



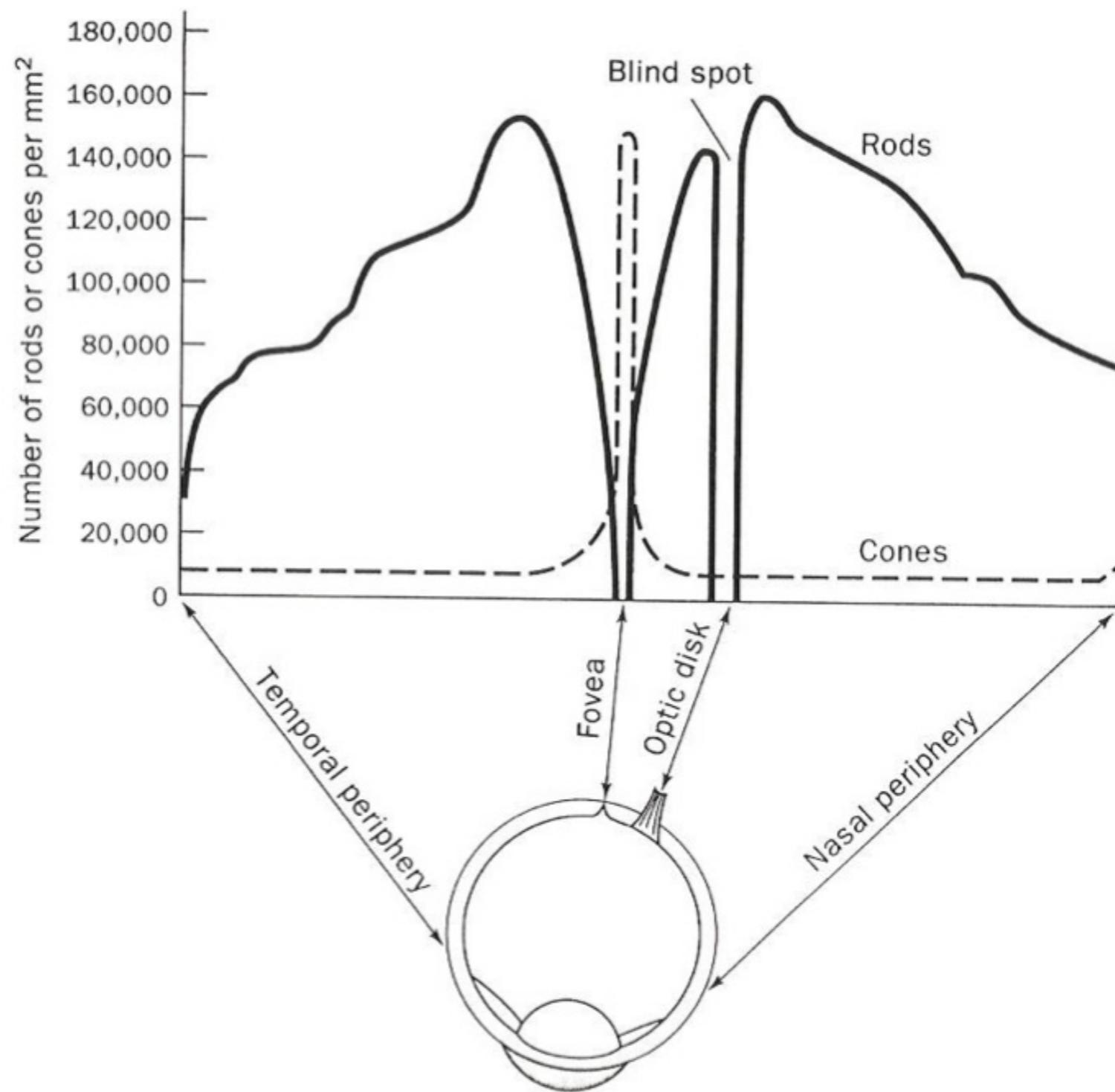
FOCLARO

FOCLARO

This project aims to rebuild small-scale maps (starting with the Johns Hopkins University's Homewood campus map) to reflect the biological structure of the eye for quicker, easier visual capture.

Aspiring to forever eliminate the frantic eye scan for
“You are Here” and tiny building numbers

MY BIGGEST INSPIRATION: THE EYE



A NEUROSCIENCE PAPER ON VISUAL CROWDING:

Metamers of the Ventral Stream (Freeman and Simoncelli, 2011)



A NEUROSCIENCE PAPER ON VISUAL CROWDING:

