

DESIGN THINKING FOR COMMUNICATION

HWAJUNG HONG

dxd.snu.ac.kr/courses/dt4c-2020s/



Study



Make



Discuss

“(Visual) Information and
communication design”

Communication Design

Seeks to create visual messages and broadcast them to the world in new and meaningful ways.

Information Design

Seeks to transform raw data into meaningful information through a combination of statistics, technology, research, and design

professional
structured
uncluttered
logical color use
clean, simple font

Design + Data

harvesting
processing
aggregation
reflection

Graphic Design Tools



Programming



The screenshot shows a Processing 3.2.1 sketch window titled "ulsan_weather_array". The code is as follows:

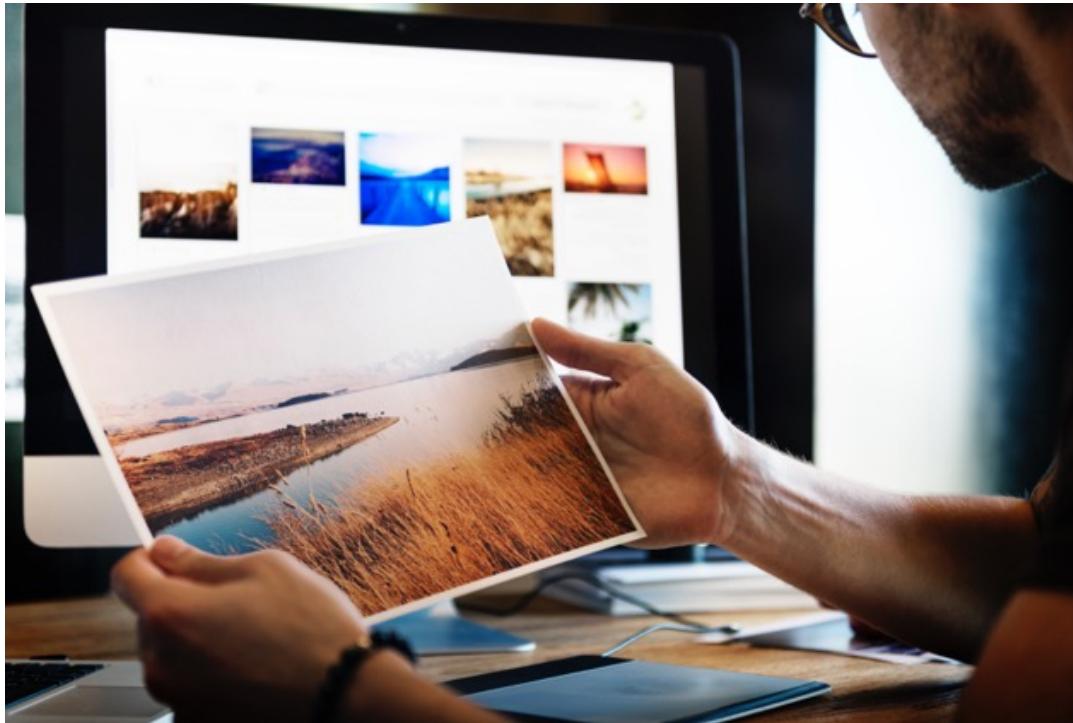
```
// LIBRARIES
import processing.pdf.*;

// GLOBAL VARIABLES
String csv[];
String myData[][];

//SETUP
void setup() {
    size(2500, 640);
    noLoop();
    smooth(2);
    noStroke();
    csv = loadStrings("ulsan_weather.csv");
    myData = new String[csv.length][22];
    for(int i=0; i<csv.length; i++) {
        myData[i] = csv[i].split(",");
    }
}

//DRAW
void draw() {
    beginRecord(PDF, "Ulsan-weather.pdf");
    background(255);
    for(int i=1; i<myData.length; i++){
        String date = myData[i][0];
        int max_temp = int(myData[i][1]);
        int min_temp = int(myData[i][3]);
        int avg_temp = int(myData[i][2]);
        int max_wind = int(myData[i][16]);
        int precip = int(myData[i][19]);
        float max_t = map(max_temp, 0, 35, 0, 255);
        float min_t = map(min_temp, 0, 35, 0, 255);
        float avg_t = map(avg_temp, 0, 35, 0, 255);
        float w = map(max_wind, 0, 80, 0, 500);
        float p = map(precip, 0, 205, 1, 10);
        //visualize the speed of wind (length of line) and precipitation (thickness of line)
        stroke(128);
        strokeWeight(p);
        line(i*1+80, 100, 15+i*80, 100+w);
    }
}
```

Printing + Exhibition



**WHAT YOU
WILL LEARN**

- Think of the graphic
- Gather the data for the graphic
- Make the graphic

**1. What an information design
(infographics) is and what makes
them good**

2. How to plan your infographic

3. How to find stories in data

5. How to make maps, charts and illustrations

5. How to pull it all together using layout and design

6. How to make sense of data using visualization

7. How to use computational tools to express your idea

8. How to showcase your work

COURSE STRUCTURE & INSTRUCTOR

CLASS WEBSITE



Home People Research Publications Courses News

2020 Spring

Design Thinking for Communication

디자인 사고와 커뮤니케이션

Instructor	Hwajung Hong
Email	hwajunghong@snu.ac.kr
Office	64-409
Office Hours	Before and after class, or email for an appointment.
Location	64, 302
Time	Tuesday 13:00 - 16:50pm
Schedule	Class schedule
TA	고예나
Email	kfree08@snu.ac.kr
Office Hours	email for an appointment

* Update: Introduce yourself *

Overview

This course introduces basic concepts, methods and procedures of information design with focus on the visual representation of data. Students will be introduced to the bright world of information visualization where the intersection of text and image, perception and cognition, beauty and function, logic and emotion enables us to create splendid visions, to reveal what hides behind the data and to address effective messages. In this class, students will explore conceptual and visual solutions, and on the creative process of organizing, visualizing and communicating information.

Learning Objectives

CLASS WEBSITE

dx.d.snu.ac.kr/courses/dt4c-2020s/

Syllabus

Course Schedule

Lecture Notes

Assignments, Projects

Resources

Stay tuned for

up-to-date information

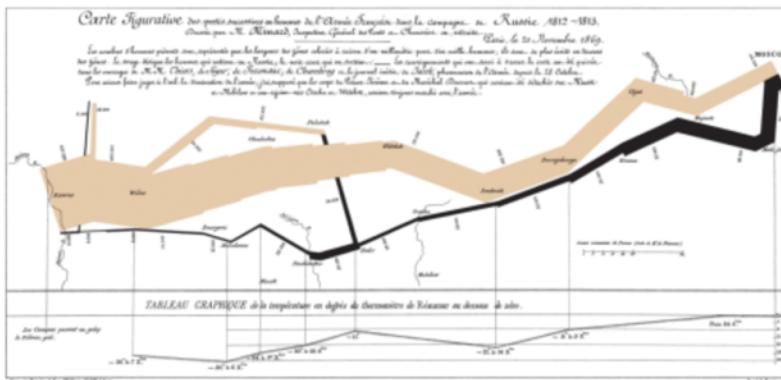
CLASS BLOG



2020 Design Thinking for Communication

Napoleon's March

Napoleon's March (created by Charles Joseph Minard)



According to Edward Tufte, this map is the best statistical graphic ever drawn. It depicts numerical data on a map of Napoleon's losses suffered during the Russian campaign of 1812. The thick band illustrates the size of the army at each position. The path of Napoleon's retreat from Moscow in the cold winter is depicted by the dark lower band, which is tied to temperature and time scales.

The infographic is known as a historical and notable example for representation of different types of data in two dimensions: (1) the number of Napoleon's troops; (2) distance; (3) temperature; (4) the altitude and longitude; (5) direction of travel; and (6) location relative to specific dates.

홍화정

CLASS BLOG

2020dt4c.tumblr.com (pw: dt4cStudentsOnly)

Discussion

Resources

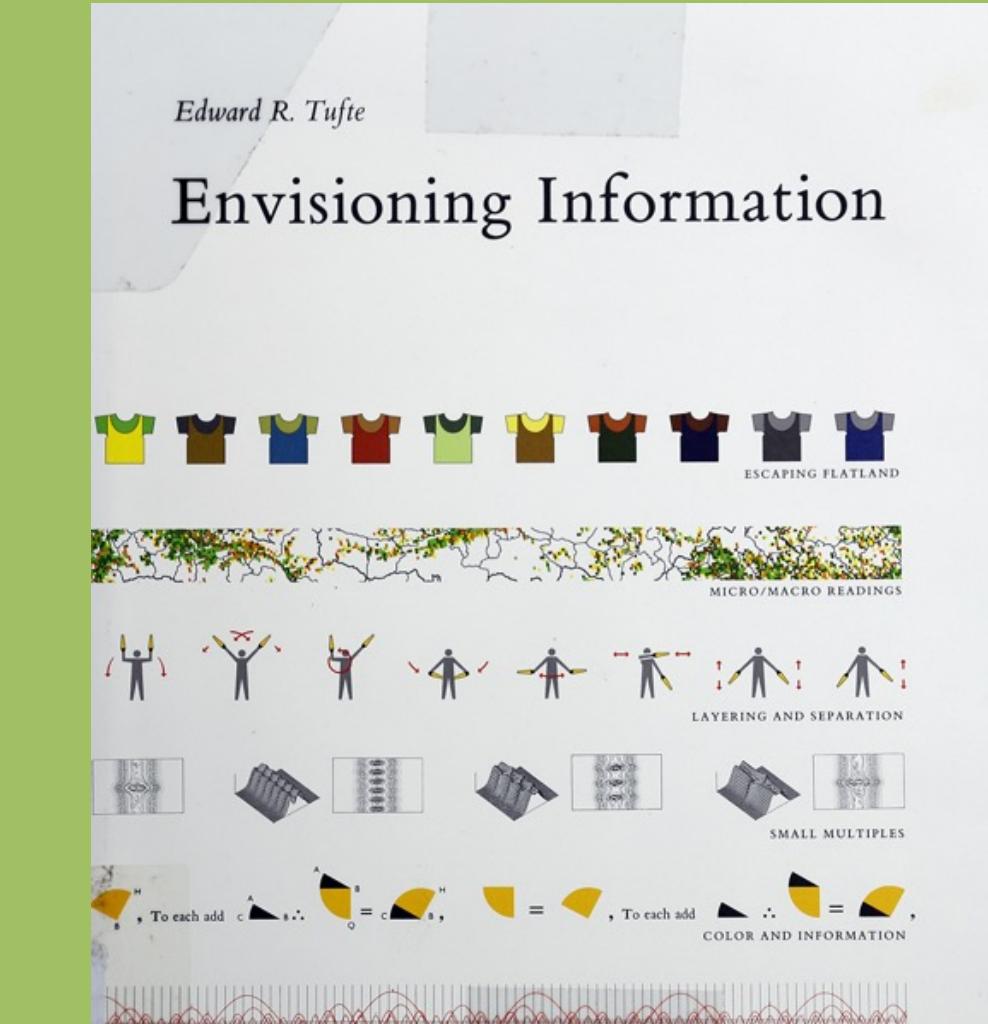
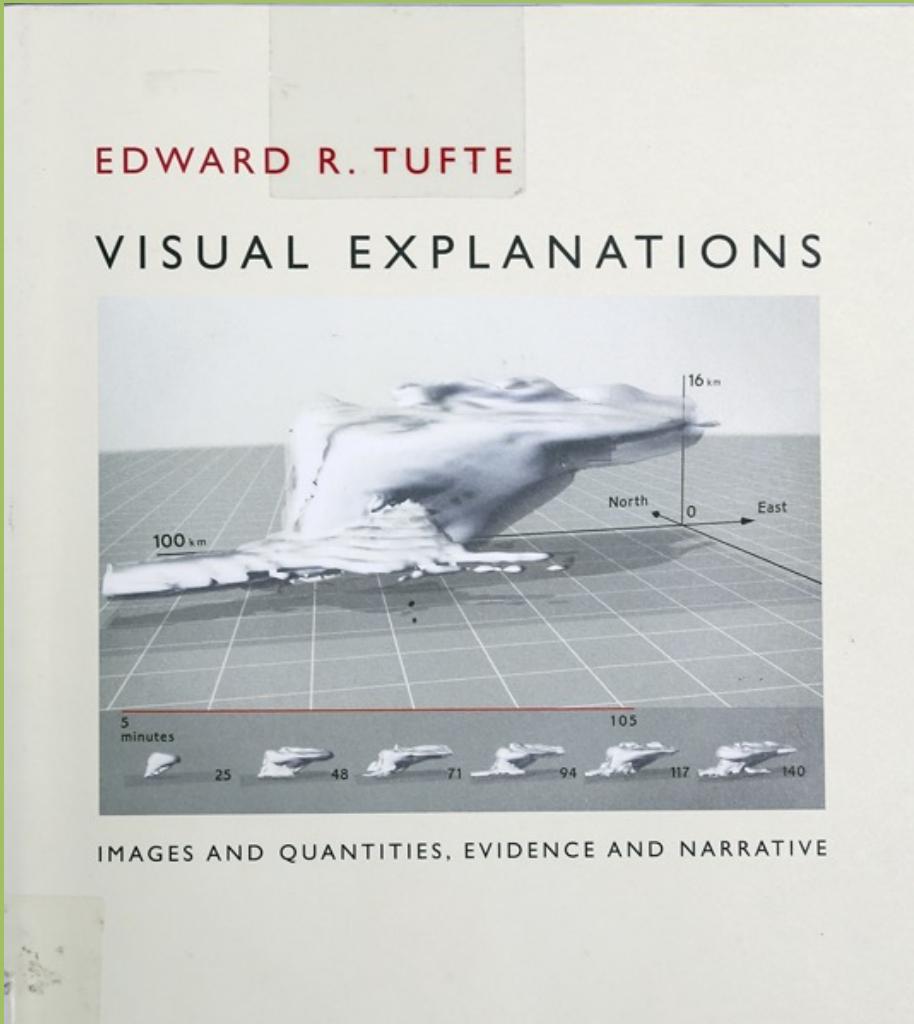
Assignments

