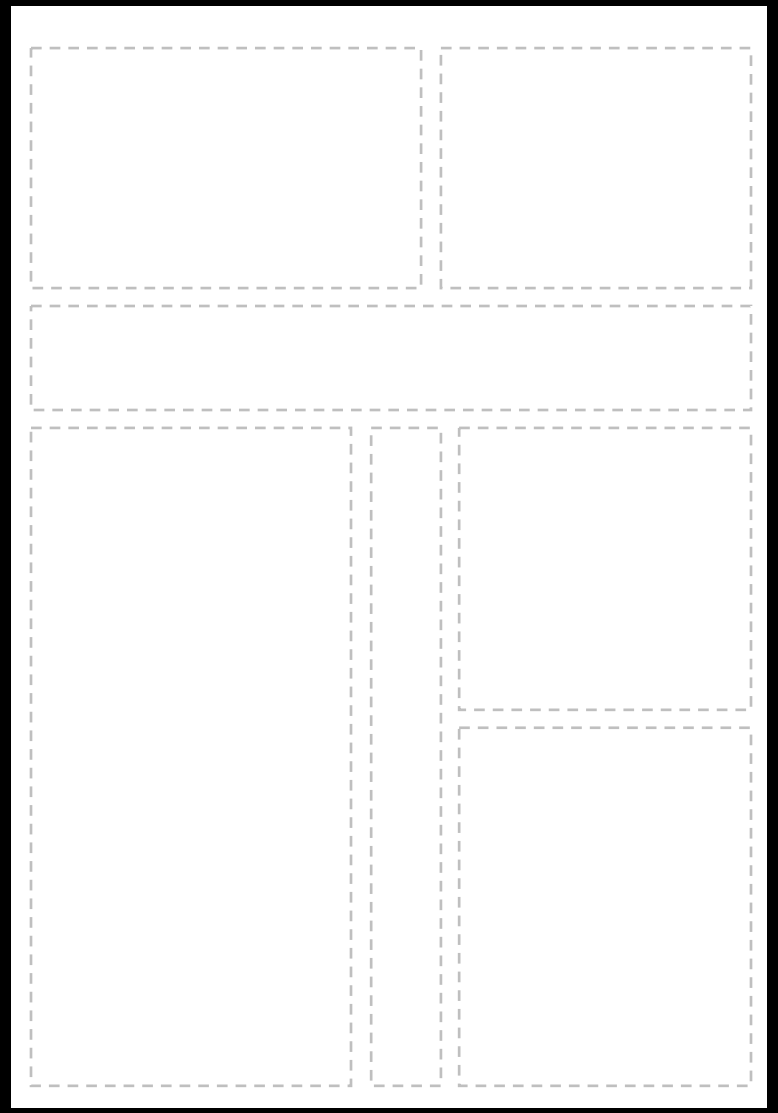

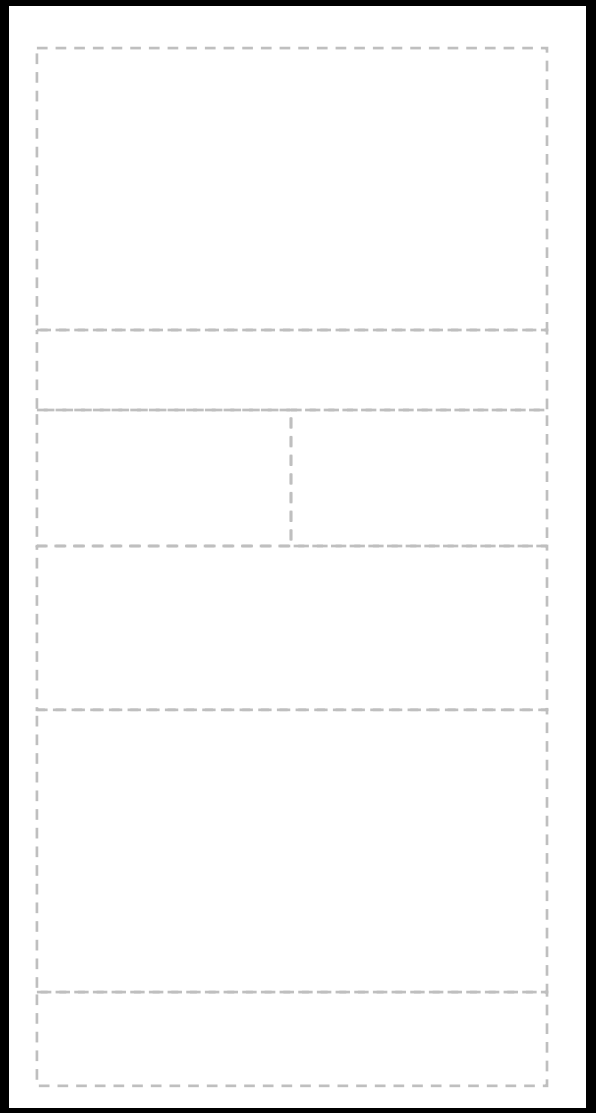

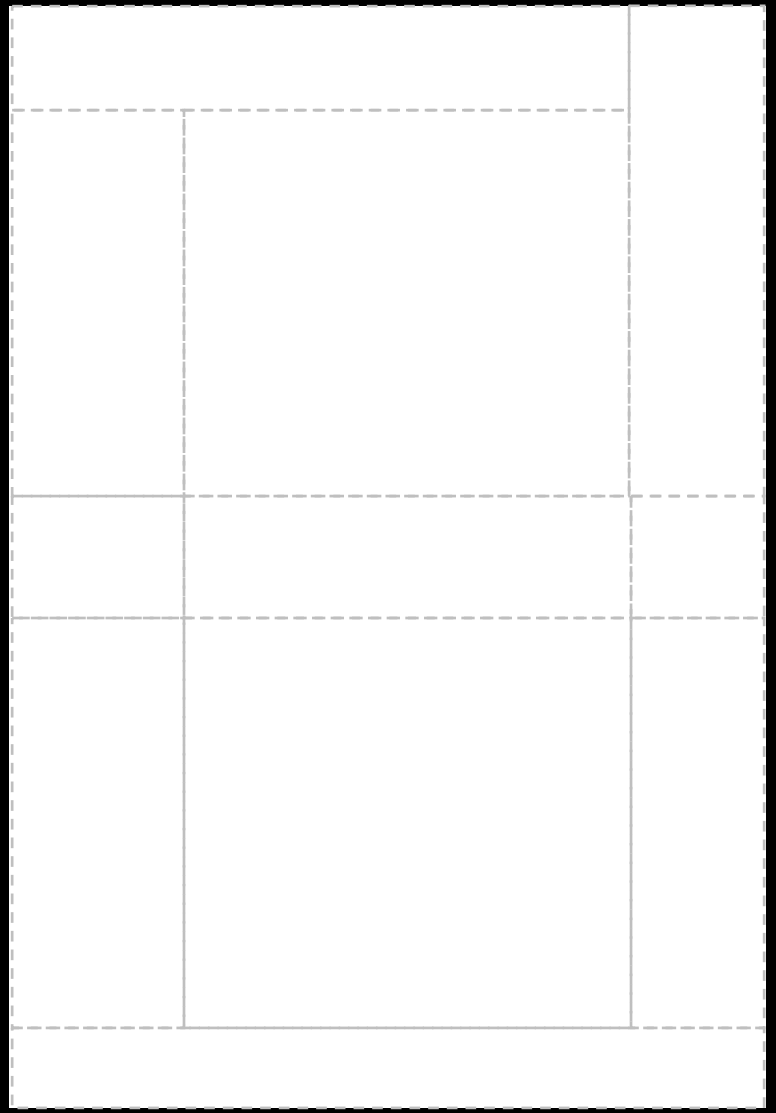

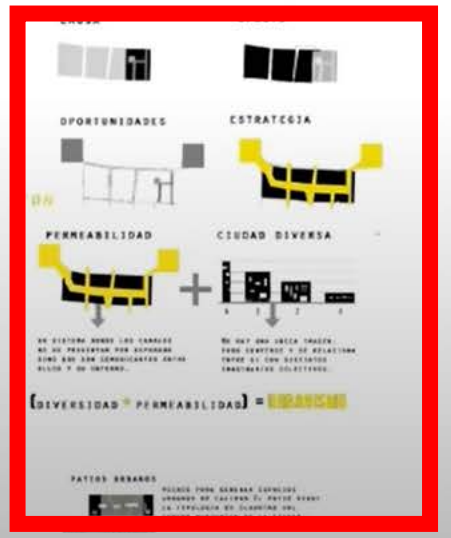

Dis molorem scrpedi pidendae consenios et, od quam is ea venis et laut quo volest aut offictor simeu. Molorum et la ius ad ut ut pore pori sudam, ie maio mo blantot aeruptatur aiusa voluptatatur et ut eosistotem ad quiam fugia corrsi occatis dem epitiisci molo eos estionseque vellatatem a dolorem fugiti blaboribus