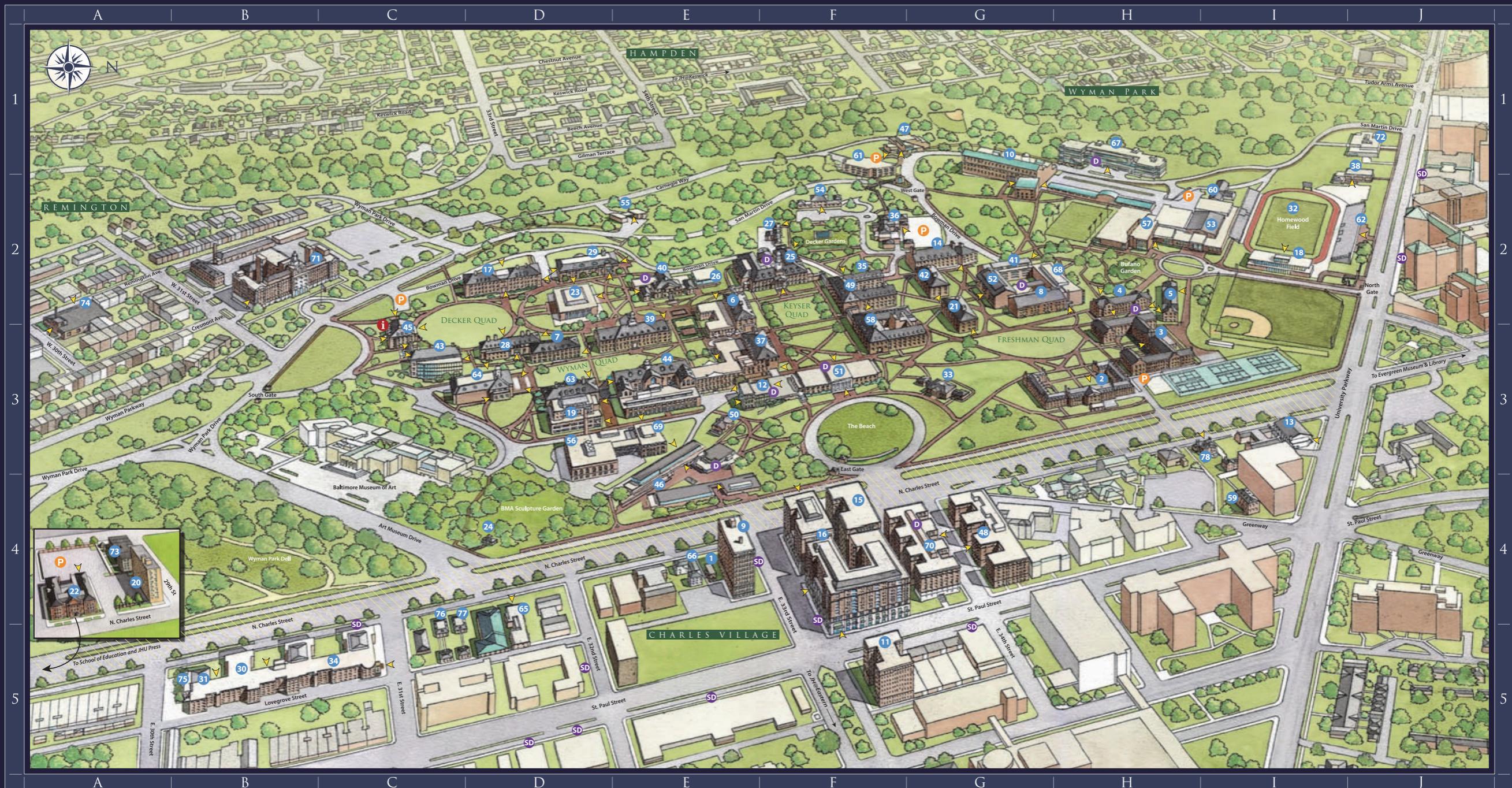
Metamers of the Ventral Stream (Freeman and Simoncelli, 2011)

...and the world, I find myself
and recognizing them, and
self-growing pictures of the
amp, directly. Nevertheless, I will
myself involuntarily pass
rehouses, and the people in them
set; and especially with their
her hand over my eyes, it is
single out of people, until I light
with a start, and immediately

on again, I suddenly understand a lot
of what the world, I find myself
and recognizing them, and
self-growing pictures of the
amp, directly. Nevertheless, I will
myself involuntarily pass
rehouses, and the people in them
set; and especially with their
her hand over my eyes, it is
single out of people, until I light
with a start, and immediately