Reading reflections

Projects

TEXTBOOKS

Must-have-items



Library



총화정 ▾

FIND ▾

USING THE LIBRARIES ▾

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Library Search

eJournal A-Z List

Citation Linker

Browse

Help

Search anything

Everything ▾

ADVANCED SEARCH

◀ BACK TO RESULTS LIST

BOOKS

Visual explanations : images and quantities, evidence and narrative / Edward R. Tufte.Tufte, Edward R., 1942-
Cheshire, Conn. : Graphics Press, 1997.[Available at Social Sciences Library Book Stacks_Soc \(302.23 T816v 1997\) and other locations >](#)

TOP

SEND TO

GET IT

DETAILS

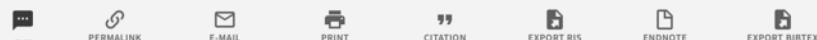
LINKS

VIRTUAL BROWSE

TAGS

EXPLORE

Send to



Get It

- Request

[Design Library > Book Stacks_Design > 302.23 T816v 1997](#)

(1 copy, 1 available, 0 requests)

[Main Library > Book Stacks > 302.23 T816v](#)

(1 copy, 0 available, 0 requests)

[Social Sciences Library > Book Stacks_Soc > 302.23 T816v 1997](#)

(1 copy, 1 available, 0 requests)

Details

Title

Visual explanations : images and quantities, evidence and narrative / Edward R. Tufte.

Creator

Tufte, Edward R., 1942- >

More

Related reading

Recommended items that are related to the record

**Envisioning information**Tufte, Edward R.
ISBN 9780961392116

suggested by

**Information graphics : a comprehensive illustrated reference**Harris, Robert L.
ISBN 9780195135329

suggested by

**The psychology of everyday things**Norman, Donald A.
ISBN 9780465067091

suggested by

**Beautiful evidence**Tufte, Edward R.
ISBN 9780961392178

suggested by

**Information anxiety 2**Wurman, Richard Saul
ISBN 9780789724106

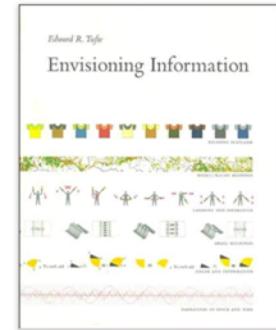
suggested by

Where to Buy?

Envisioning Information

by Edward R. Tufte ▾ (Author)

★★★★★ 150 ratings



ISBN-13: 978-0961392116

ISBN-10: 0961392118

Why is ISBN important? ▾

Have one to sell?

Sell on Amazon

Add to List

Add to Baby Registry

Share



Hardcover \$13.49 - \$31.64

Paperback \$15.84 - \$32.98

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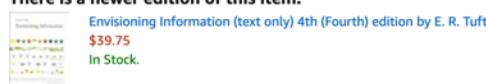
More Buying Choices

288 used & new from \$2.32

26 New from \$22.47 | 249 Used from \$2.32 | 13 Collectible from \$15.50

See All Buying Options

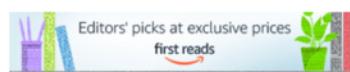
There is a newer edition of this item:



This book celebrates escapes from the flatlands of both paper and computer screen, showing superb displays of high-dimensional complex data. The most design-oriented of Edward Tufte's books, Envisioning Information shows maps, charts, scientific presentations, diagrams, computer interfaces, statistical graphics and tables, stereo photographs, guidebooks, courtroom exhibits, timetables, use of color, a pop-up, and many other wonderful displays of information. The book provides practical advice about how to explain complex material by visual means, with

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SNU Bookstore

단체 주문을 위한 수요조사 (~3/22 마감)

Adobe Illustrator

₩ 23,100

Adobe Illustrator / Month

The screenshot shows the Adobe Creative Cloud pricing page. At the top, there are tabs for '개인' (Personal), '기업' (Enterprise), '학생 및 교사' (Student & Teacher), and '초중고등학교 및 대학교' (K-12 and University). The '학생 및 교사' tab is selected.

학생 및 교사의 경우 가장 인기 있는 플랜 60% 할인!

Creative Cloud 모든 앱 플랜을 첫해 할인된 가격인 월 ₩23,100에 이용할 수 있으며 그 이후에는 월 ₩35,200가격이 적용됩니다. 월 ₩62,000 정가에서 상당한 할인 혜택을 받을 수 있습니다.
[자세한 내용](#)

Lr Ps
포토그래피
₩11,000/월
부가세 포함
결제
연간 플랜, 매월 지불 ▾
- Lightroom 및 Photoshop
- A데스크탑과 모바일 디바이스에서 사진을 구성, 편집 및 공유하기 위한 필수품
- 나만의 포트폴리오 웹 사이트, 프리미엄 글꼴 및 20GB의 클라우드 스토리지
- [자세한 내용](#)

Adobe Stock 추가 시 1개월 무료 이용* [구매하기](#)

모든 앱
₩23,100/월
부가세 포함
결제
연간 플랜, 매월 지불 ▾
- 첫해 프로모션 가격 - [약관 참조](#)
- Photoshop, Illustrator, Adobe XD 등 20개 이상의 전체 크리에이티브 데스크탑 앱 및 모바일 앱
- 100GB의 클라우드 스토리지, Adobe Portfolio, Adobe Fonts, Adobe Spark 포함
- 최대 10TB의 클라우드 스토리지(세부 정보 문의)
- [교육 기관 소속 증명 필요](#)

Adobe Stock 추가 시 1개월 무료 이용* [구매하기](#)

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학생 및 교사의 경우 가장 인기 있는 플랜 60% 할인!

Creative Cloud 모든 앱 플랜을 첫해 할인된 가격인 월 ₩23,100에 이용할 수 있으며 그 이후에는 월 ₩35,200가격이 적용됩니다. 월 ₩62,000 정가에서 상당한 할인 혜택을 받을 수 있습니다.
[자세한 내용](#)

Lr Ps
포토그래피
₩11,000/월
부가세 포함
결제
연간 플랜, 매월 지불 ▾
- Lightroom 및 Photoshop
- A데스크탑과 모바일 디바이스에서 사진을 구성, 편집 및 공유하기 위한 필수품
- 나만의 포트폴리오 웹 사이트, 프리미엄 글꼴 및 20GB의 클라우드 스토리지
- [자세한 내용](#)

Adobe Stock 추가 시 1개월 무료 이용* [구매하기](#)

모든 앱
₩23,100/월
부가세 포함
결제
연간 플랜, 매월 지불 ▾
- 첫해 프로모션 가격 - [약관 참조](#)
- Photoshop, Illustrator, Adobe XD 등 20개 이상의 전체 크리에이티브 데스크탑 앱 및 모바일 앱
- 100GB의 클라우드 스토리지, Adobe Portfolio, Adobe Fonts, Adobe Spark 포함
- 최대 10TB의 클라우드 스토리지(세부 정보 문의)
- [교육 기관 소속 증명 필요](#)

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ONLINE TUTORIALS

AI ADOBE ILLUSTRATOR 기능 학습 및 지원 무료 체험판 구매하기

Illustrator 튜토리얼 Adobe 지원 검색

멋진 벡터 아트를 만들어 보세요.

영감을 얻을 수 있는 튜토리얼을 통해 기본 사항을 학습하거나 역량을 강화하세요.

정렬 기준:

처음 사용자 속련된 사용자

Illustrator 시작하기 교육 과정

< >

Illustrator 살펴보기	모양 만들기 및 편집	아트웍 변형 및 편집	색상 및 획면 변경	디자인에 텍스트 추가
동영상 보기, 18분	동영상 보기, 17분	동영상 보기, 19분	동영상 보기, 20분	동영상 보기, 17분

처음 사용자를 위한 드로잉 교육 과정

< >

드로잉 툴 살펴보기	페인트브러쉬와 연필 툴로 아트웍 제작	펜 툴로 아트웍 제작	펜 툴로 아트웍을 만드는 방법 연습	그린 패스 편집
동영상 보기, 4분	동영상 보기, 6분	동영상 보기, 7분	동영상 보기, 6분	동영상 보기, 5분

이드워크 저작 교육 과정

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Design and Make Infographics (Project-Centered Course)

Offered By  MICHIGAN STATE UNIVERSITY

★★★★★ 4.7 585 ratings • 173 reviews

Enroll for Free Starts Mar 17 Financial aid available

84,529 already enrolled!