autur res ipsam que volorit iam conzihici corit maio. Asitio blatquiatus expella tempore aptt verio ipsaectatet que quatemp orcillatia cus molorrum, ut ommolor aut faccus, quuntesti rest, ut repedit od eos magnihillis ex ert, qui illor rehendisit experit iumque vero venderi taspit asint perspel ide volore, tor si vellupticet fugia ipsam, comnod magnat fugia il ium rerin veniusz imolorr oriosnedis quia nis dolupta porem hillatiam quundi occum etur, quatur, te diorse non corem voluptiae letiotur, ein necesbor eperro blaut eatur adi solore iuda nobit ess a quis mi, ommis et volum ilquuntus as eseciendit aut molitur, occus, esenatiam lauis eum, temporestis molupta quiaspicati tem sit, qui omnimus pro mil encerios del istiorrumqui vendiam, tem facits ilit millab in pelligenis etum untibus, eum quis des velig-

AXONOMETRIC

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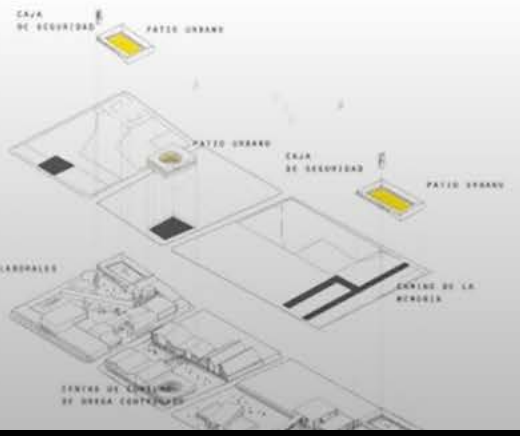
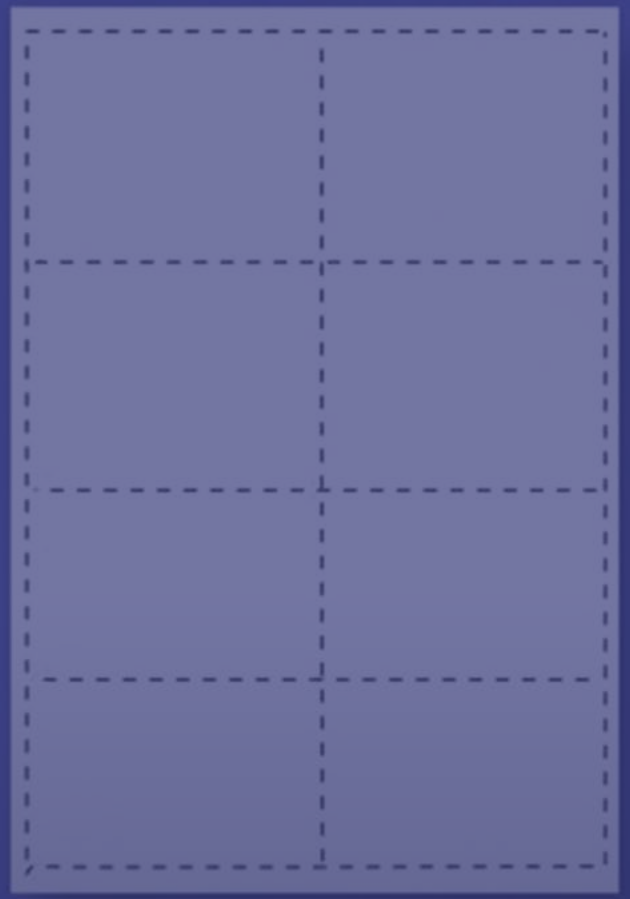