A PERSONAL STRUGGLE WITH CLOSE-QUARTER NAVIGATION



Homewood Campus Map

DIRECTORY

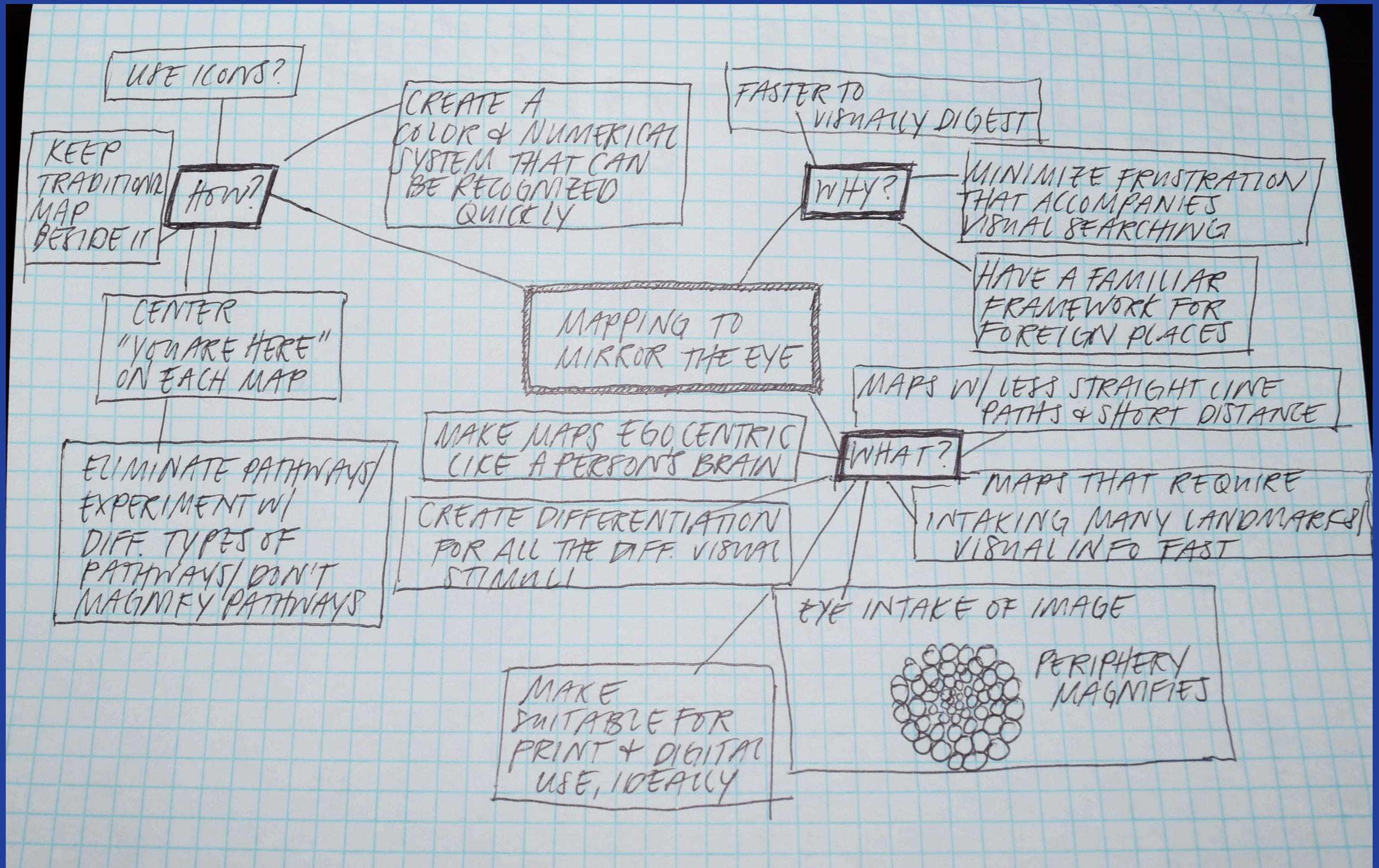
1 Abel Wolman House	E4	7 Barton Hall	D3
2 Alumni Memorial Residence Hall	H3	8 Biology East	G/H2
3 Alumni Memorial Residence Hall	H3	9 The Blackstone Apts.	E/F4
4 Building A	H2	10 Bloomberg Center for Physics & Astronomy	G1/2
5 Building B	H2	11 Bradford Apartments	F/G5
6 Ames Hall	E/2/3	12 Brody Learning Commons	E/F3
		13 Bunting Meyerhoff Interfaith and Community Service Center	I/3
		14 Chemistry Bldg.	G2
		15 The Charles Apts.	F/3/4
		16 Charles Commons	F4
		17 Clark Hall/Biomedical Engineering Bldg.	C/D2
		18 Cordish Lacrosse Center	I/2
		19 Croft Hall	D3
		20 Dell House	Inset
		21 Dunning Hall	G2
		22 School of Education	Inset
		23 Garland Hall	D2
		24 Gatehouse	C/D4
		25 Gilman Hall	F2
		26 Glass Pavilion	E/2
		27 Greenhouse	E/F2
		28 Hackerman Hall	C/D3
		29 Hodson Hall	D2
		30 Homewood Apts.	B5
		31 Homewood Apts. Annex	B5
		32 Homewood Field	I/2
		33 Homewood Museum	G3
		34 Hopkins Square	B/C5
		35 Jenkins Hall	F2
		36 Johns Hopkins Club	F/G2
		37 Krieger Hall	E/F3
		38 Lacrosse Hall of Fame	J/1
		39 Latrobe Hall	D/E3
		40 Levering Hall	E2
		41 Levi Bldg.	G2
		42 Macaulay Hall	G2
		43 Malone Hall	C3
		44 Maryland Hall	E3
		45 Mason Hall	C3
		46 Mattin Center	E4
		47 Maxine F. Singer Building/ Carnegie Institution of Washington	F/G1
		48 McCoy Hall	G4
		49 Mergenthaler Hall	F2
		50 Merrick Barn	E3
		51 Milton S. Eisenhower Library	F3
		52 Mudd Hall	G2
		53 Newton H. White, Jr. Athletic Center	I/2
		54 Nichols House	F2
		55 Olin Hall	D/E2
		56 Power Plant	D3
		57 Ralph S. O'Connor STSCL	H1
		58 Remsen Hall	F3
		59 Rogers House	I/4
		60 ROTC Bldg.	H/I/2
		61 San Martin Center	F1/2
		62 Schiele Pavilion	I/J/2
		63 Shaffer Hall	D3
		64 Shriner Hall	C/D3
		65 Smokler Center for Jewish Studies (Hillel)	D5
		66 Steinwald House	E4
		67 Steven Muller Building/ STSCL	H/I/3/4
		68 Undergraduate Teaching Lab	G/H2
		69 Whitehead Hall	E3
		70 Wolman Hall	G4
		71 Wyman Park Bldg.	B2
		72 115 W. University Pkwy.	J/1
		73 5-15 W. 29th	Inset
		74 3001 Remington	A2
		75 3001 N. Charles	A/B5
		76 3103 N. Charles	C5
		77 3105 N. Charles	D5
		78 3505 N. Charles	H/I/3/4