[About](#) [Syllabus](#) [Reviews](#) [Instructors](#) [Enrollment Options](#) [FAQ](#)

About this Course

36,101 recent views

In this project-centered course*, you will create a content-rich infographic on a topic of your choice using Adobe Illustrator (which you can download for a free, 30-day trial). You might choose to create a visual representation of data from the world of sports, entertainment, politics, or science, to explain a business trend or environmental issue, or even to present a theme or development from your personal life. Your finished infographic will engage your target audience and convey information clearly through effective use of design elements such as

[SHOW ALL](#)

SKILLS YOU WILL GAIN

Infographics Illustration Communication Design Graphic Design



 **100% online**
Start instantly and learn at your own schedule.

 **Flexible deadlines**
Reset deadlines in accordance to your schedule.

COURSE STRUCTURE

Lectures (1.5 hr)

Tutorials or Studios (1.5-2 hr)

via Zoom till we're okay to meet

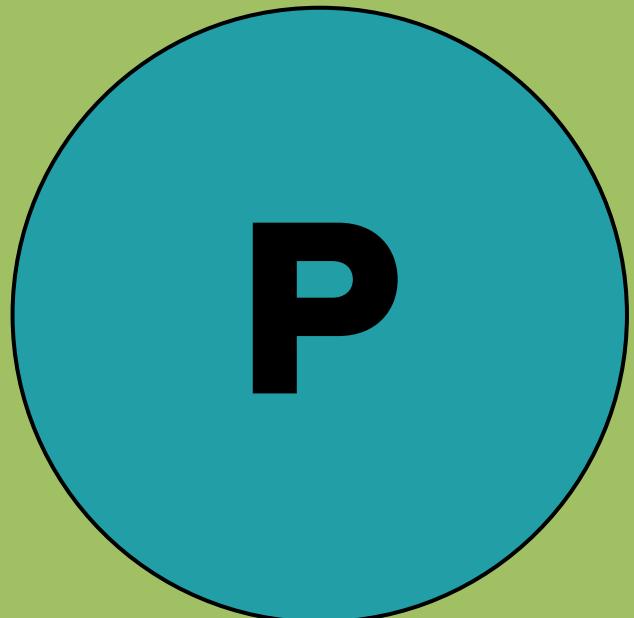
STUDIOS

The studio forms the centerpiece of the class

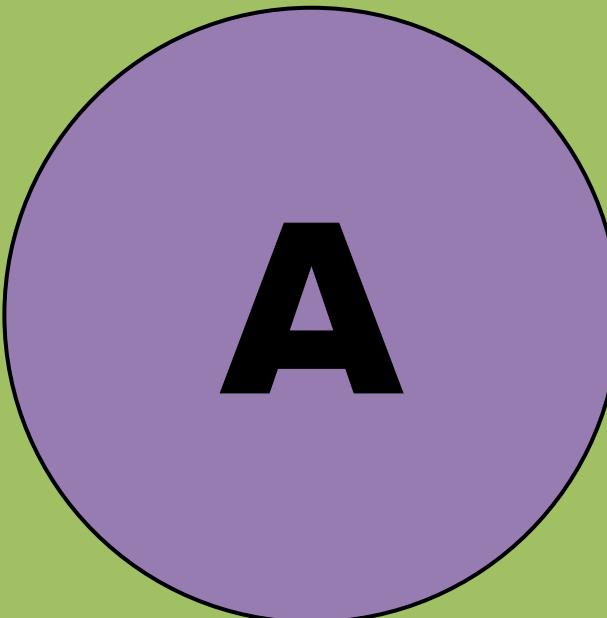
You will share, critique, and be critiqued each week as part of your project deliverables

Design critique: Focused feedback to guide your ideation and visualization process

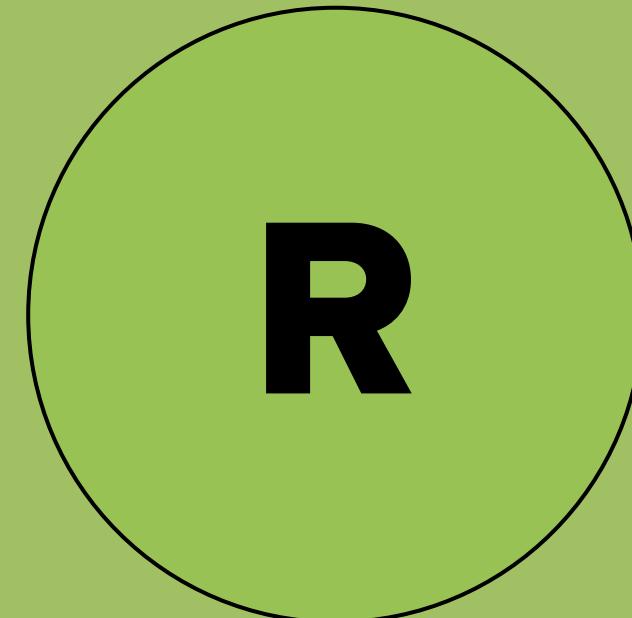
ACTIVITIES



PROJECT



ASSIGNMENT



READING
RESPONSES

PEER FEEDBACK

“Learn from your peers”

“Don’t be afraid of getting feedback!”

“피드백을 거칠수록 제 work이 발전하는 게 보여서 좋았습니다.”

“혼자 고민하지 말고 classmate 친구를 만들어라.”

“남들한테 배우는 것도 크니 항상 다른 사람이 무엇을 하는지 관심을 가질 것.”

“동료들과 과제에 대해 이야기하고 피드백 받는 시간을 최대한 많이 가지세요.”

“조교님 피드백 많이 받으세요.”

FEEDBACK

Official (Scheduled)

Studio

+

Class blog

+

Exhibition

Informal (Voluntary)

Peer feedback

+

Slack

GRADING

Individual projects: 70%

Interim assignments: 10%

Three major projects: 60%

Reading responses: 15%

Online Participation: 15%

~~Attendance: 5%~~

“너무 사랑스러운 수업”

“컨셉을 좋아하는 것, 하고싶은 것, 관심있는 것으로 잡고, 이것을
발전시키면서 나도 모르게 성장하는 과정을 볼 수 있어서 좋았음.”

“고민하는 시간을 쓰는 만큼, 피드백을 받은 만큼 결과물이
굉장히 크게 달라진다는 것을 배웠습니다. 원하는 주제로
프로젝트를 진행해서 수업이 더 즐거웠던 것 같습니다.”

“1만을 가르쳐주고 5를 해오면 10만큼 안해왔다고 까이는 수업이었습니다. [...]”

“초보를 감안한 피드백에서는 차라리 몇 가지 방향성을 좁혀주고 연습해보게 하는 게 더 나을 수 있겠습니다. 분야에 일단 익숙해야 발산적, 수렴적 사고를 함께 할 수 있는데 익숙해지는 과정은 수업에서도 나왔듯이 모방을 통한 연습이니까요.”

CAVEAT



WARNING

Drop asap... (어서 드랍해…)

vs.

Don't be afraid (겁먹지마!)

CAVEAT



WARNING

This course is a lot of work. If you're just looking for some easy grade, I would advise you to drop now. If you are sincerely interested in this topic, I hope you will enjoy the course and learn a lot.

CAVEAT



WARNING

If you're too early (<3rd semester) or
too late (very soon-to-be-graduate) to
take this course, reconsider it.

CAVEAT



WARNING

Diversity: fundamental design
skills and programming
knowledge is essential.

CAVEAT

“힘들어도 죽어라 따라가면 그만큼 얻는게 많아요!
끝까지 던지지 마세요. 버리면 그만큼 얻는 게 없어요.”

“이 수업을 듣고 나면 포스터는 무섭지 않아요!
디자인 작업할 때 일러부터 캐게 됩니다.”

“두려워하지 말고 툴을 써보세요. 시작이
반입니다.”

“하고 싶은 주제를 가지고 상상하는 바를
이루고자 하면 가끔 신이나서 하는 나를
발견할 수 있다.”

“좋은 작품들을 많이 보고 배우세요.”

“최선을 다해야 좋은 작품이 나옵니다. 못한다고
겁먹고 안 하려 하면 당연히 좋지 않은 작품이 나오는
것이고, 열심히 하려는 초보자는 좋은 작품을 만들게
됩니다.”

“책이 정말 좋아요. 꼭 자세하게 다 읽어보고 배우세요.”

“계속 시도하고 도전하세요. 시도 자체가 큰 의미가
있습니다.”

“몰아서 하지 말고 단계별로 하세요. 아이디어가
중요하니 많이 고민하세요.”

“마음의 준비를 단단히 하세요. 새벽 2시에 뒤집어
엎어도 결국 잘 만들수 있으니 겁먹지 마세요.”

CAVEAT

“힘내시고 돈 모으세요.”

Save money for printing

CAVEAT



₩ 23,100

Adobe Illustrator / Month

₩ 10,000 ~ 20,000

Printing Services (pending)

정보화서비스 바로가기 >

[Accounts & Access](#)[SNU Mail](#)[Network & Communication](#)[IT Resource](#)[Security](#)[Information System](#)[Mobile](#)[Help & Training](#)

정보화서비스

Information Service

[Accounts & Access](#)[SNU Mail](#)[Network & Communication](#)[IT Resource](#)

- 전산장비 대여
- 소프트웨어
- 호스팅 서비스
- 정보검색실 이용
- 강의실 대여
- 동영상제작실 SW이용
- [플로터 이용\(연건센터\)](#)
- 학술행사 VOD신청

 > 정보화서비스 > IT Resource > 프린터/플로터 이용

프린터/플로터 이용

[플로터 이용](#)[연건센터 플로터 이용](#)

플로터 이용

정보화본부에 오시면 한글 및 MS-Office 등의 문서파일, GIF, JPG 등의 그림파일을 대형프린터로 출력하실 수 있습니다.

[화면인쇄](#)[문의하기](#)[공지사항](#)[서비스찾기](#)[Top](#)



예약신청 및 IT 서비스

- 예약 및 신청
- 노트북 예약
- 스터디룸 예약
- 대형 출력 신청
- 웹 호스팅 신청
- 전기자동차 예약
- 엔지니어하우스 예약
- 해동학술문화관 예약
- 생명존중(자살예방) 교육 신청 Education for life protection
- 창의설계축전 출품 신청 - 페이지
- 창의설계축전 출품 신청
- SPLIT Program 신청
- SW 서비스
- 공대라이센스 S/W
- 연구실 SW 공동사용
- 무선랜 서비스
- 공간관리

[▶](#) > 예약신청 및 IT 서비스 > 예약 및 신청 > 대형 출력 신청

대형 출력 신청



대형 출력 신청

주요사항

출력비용/설치장소

대형 출력기

출력비용

품명	규격	가격	코팅비(별도)
Coated (연습지)	A0 (841 * 1188)	20,000원	
	A1 (841 x 594)	10,000원	
부직포	A0 (841 * 1188)	40,000원	
	A1 (841 x 594))	20,000원	
Gloss Photo	A0 (841 * 1188)	35,000원	6,000원

CAVEAT



₩ 23,100

Adobe Illustrator / Month

₩ 10,000 ~ 20,000

Printing Services (pending)

PARTICIPATION

- Treat all with respect – be constructive in all discussions
- Come to class prepared – read carefully prior to class meetings
- Be an active listener – be attentive, be engaged,
- Ask challenging questions
- Help your classmates use technologies
- Post useful or interesting information to the class blog

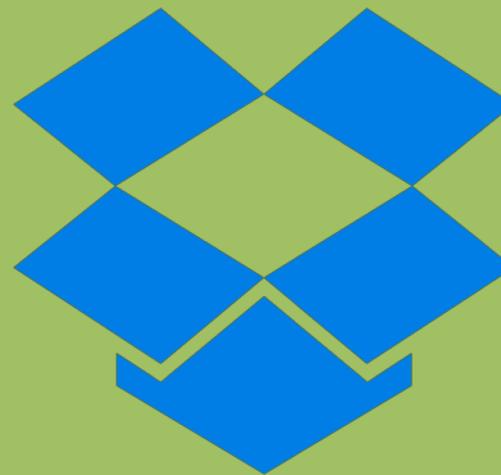
EXPECTATION OF YOU

- Be here on time
- Do the readings before class
- Turn in everything on time
- Speak up in class
- Turn off cell phones, no texting
- Try to avoid email, IM, web
- Respect each other
- There are no stupid questions/ideas

Late Assignments

Late assignments will receive a grade of 0. Note that a computer's failure is not an excuse. It represents poor planning on your part.