URBAN PIECE



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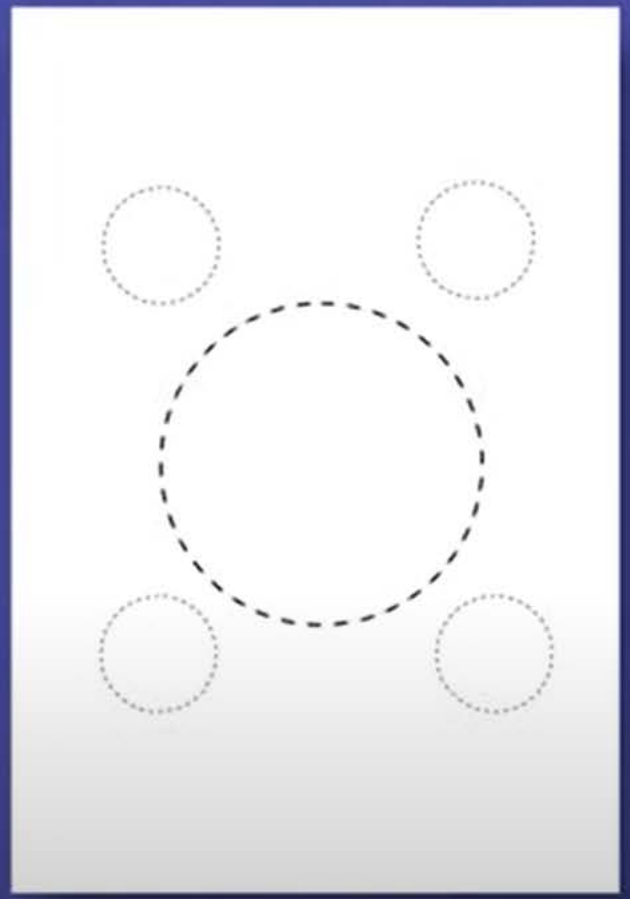

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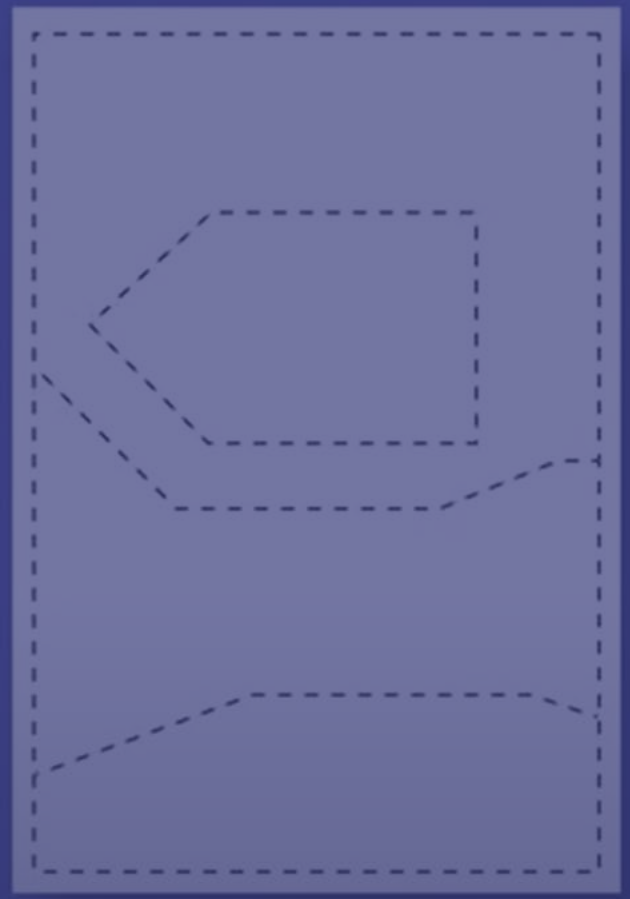