LEGEND

- P Visitor Parking
- i Visitor Center
- D Campus Dining
- SD Shopping and Dining
- Accessible Entrance
- \\\\ Under Construction
- You are here

JOHNS HOPKINS
UNIVERSITY

MAPPING MY WHY, WHAT, AND HOWS



PROJECT MATRIX FOR PLACE MAPS

MORE STATIC

SCALED FOR
DISTANCE RECOGNITION

CARTOGRAPHY

CAMPUS MAPS

GOOGLE MAPS

ANATOMY MAPS

TOURIST MAPS

MORE EGO-ORIENTED

SCALED FOR
PLACE RECOGNITION

MIND MAPS

CONTENT DEFINITION

SPRITZ

Sprintz's mission is to **change the way people engage with content** in the digital age. By making the reading experience more **focused and efficient**, our technology helps readers access their content **faster**, with less effort and across any device or screen size. Born out of **scientific research**, Sprintz was created to **solve key challenges currently faced** by readers, publishers and advertisers including: efficient delivery of content on the go, cross platform compatibility and measurement.

FOCUSED AND EFFICIENT

**CHANGE THE WAY PEOPLE
ENGAGE WITH CONTENT**

SCIENTIFIC

HOK

HOK is a global design, architecture, engineering and planning firm. Since our founding in 1955, we have used design to enrich people's lives and help organizations succeed. Our 1,600 people collaborate across a network of 23 offices on three continents.

HOK's mission is to deliver exceptional design ideas and solutions for our clients through the creative blending of **human need, environmental stewardship, value creation, science and art**.

Our design solutions result from a collaborative process that encourages **multidisciplinary** professional teams to research **alternatives**, share knowledge and **imagine new ways to solve the challenges of the built environment**.