Ctrl + S



INSTRUCTOR: HWAJUNG HONG

About me...

Assistant Professor (Dept. of Comm. and ISC)

Ph.D. in Human-Centered Computing,
Georgia Tech

Data, Interaction, Design (DxD) Lab

HCI, Data Science, Health Informatics

I am crazy about...

Sports, craft beer (IIPA), writing, a sip of coffee
while hanging out on the internet



This course welcomes a buff

**WHAT YOU
WILL CREATE**

Icons
Infographics
Data visualization

PERSONAL MOBILITY

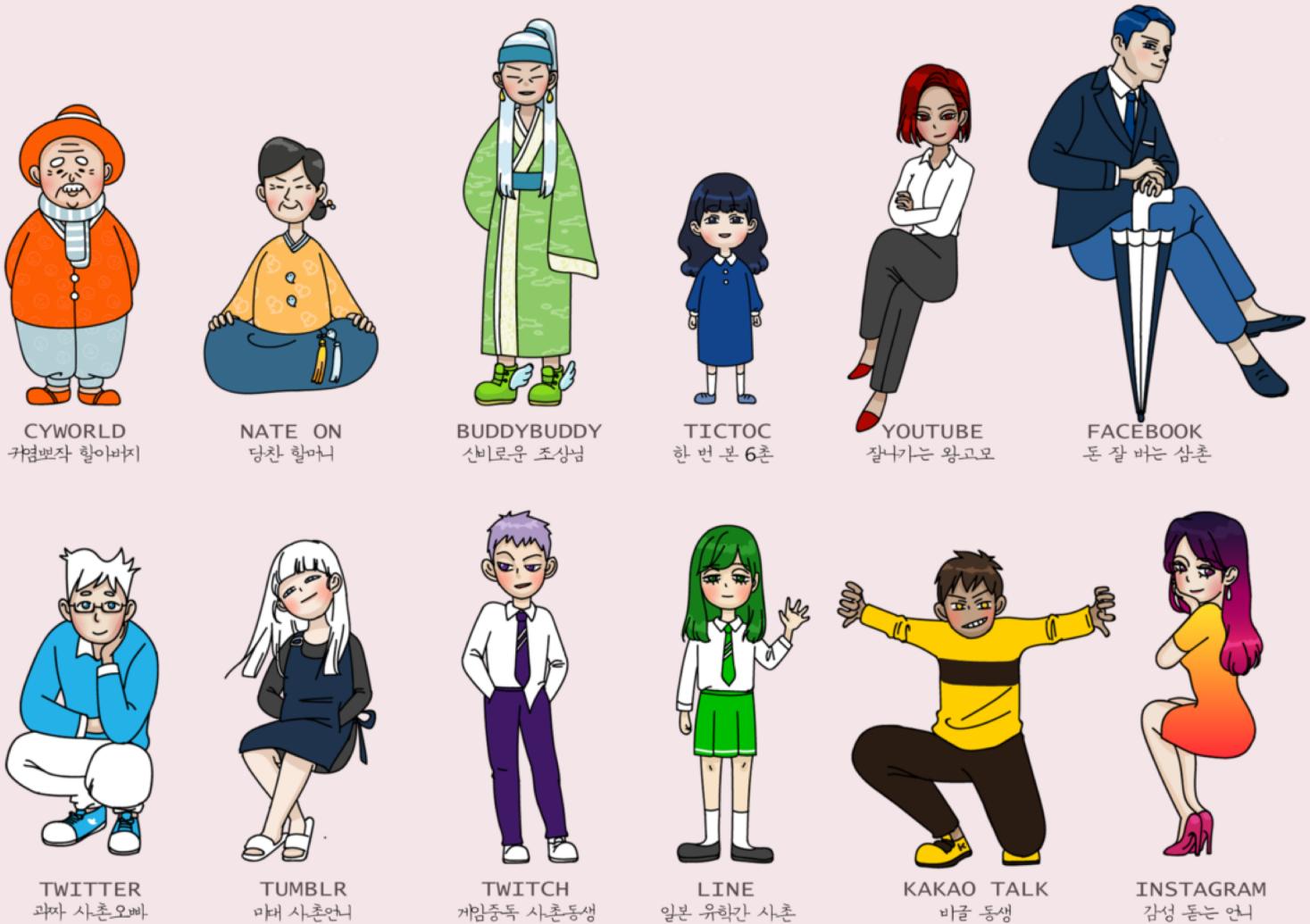


P1 Small Multiples:
My favorite things

P2 Infographics:
Visual storytelling

P3 Data visualization:
Making data into art

A CHATTY FAMILY



P1 Small Multiples:
My favorite things

P2 Infographics:
Visual storytelling

P3 Data visualization:
Making data into art

박은영 신예은 이하연 이학주의

내 님을 찾아서

본 서비스는 서울대학교 정보문화학과 2018년 2학기
<산학연구실습>의 팀 프로젝트입니다.

당신의 이상형은

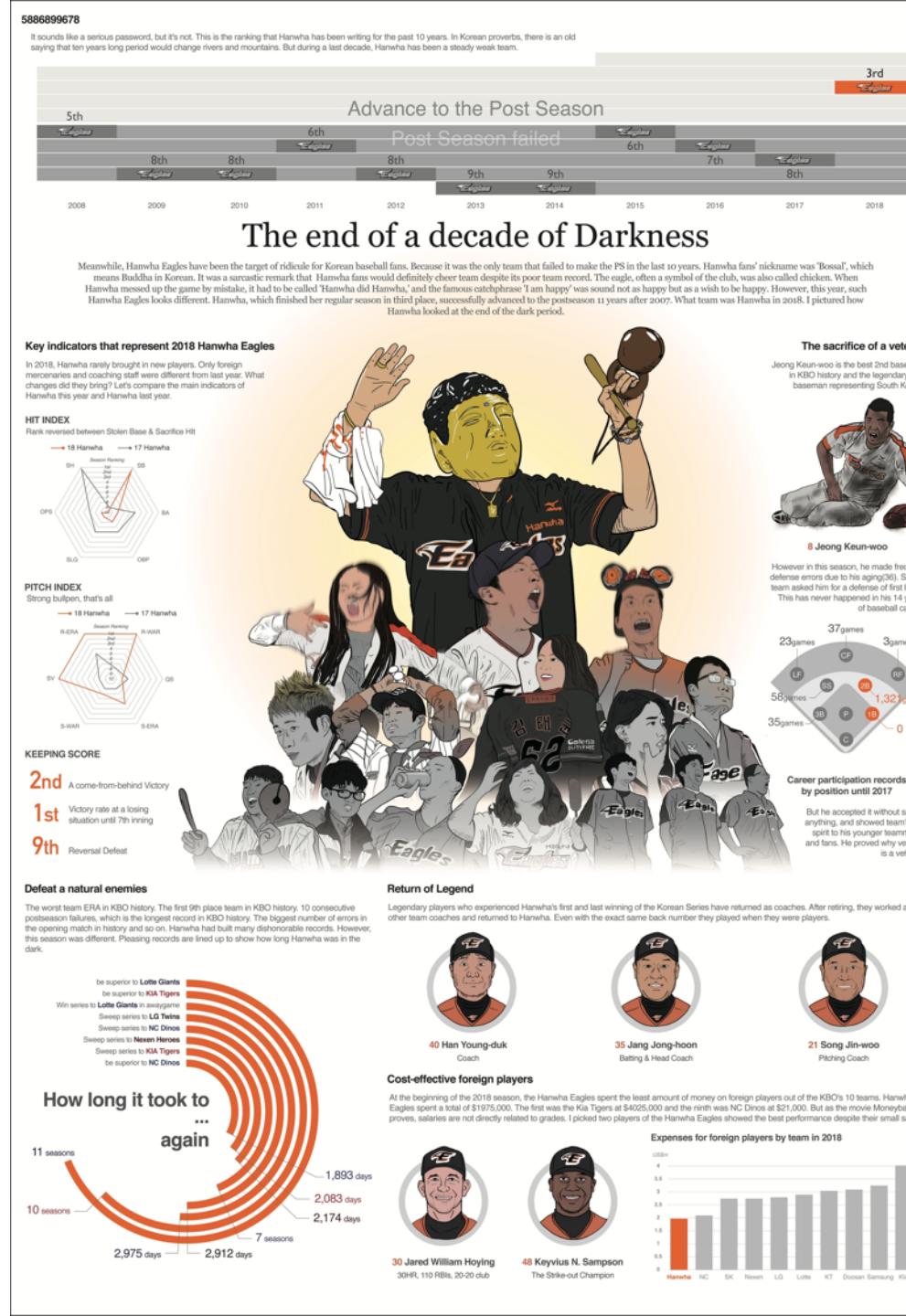
웃으며 인사하는 선배 코끼리
입니다.



편안한 스타일로 당신을 이끄는 이상형을 원하시는군요. 발랄한 성격이지만 혼자만의 시간
을 즐기기도 하는 당신의 이상형은 어제 혼자 본 심야영화가 재밌었다며 다음에 함께 보러
가자고 하네요! 들판하고 스윗한 코끼리가 생각납니다.