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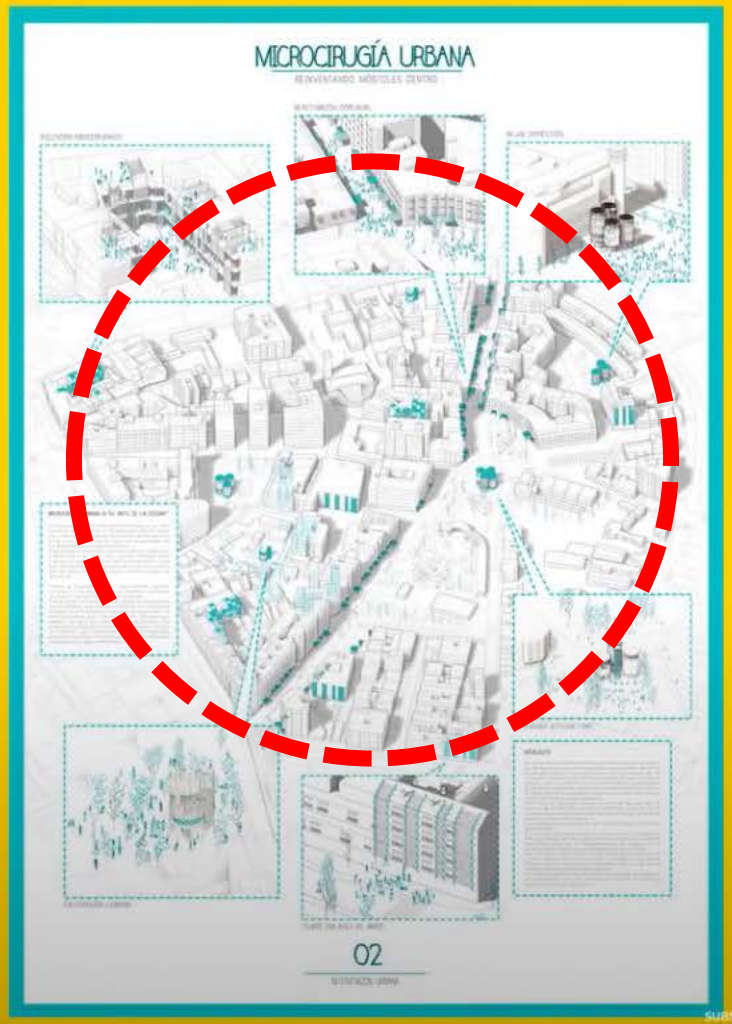