**BLENDING OF HUMAN NEED, VALUE CREATION,
SCIENCE AND ART**

MULTIDISCIPLINARY

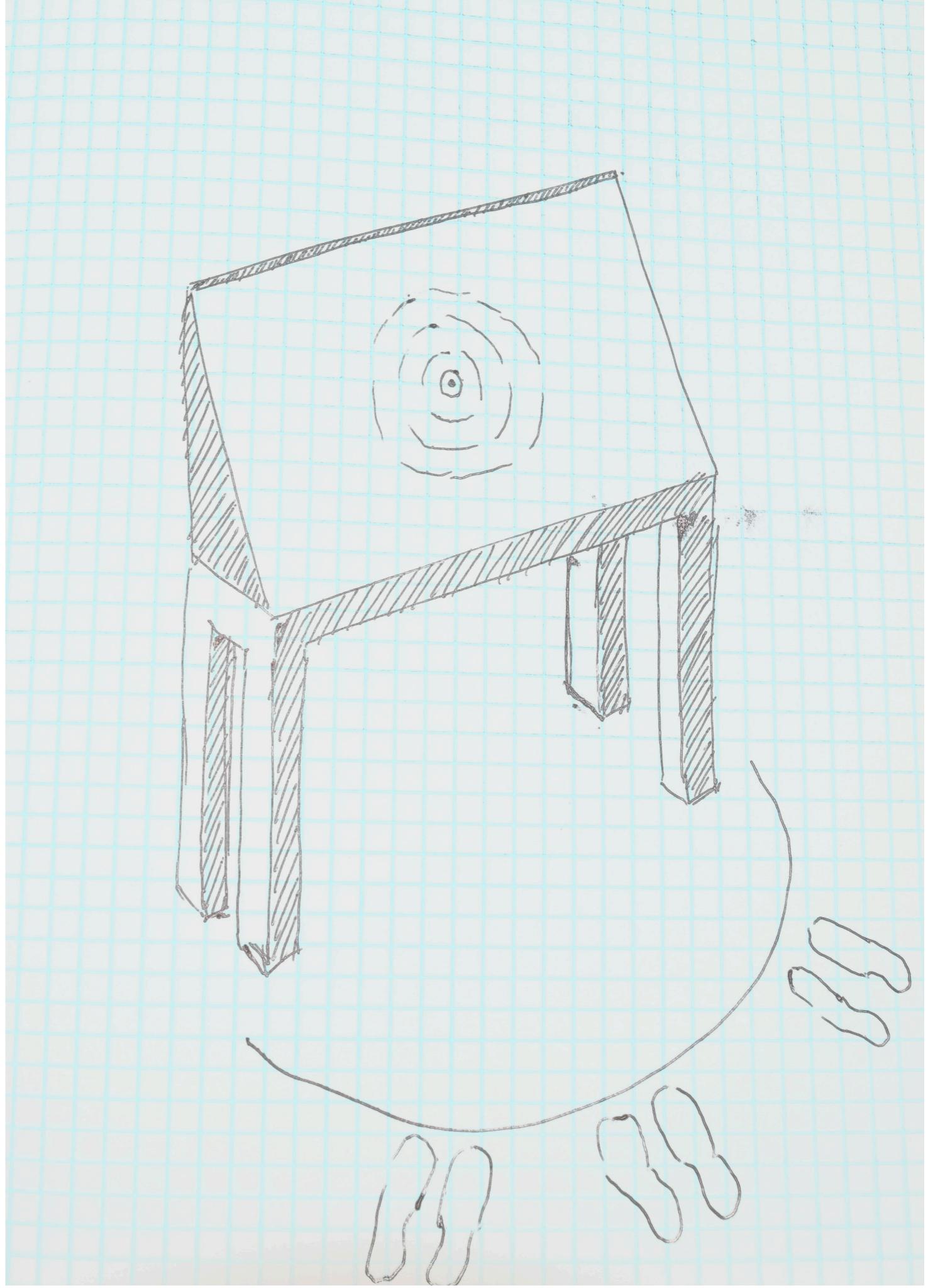
USER FLOW

USERS: VISITORS, NEW AND CURRENT FACULTY/STAFF/STUDENTS