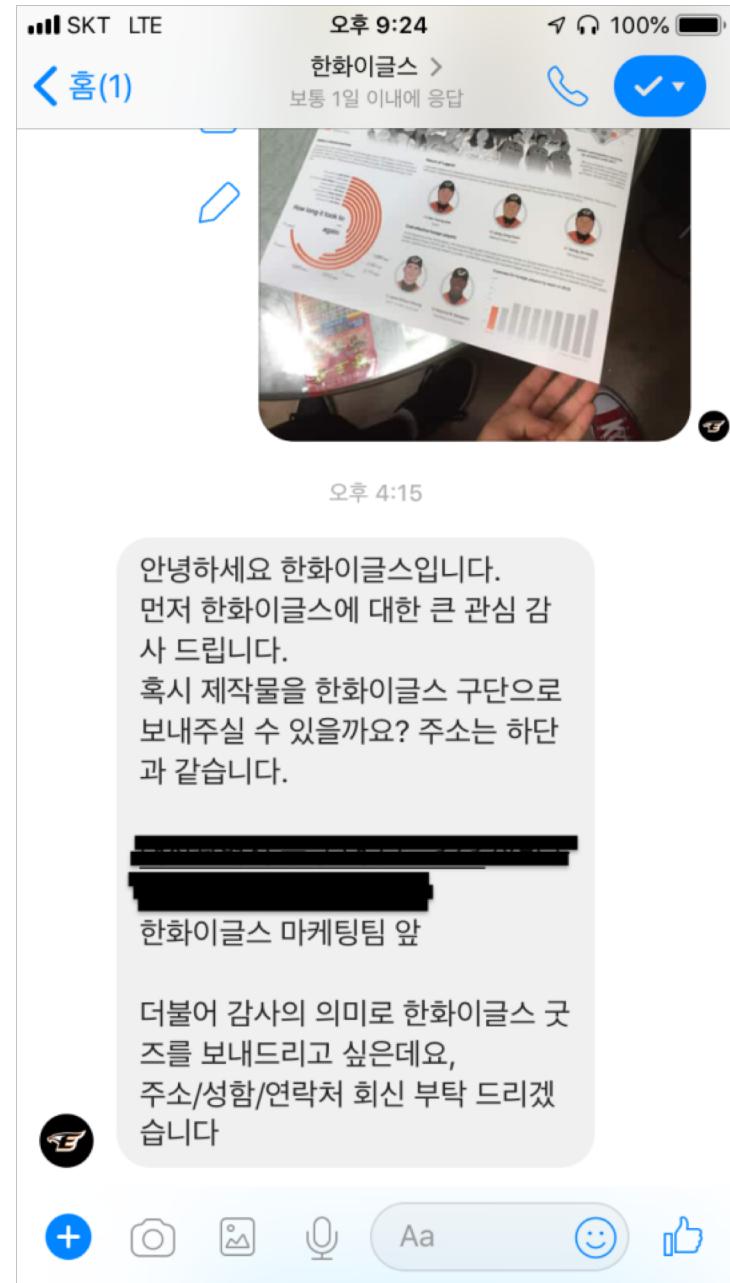
현재 100명 중 5명이 당신과 같은 이상형을 두고 경쟁하고 있습니다!

P1 Small Multiples: My favorite things



P2 Infographics: Visual storytelling

P3 Data visualization: Making data into art



P1 Small Multiples:
My favorite things

P2 Infographics:
Visual storytelling

P3 Data visualization:
Making data into art

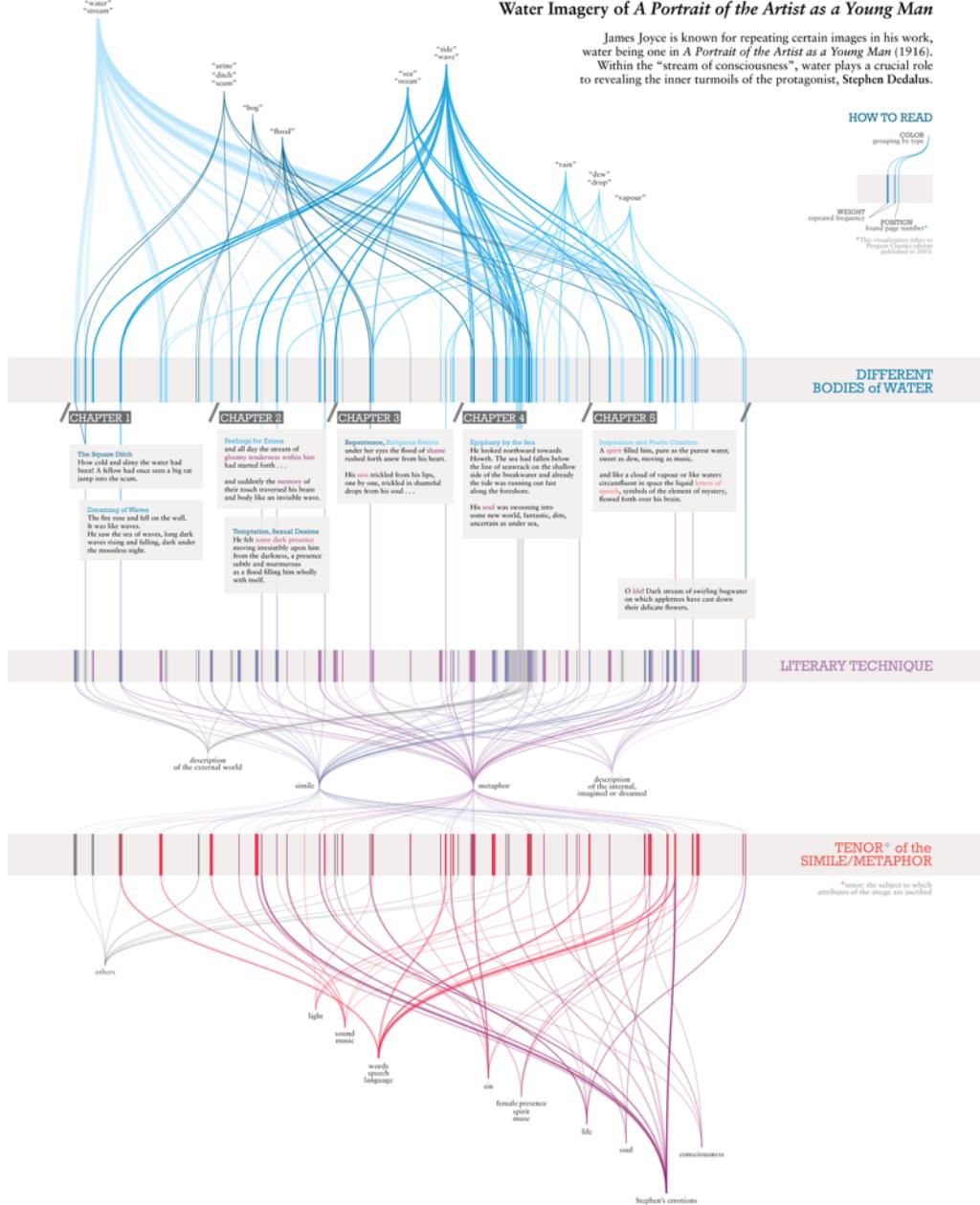
제작과정
제작영상

STREAMS OF STEPHEN DEDALUS

Water Imagery of *A Portrait of the Artist as a Young Man*

James Joyce is known for repeating certain images in his work,

water being one in *A Portrait of the Artist as a Young Man* (1916). Within the "stream of consciousness", water plays a crucial role to revealing the inner turmoils of the protagonist, Stephen Dedalus.



P1 Small Multiples:
My favorite things

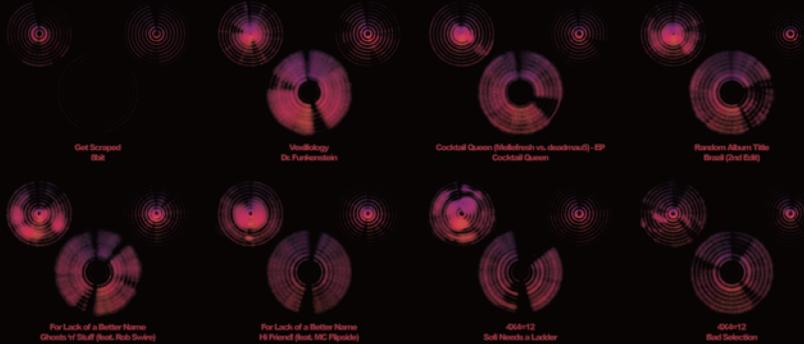
P2 Infographics:
Visual storytelling

P3 Data visualization:
Making data into art

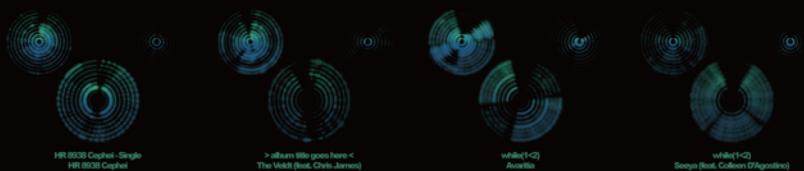
deadmau5

on Screen

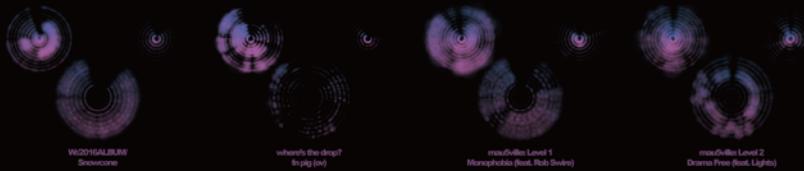
2005-2010
debut, and becoming a star



2011-2014
“all EDM DJs are **BUTTON PUSHERS**”



2016-2018
depression, and return



How to read

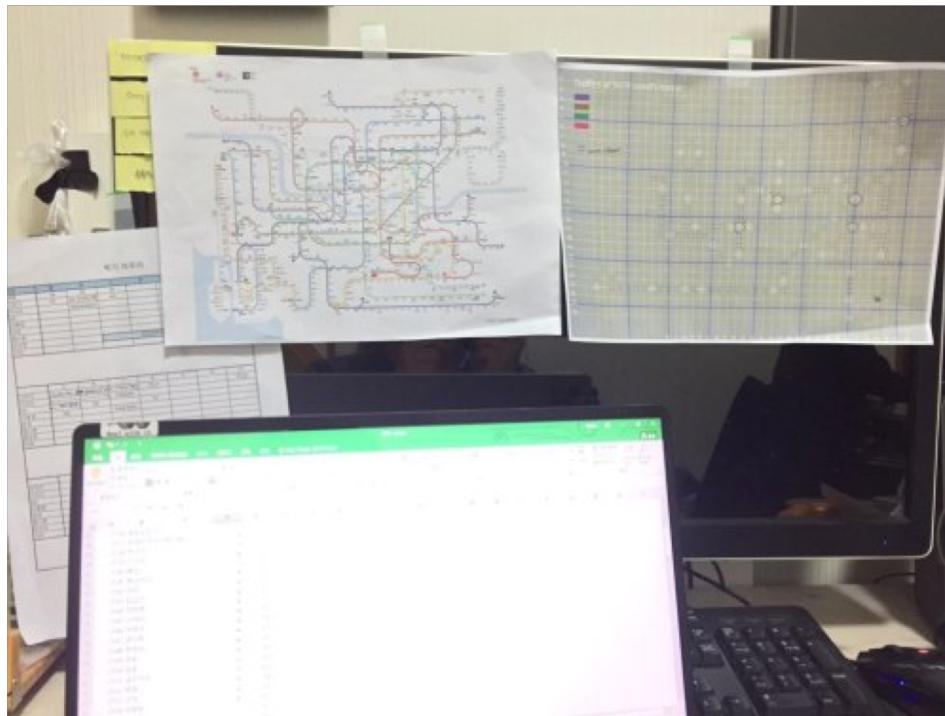


P1 Small Multiples:
My favorite things

P2 Infographics:
Visual storytelling

P3 Data visualization:
Making data into art

Earn additional credit (10% of your original points) when you undertake P3: data visualization project using “programming language”