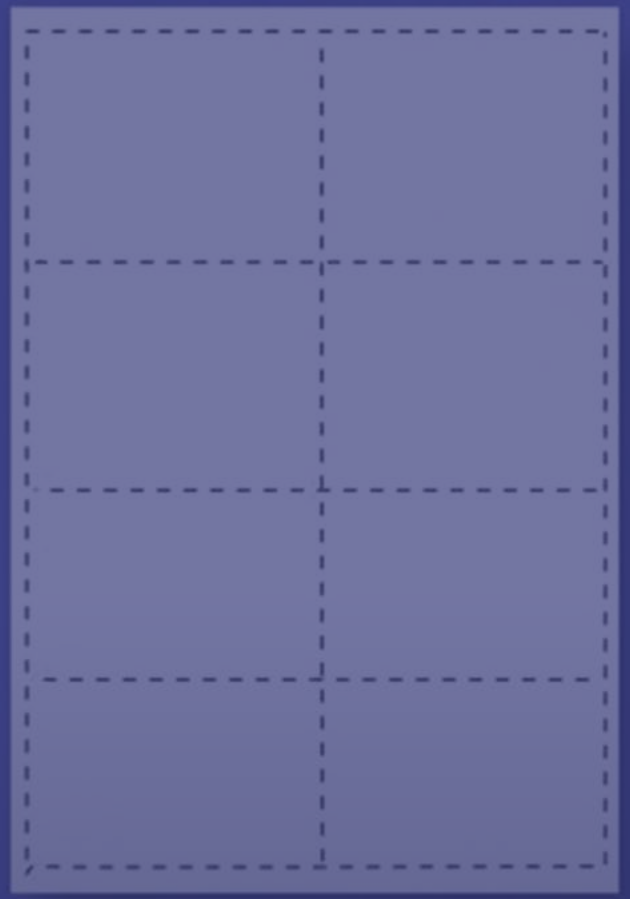
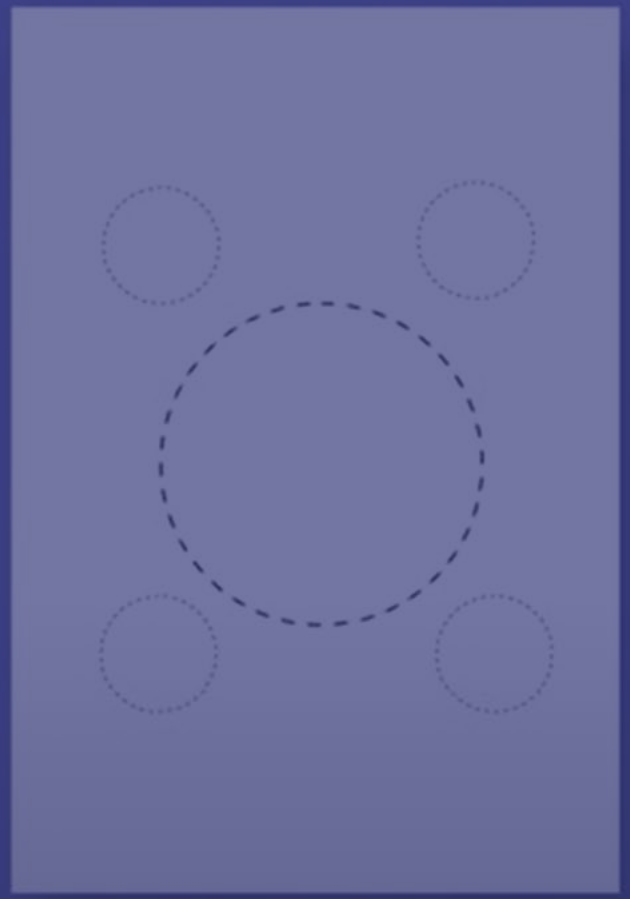
LINK TO AUTHORS WORK IS LINKED BELOW