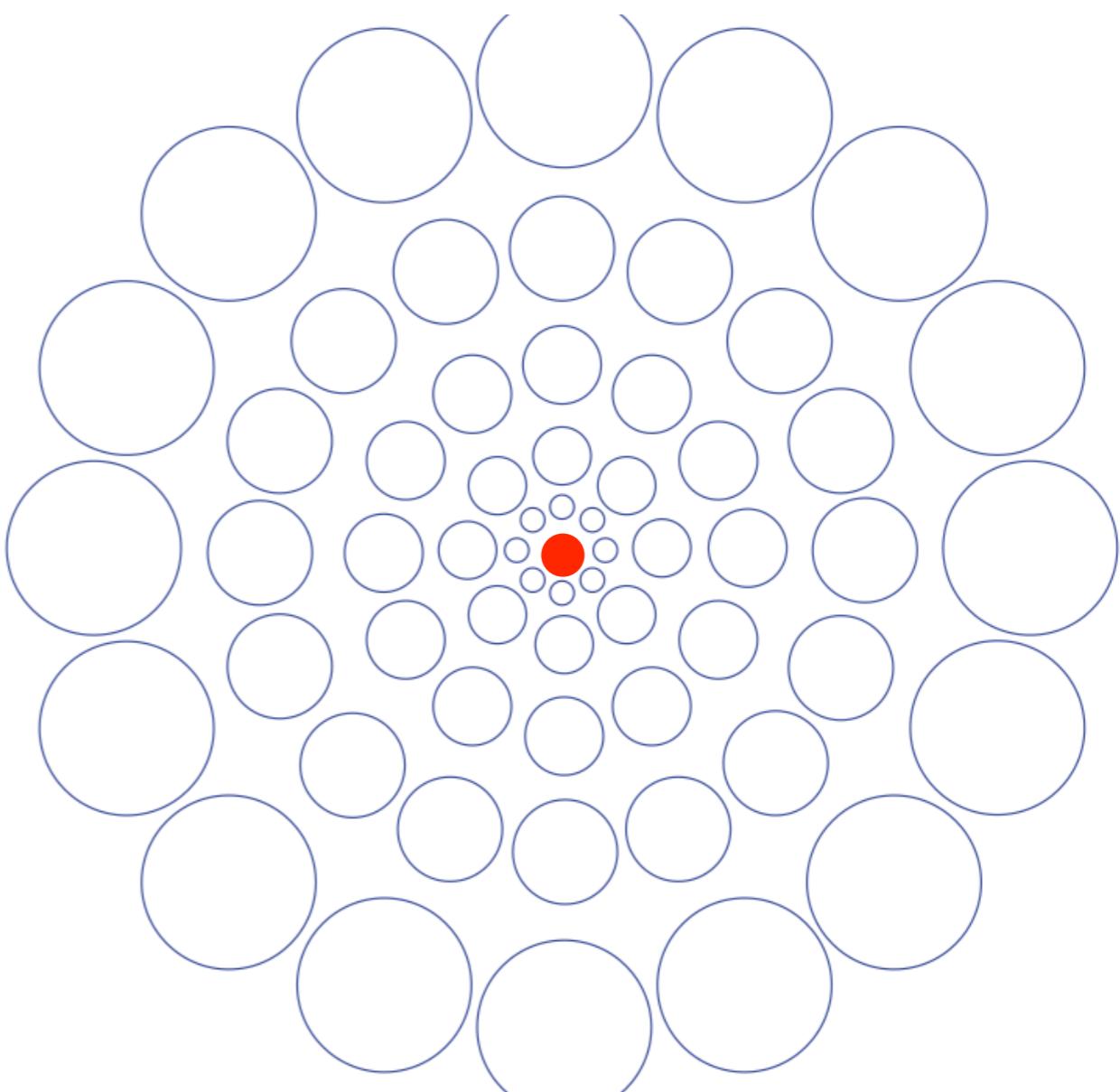
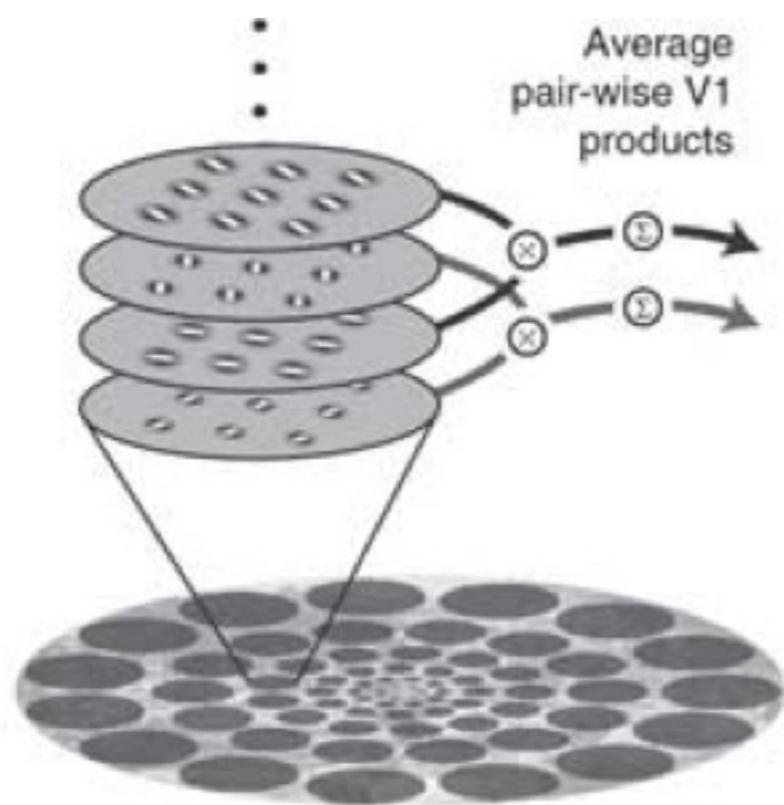
PLACEMENT: SPREAD OUT AROUND CAMPUS, (NEAR PERIPHERY AND IN KEY GATHERING LOCATIONS, WALKABLE BETWEEN MAPS)