ulsan_weather | Processing 3.2.1

Java ▾

```
ulsan_weather
Table table;
PFont f;

void setup() {
    size(2500, 640);
    smooth(2);
    noStroke();
    table = loadTable("ulsan_weather.csv","header");
    println(table.getRowCount() + " total rows in table");
}

void draw() {
    background(255);
    int i = 0;

    for (TableRow row : table.rows()) { // Read a table line by line

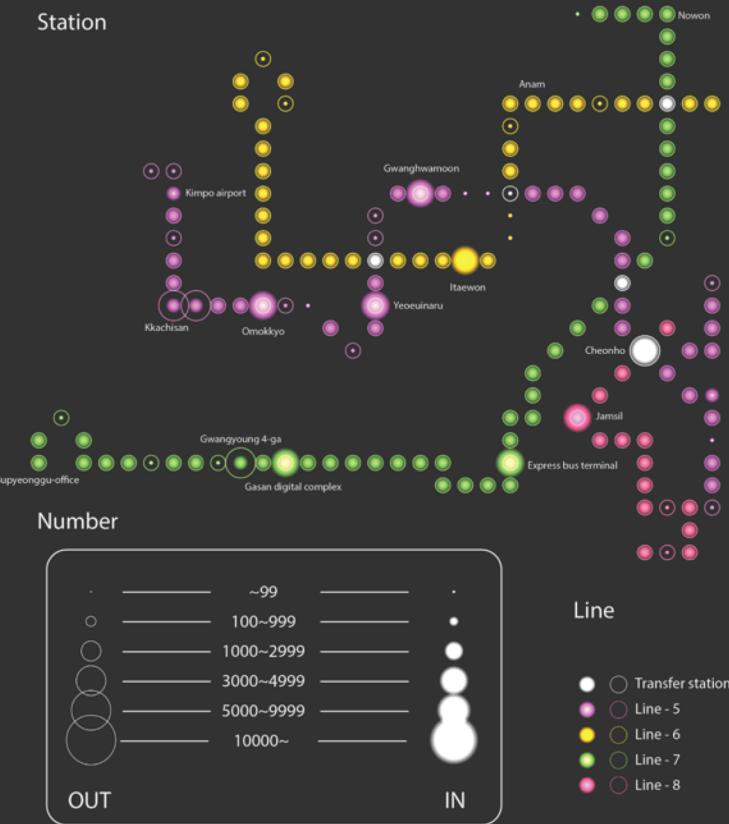
        String date = row.getString("KST");
        int max_temp = row.getInt("Max TemperatureC");
        int min_temp = row.getInt("Min TemperatureC");
        int avg_temp = row.getInt("Mean TemperatureC");
        int max_wind = row.getInt("Max Wind Speed");
    }
}
```