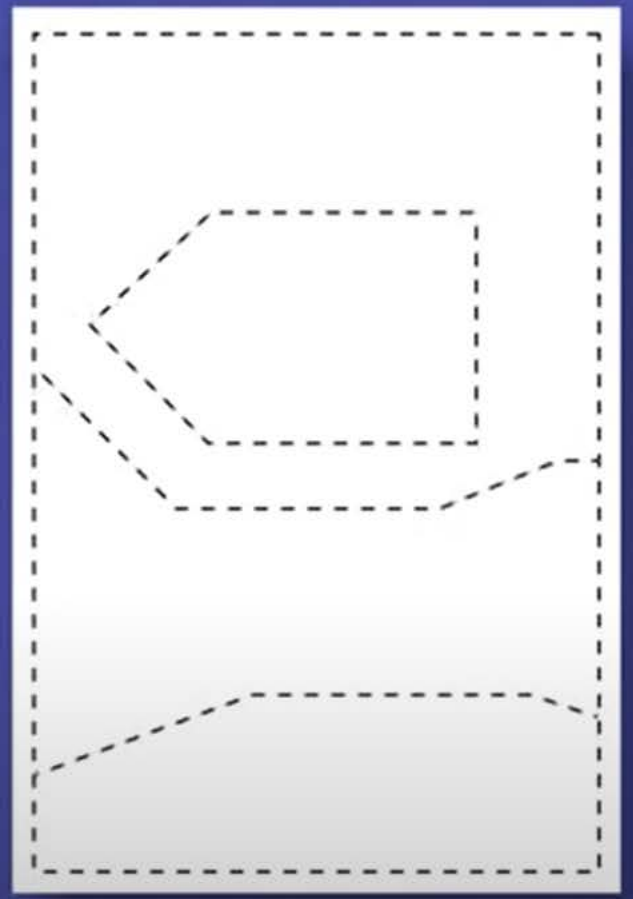




GRID



SINGLE IMAGE

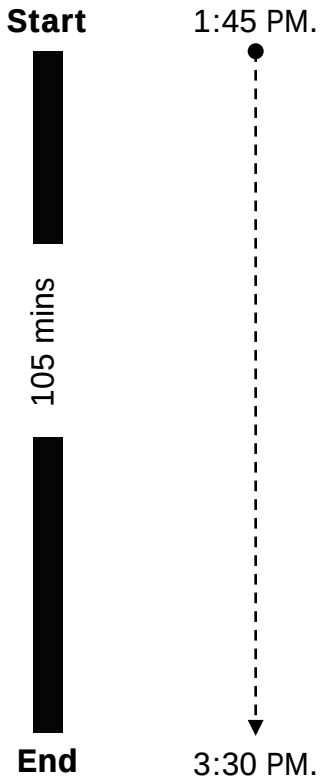


BLENDED

SUBSCRIBE


TREES INTEGRATION
NEW FACILITIES
NEW PATHS AND OBSERVATION PLATFORMS
SECTION A-A 1:200
GENERAL PHAN 1:500

Workshop



A3

297 x 420 mm

1. What is your Product?
2. What is your Concept?
3. What kind of information that you want to tell everyone?


ไข้เลือดออก
ป้องกันได้
3

INTEL I9-7900X 3.30 GHZ
ONLY
฿8,290.00.