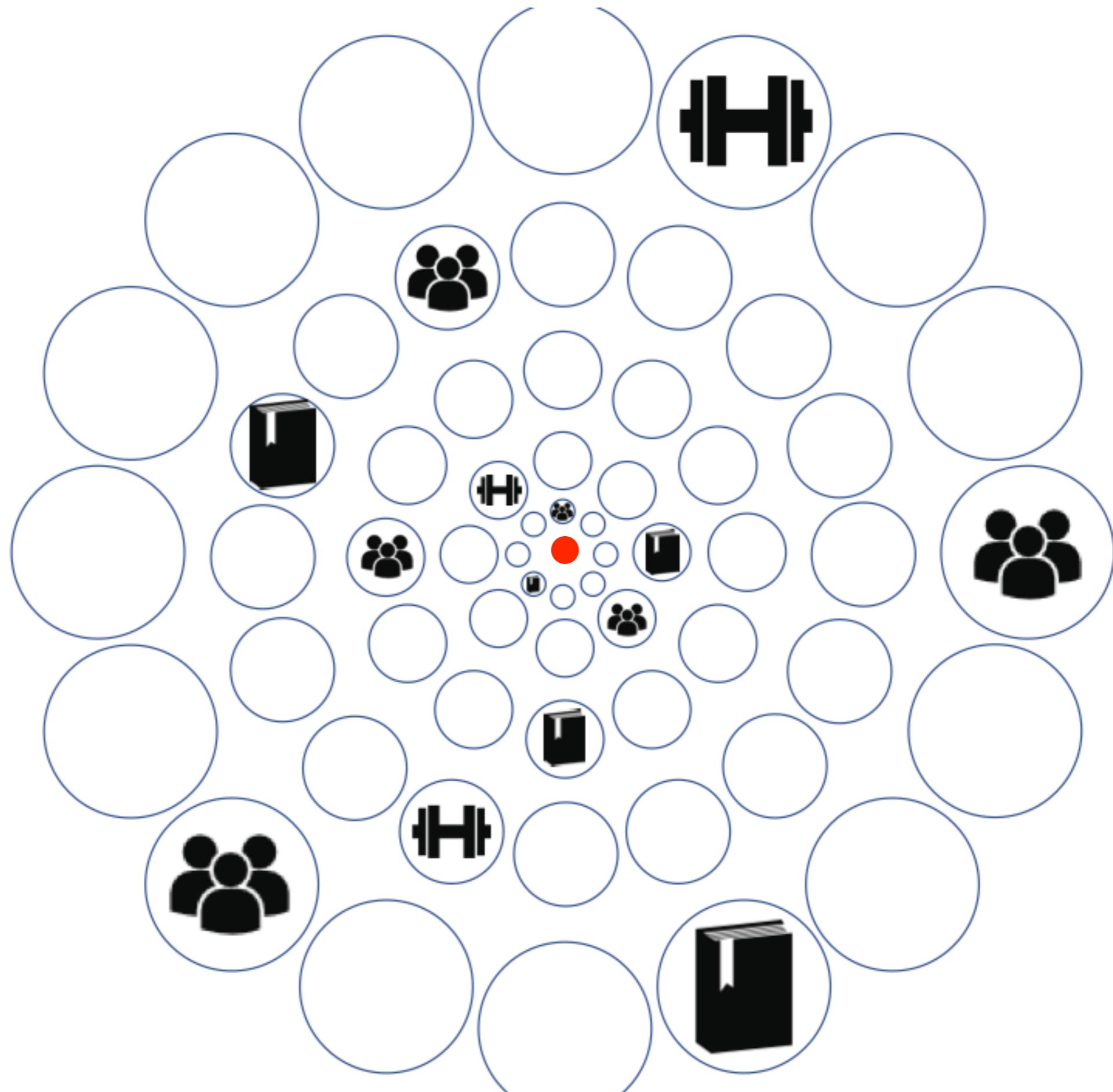
SET UP: INITIALLY LOW-TECH,
ACCOMPANIES CURRENT CAMPUS MAPS

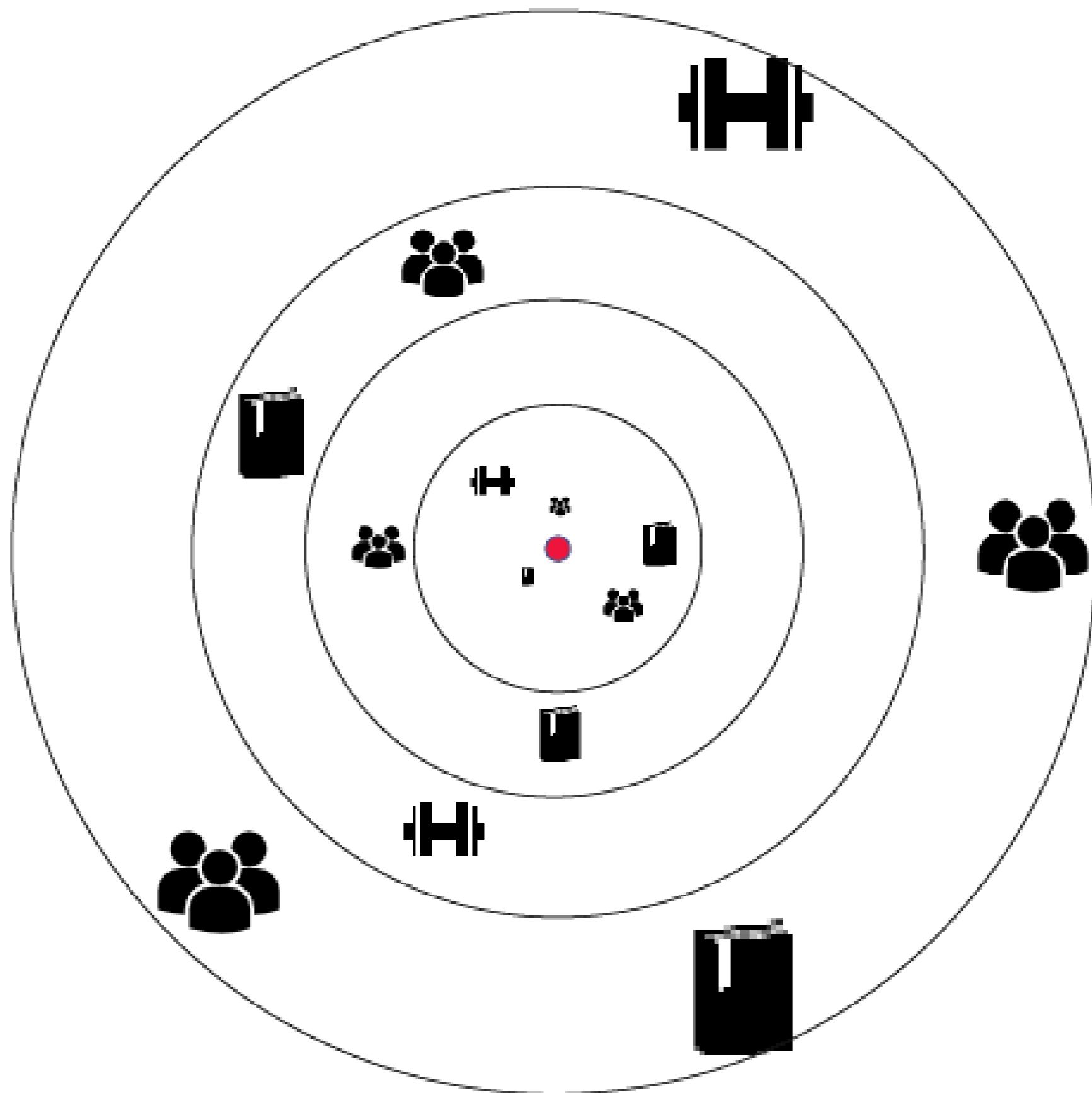
HOW TO USE: WALK UP AND STARE AT THE CENTERED, RED "YOU ARE HERE" DOT

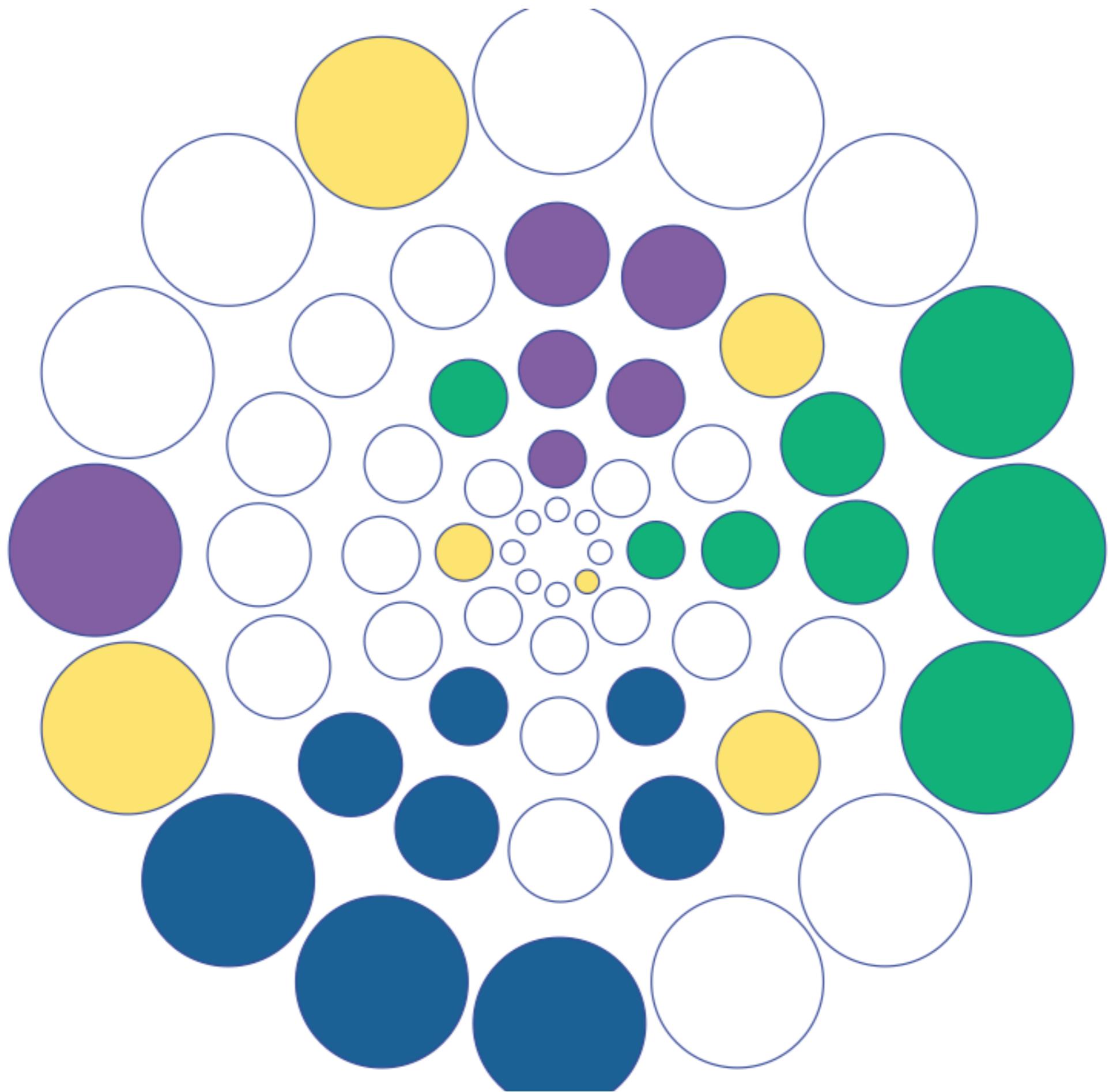


LAYING OUT A FRAMEWORK









BLOGGING PROCESS

yerikim.github.io/blog/

Yeri Kim home

Blog Posts

18 Nov 2014 » [Gathering Up the Research](#)
03 Nov 2014 » [Three Project Concepts](#)

Running List of References Informing My Ideas

4 Nov 2014 » [Rebecca Solnit's "Infinite City"](#)
4 Nov 2014 » [The Article with All the Science Behind My Idea: Metamers of the Ventral Stream \[Freeman & Simoncelli, 2011\] \(PDF\)](#)
4 Nov 2014 » [Visual Crowding Article \(PDF\)](#)

Other Works in Progress

4 Nov 2014 » [1st Grade Geometry Workbook Redesign--Exercise 1 \(PDF\)](#)

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yerikim.github.io/blog/2014/11/18/Update.html

Yeri Kim home

Gathering Up the Research

Chose a concept to map: redesigning smaller-scale maps to reflect a design differentiation that corresponds with the structure and visual intake mechanisms of the human eye! It might not look pretty, which I'll have to get more comfortable with. I'm mostly experimenting with this to see if visual capture is faster and easier if mapped this way.

I'm hoping that the final product I create will function so well that it isn't necessary to know the research I did to use my map, but until then here's some of the research behind my idea. All images come from the larger Nature Neuroscience article that I've also linked from my homepage:



Related Posts

03 Nov 2014 » [Three Project Concepts](#)

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NEXT STEPS

Keep playing around with visual hierarchy/differentiation and figure out
how to make it all look cleaner

Eventually, move to using actual campus's elements in the prototypes!