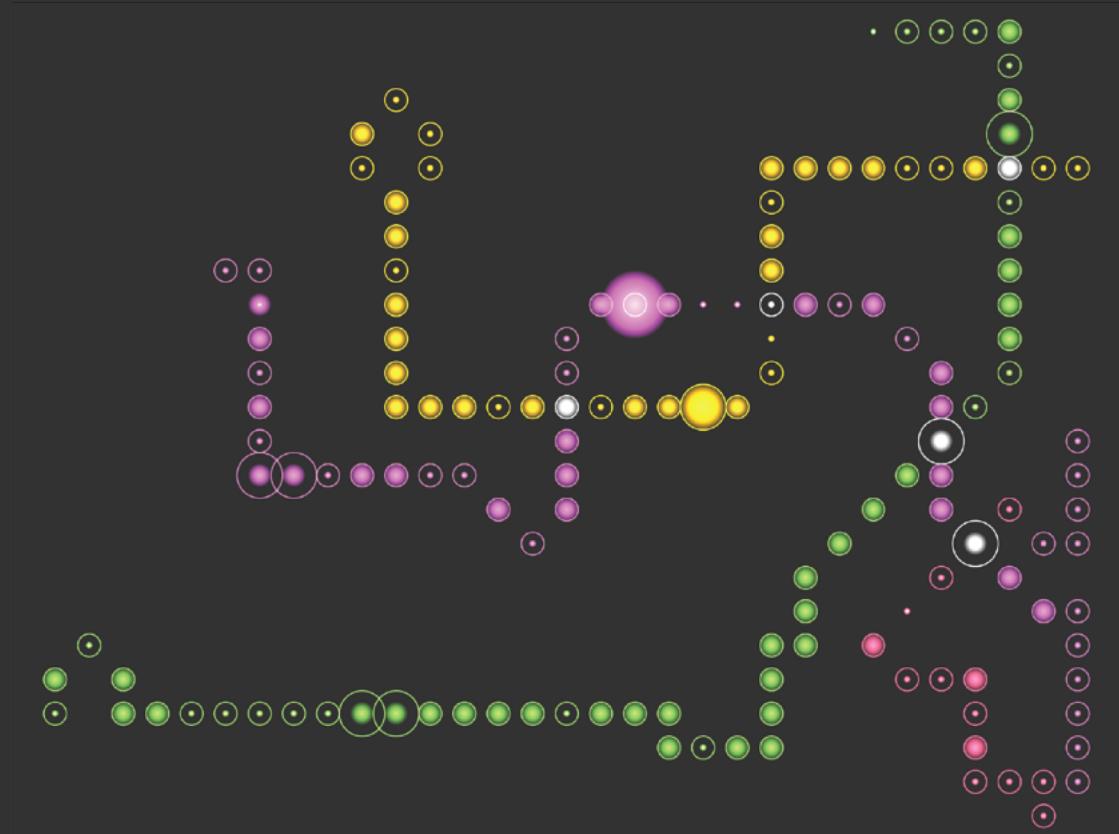
save
save
save

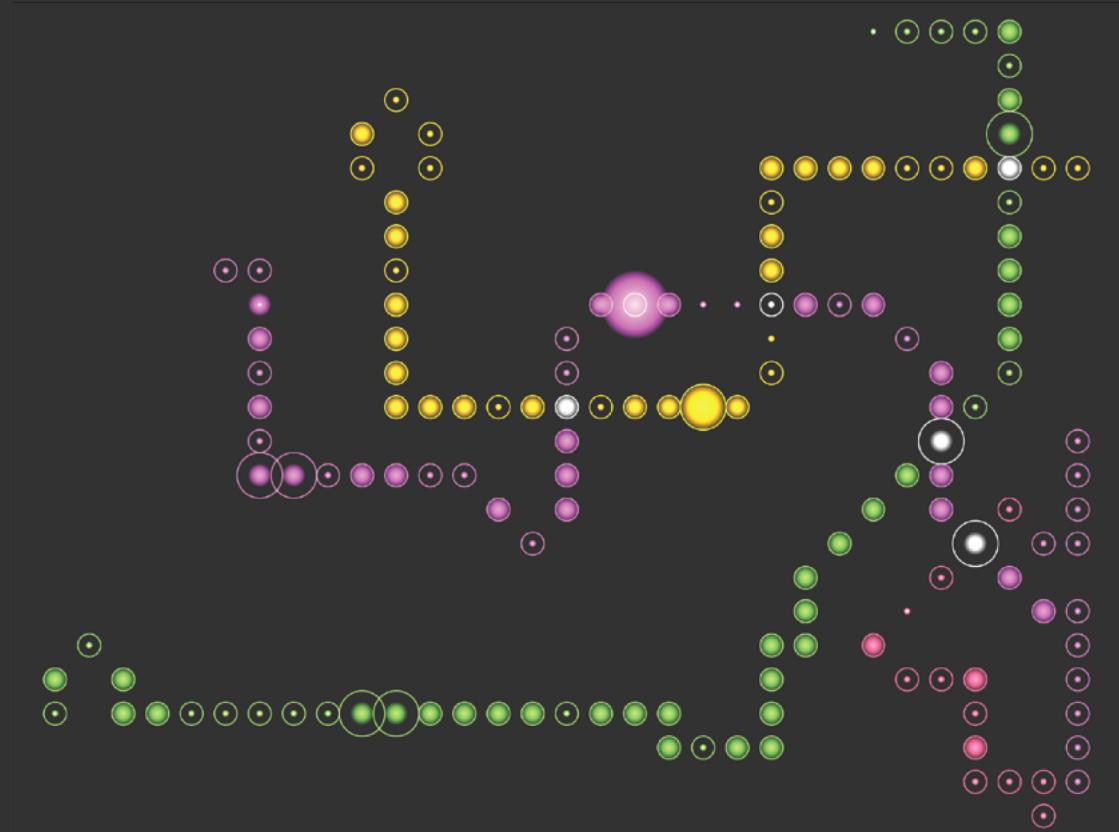
Console Errors

Subway of seoul

How to read



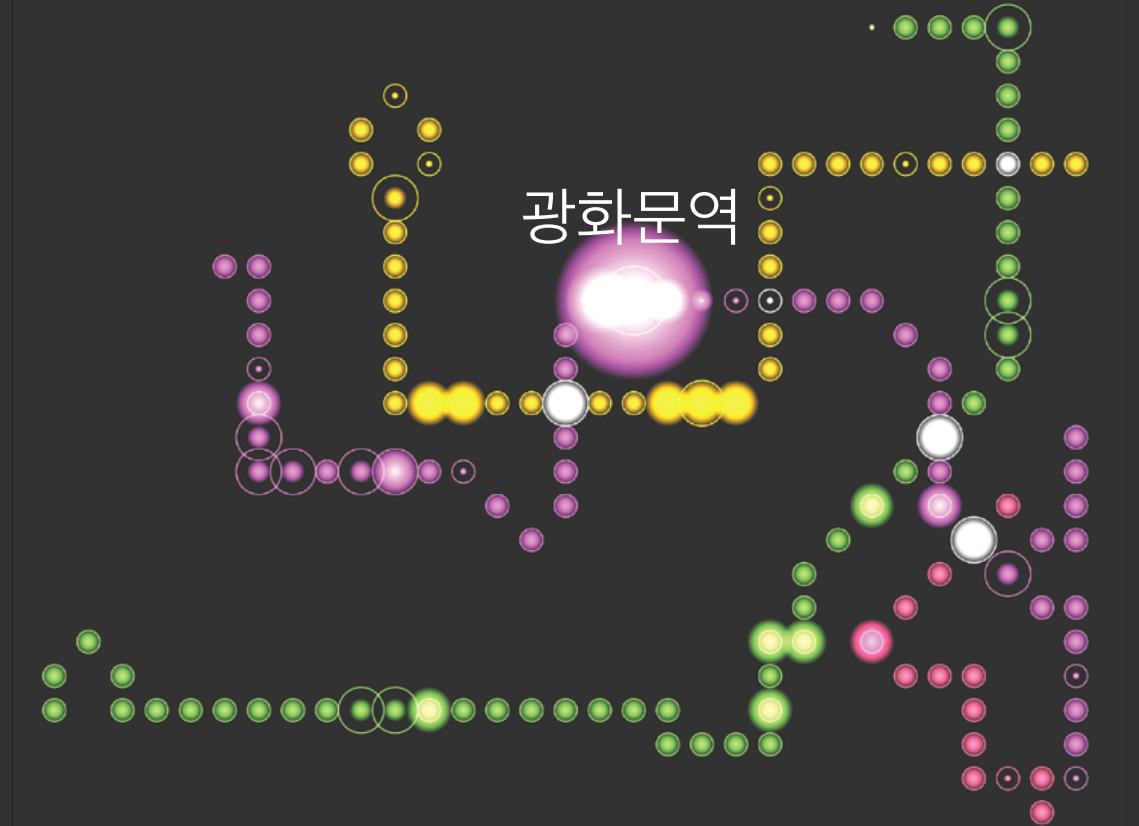




11:00 PM



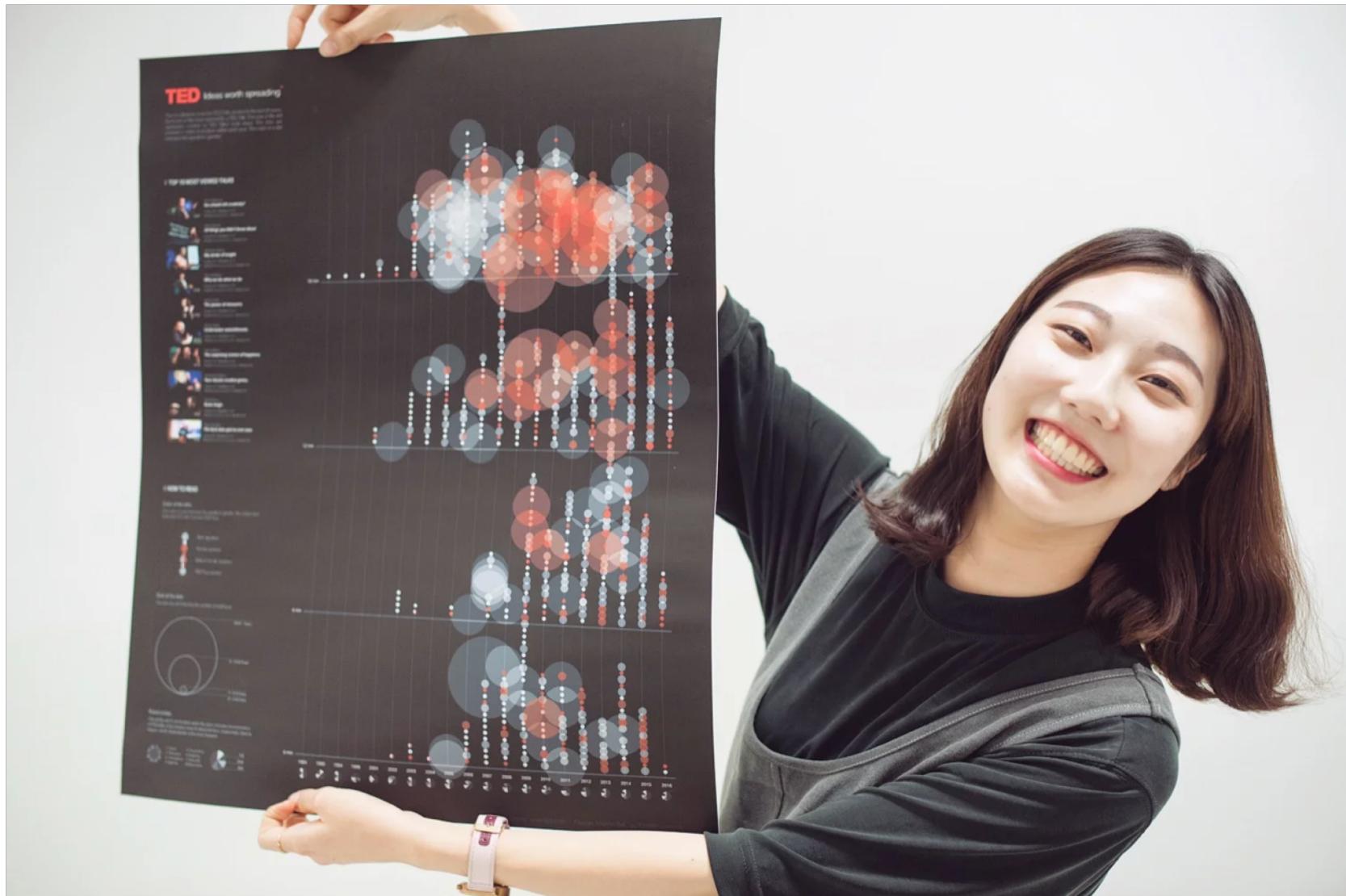
11:00 PM
2016.11.19

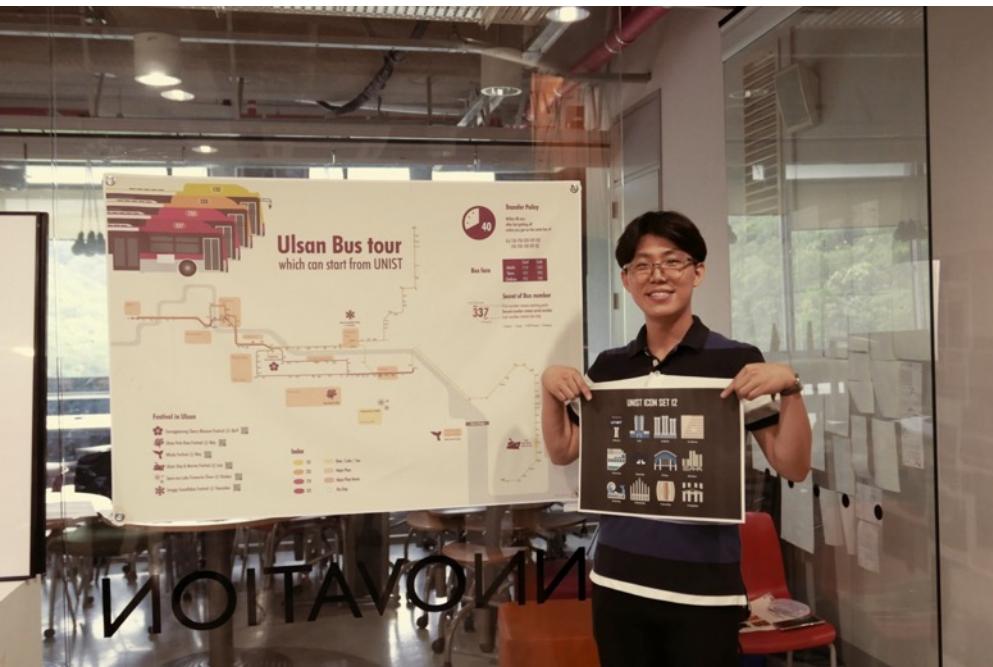


11:00 PM
2016.11.19



Exhibition Online Portfolio







Portfolio

<https://jaeyoon.io/dt4c#0>



Project 2

Are Refugees Dangerous?

Project 3

Six Degrees of Jaeyoon Song

Projects + Assignments



P

PROJECTS (60%)

1. My favorite things: small multiples
2. Infographics: visual storytelling
3. Data visualization: making data into art

Introducing Myself
with

INTRODUCING

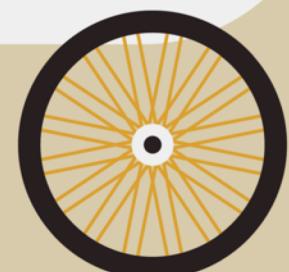


My Grade



27%,
ESTJ
- straight-

What If Marlboro Produce Baby Goods?



Font
Color
Layout
Alignment
Consistency
Contents
Message

만들어 놓고 보니, 밤새서 겨우 이거 한계... 자괴감이 밀려오지만 일단 만들어봤습니다...
조고님이 태블릿을 쓸 줄 알면, 일러스트만 써서 만들라는 피드백을 주셨는데 쉽지 않네요.

우선 주제는 '말보로에서 아기용품들을 만들면 어떨까?'입니다.
생각해본 용품들로는

1. 젖병
2. 유모차
3. 애기 신발
4. 베이비 로션
5. 기저귀
6. 인형
7. 멀티슈
8. 아기 침대
9. 아기 옷 (동물옷?)
10. 모빌
11. 보행기
12. 아기 샴푸
13. 아기 육조
14. 아기 의자

이정도가 있는데요, 막상 시작해보니 제 능력의 한계로 통일감을 살리기가 쉽지 않아보입니다.

비슷한 주제로 생각해본건

1. 다양한 모습들을 가진 아기들이 술, 담배 회사, 플레이 보이 등의 옷을 입고 있는 모습(제 능력으로 가능한지는 별개입니다.)
2. 브랜드 이미지와 맞지 않는 사업들을 각 브랜드들이 한다면? 정도 있습니다.

이틀밤을 내리 새고, 두 번 다 스스로에게 만족스럽지 않은 결과물들이 나와버려서 제정신이 아니네요... ㅜㅜ
그래도 하는데까지 해보겠습니다..



Hwajung Hong <hwajunghong@snu.ac.kr>

to: [REDACTED]

Oct 2, 2018, 10:30 AM



근데 사실 말보로와 이유식은 극단적인 예를 든 것이라, 담배회사와 아기용품은 진짜 controversial한 주제이긴 하네요.
음 그리고 형태가 복잡해질 수록 통일감을 살리기가 쉽지 않습니다. 차라리 최대한 갑축시켜 형태는 단일한 형태 및 가장 단순화 된 형태를 하나 지정하여 각 담배회사의 signature color 안 이용하여 변화를 주는 것은 어떨까요. 첨부된 파일처럼요.

저번에 자기소개 했던 저력을 계속 보여줄 수 있기를 기대합니다.

홍화정

--
Hwajung Hong
Assistant Professor
Department of Communication | College of Social Sciences
Seoul National University
hwajunghong.com

Two months later...

HOW TO READ IT

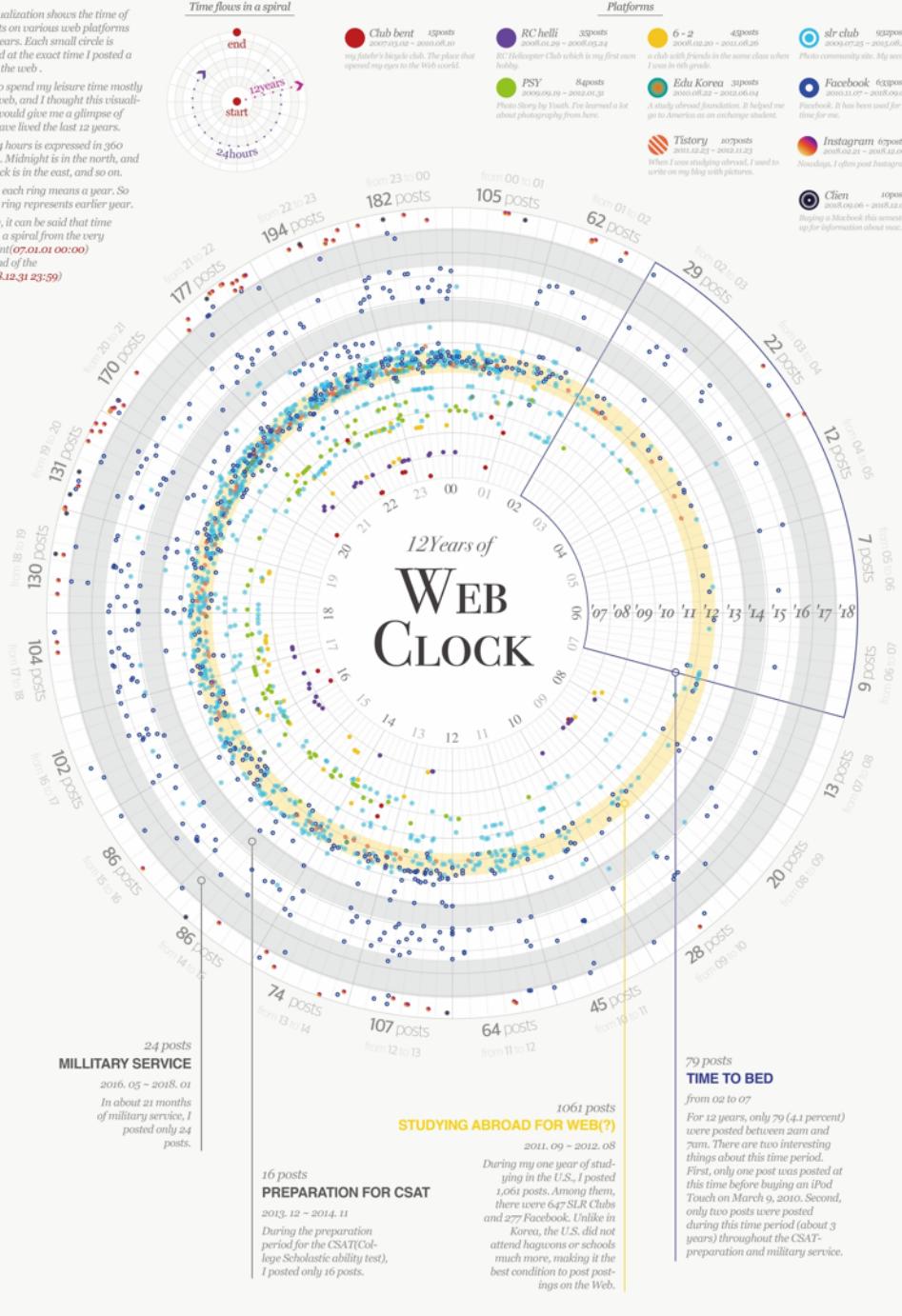
The visualization shows the time of my posts on various web platforms for 12 years. Each small circle is stamped at the exact time I posted a photo on the web.