App Horoscopes
iOS

Smart plant


Intro to
เพลงโทวโฮว

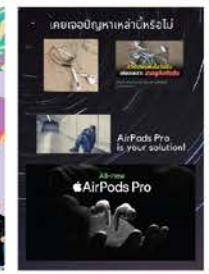

Starry
Night

Chair Change wrld

ปลอกคอมอกความ
รู้สึกของสุนัข

HABBIT
Create Positive Habbits
& Reach Your Goals

TINDER

Hey Friend!
IOS AND ANDROID

AirPods Pro
is your solution!
AirPods Pro

Data sciences in healthcare

TRAVEL LOVER
TIME TO TRAVEL

Make new Friends

SURFACE WEB
DEEP WEB
DARK WEB

THRESH
SKIN
SPELLS
VIEW

สายพันธุ์กาแฟ

Menu

SECURITY
CAMERA
HD
HIGH DEFINITION
FACE AUTHENTICATION
MOTION DETECTION SENSOR

DESKTOP VS LAPTOP

PLANT A TREE


Investment application

เที่ยว
TIAW

THE COMPENDIUM OF

BLACK DESERT
ONLINE

OVERWATCH 2
New content &
Changing

AUTO
WATER
PUMP

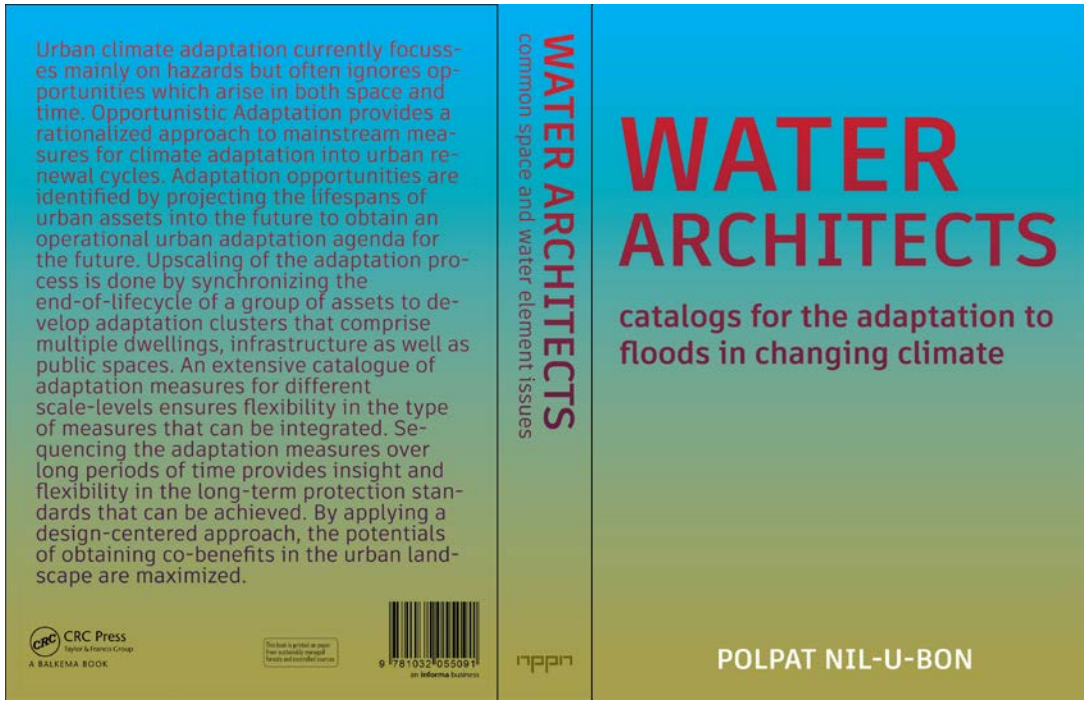
CHEESE
BURGER
Bread
Egg
Bacon
Vegetable
Cheese
Patty
Sauce

what your home doing?

MINIECG

APP FOR
TUTORING FRIENDS


Omi


Urban climate adaptation currently focusses mainly on hazards but often ignores opportunities which arise in both space and time. Opportunistic Adaptation provides a rationalized approach to mainstream measures for climate adaptation into urban renewal cycles. Adaptation opportunities are identified by projecting the lifespans of urban assets into the future to obtain an operational urban adaptation agenda for the future. Upscaling of the adaptation process is done by synchronizing the end-of-lifecycle of a group of assets to develop adaptation clusters that comprise multiple dwellings, infrastructure as well as public spaces. An extensive catalogue of adaptation measures for different scale-levels ensures flexibility in the type of measures that can be integrated. Sequencing the adaptation measures over long periods of time provides insight and flexibility in the long-term protection standards that can be achieved. By applying a design-centered approach, the potentials of obtaining co-benefits in the urban landscape are maximized.
CRC Press
A BALKEMA BOOK
WATER ARCHITECTS
common space and water element issues
WATER
ARCHITECTS
catalogs for the adaptation to floods in changing climate
POLPAT NIL-U-BON

Q & A

Workshop

See you again

3:30 PM.

Reflection- -Critique

In the next **2** weeks, please submit your final design.
Using "**wetransfer.com**" to upload your file (JPG – 300 dpi)
and send the link via "**erkkamp@gmail.com**".

File name: **01_20221103_Your name (TH)***

UNESCO IHE DELFT