I used to spend my leisure time mostly on the web, and I thought this visualization would give me a glimpse of how I have lived the last 12 years.

First, 24 hours is expressed in 360 degrees. Midnight is in the north, and six o'clock is in the east, and so on.

Second, each ring means a year. So smaller ring represents earlier year.

Namely, it can be said that time flows in a spiral from the very first point(07.01.01 00:00) to the end of the point(18.12.31 23:59).

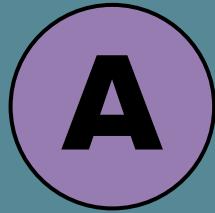


Description

저는 12년 간 제가 다양한 플랫폼에 남겨온 포스트의 ‘시각’을 시각화했습니다. 각각의 작은 원들은 제가 웹상에 포스팅한 시간에 찍혀있습니다. 저는 어렸을 때부터 종종, 웹상에서 대부분의 여가시간을 보내왔는데 이 시각화가 제가 지난 12년간 어떻게 살아왔는지를 일부분이라도 보여줄 수 있을것이라고 생각해 진행하게 됐습니다.

Project Gallery

<https://2018dt4c.tumblr.com/archive>



ASSIGNMENTS (10%)

1. Visual introduction
2. Online infographic tools
3. Data collection

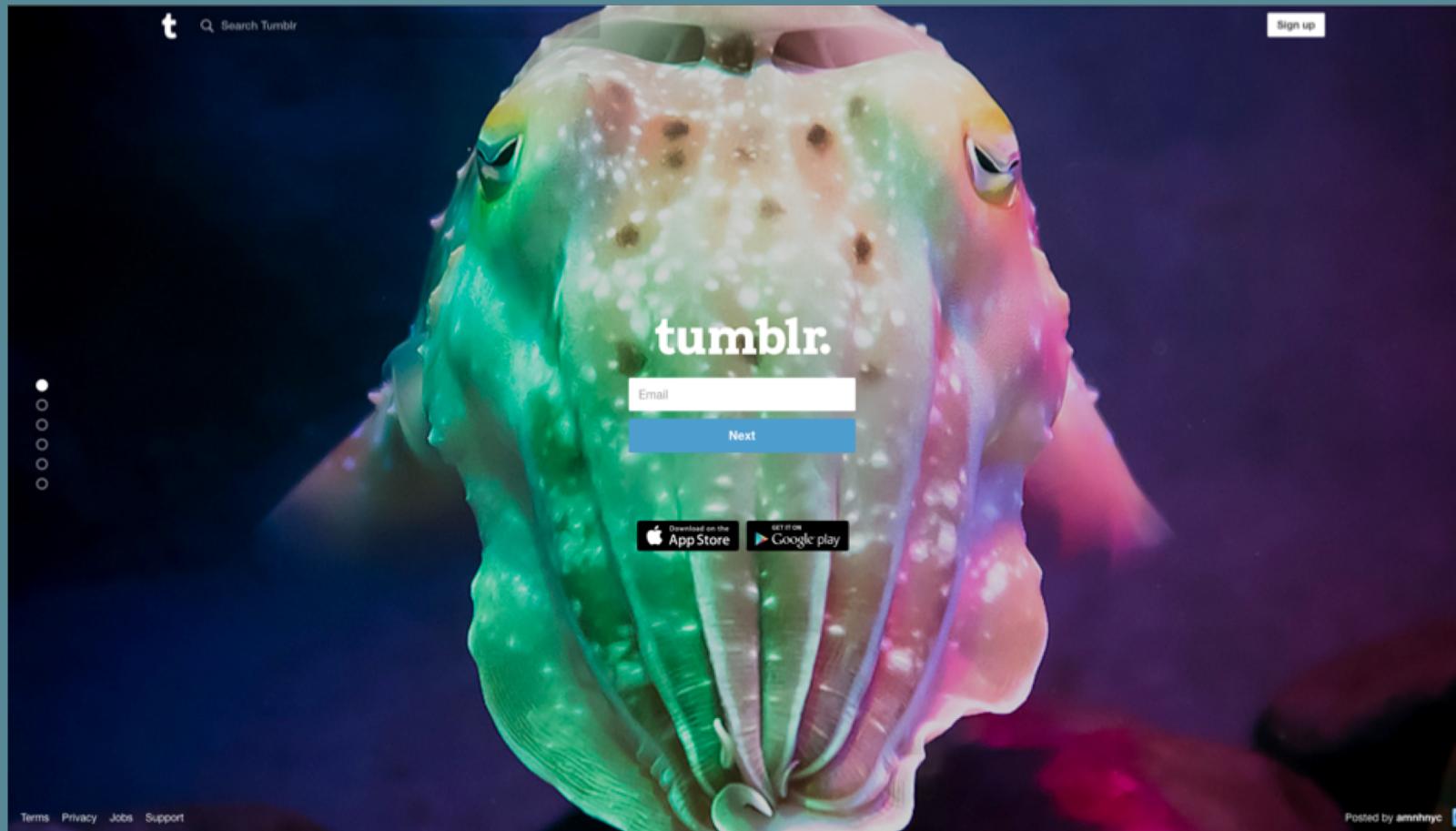
Reading Responses



Class blogging

TUMBLR:

<https://www.tumblr.com>



READING RESPONSES (15%)

2018 Design Thinking for Communication

SUBMIT A POST ARCHIVE

Nov 19, 2018
by batsaltongtong

Reading Assignment2

1. I'd like to talk about 'data humanism'. Georgia Lupi says "People are not interested in the data for the sake of it". We should remember the numbers are the means to the end. In other words, data deprived of humane context is meaningless. Data is used to solve our problems. But we easily forget the ends and focus on the data itself. For example, based on the inequality index, some people contend that Korea is a relatively equal country. Furthermore, they oppose the expansion of welfare policies. They only look at numbers, not those who are hidden behind the numbers.

2. Visualization of data helps people to grasp the meaning of the data comprehensively. That's because visualization enables comparison. As David McCandless says, we don't really know the true meaning of the data when we only have heard the budget figures. Only when the data is visualized, we can compare it with other data immediately.

3. 'Snake Oil Supplements?: Scientific evidence for popular health supplements' was the most interesting work among many projects introduced in the three videos. Right after I saw this project, I ordered vitamin D from Coupang. I immediately realized that Vitamin D is very helpful for general health. The designer understands that the efficacy is the most important element when people choose what to buy. In other words, the purpose of this visualization work is to make people immediately understand what people want most: efficacy. They collected the data from Google and a medical database named Pubmed. The area of the circle shows how many people are interested in the specific health supplements. and the efficacy is indicated by the height of the circle. As the efficacy is more important than the interest, the circles are arranged in order of height(It's a matter of course).

4. Aaron Koblin collected data through people's voluntary participation. Strictly speaking, he paid very little money to the participants. He paid only two cents for each sheep drawing and a cent for the voice recording. But the participation mostly depended on participants' interest. People participated in Johnny Cash Project based on their love for artist. In sum, he made full use of people's interests and affection. He called this process collaboration. This kind of technique is

“

Just reading a good book cannot give a guarantee of getting ability to make wonderful design. Learning some rules and seeing many examples of good or bad design, and designing myself makes difference in thinking about design and sketch, organizing structure what I want represent can make differences.



- A student who took this class

ONLINE PARTICIPATION (15%)

2018 Design Thinking for Communication

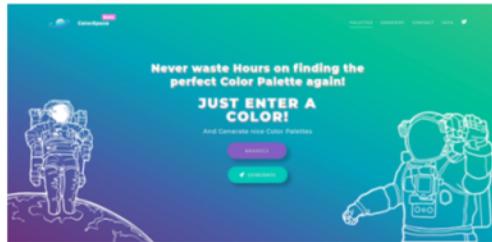
SUBMIT A POST ARCHIVE

Sep 17, 2018

by youngchaeshin

<https://mycolor.space/>

색채를 정할 때 많이 이용하는 사이트입니다. 사용법이 아주 간단한데요.



사이트에 들어가면 이런 창이 나옵니다. 조합을 알아보고 싶은 컬러 코드를 입력하고 밑에 GENERATE 버튼을 누르면,



이렇게 다른 색과의 조합을 알아서 찾아줍니다. 무려 25종류의 색조합을 알려줍니다. 작업을 하실 때 참고하시면 좋을 것 같습니다.

신영채

1 year ago



Tweet

0

Like

0

Pocket

0

What to Post?

- Good/bad examples of graphic design
- Resources (tools, inspirational sources)
- Of course, assignments, reading responses, and projects

When you post sth on tumblr...

- Your reflection: your reflection should be thoughtful, integrative, and substantive and share what you learned.
- Your name: you should include your name at the end of the post.

Your tumblr activity is a key measure of online participation (15%)

(Min) Once every two weeks, (Max) Three times a week

ACCESS

<http://2020dt4c.tumblr.com/> (passcode: dt4cStudentsOnly)

1. Tumblr registration with your email is the first step.
2. Fill the introduction form. I will add you as a member of the blog.

TA

고예나 (kfree08@snu.ac.kr)

언론정보학과 박사과정

박용훈 (ypark6829@gmail.com)

정보문화학/자유전공학부

QUESTIONS?

ASSIGNMENTS (진단평가)

Assignment 1 by Mar 31

1. Ideate interesting ways to introduce yourself
“visually”
2. You can use any tools (hand-drawing sketches,
markers as well as digital tools like adobe, PPT)
3. Prepare “20-sec” speech

NEXT WEEK...

Overview of Information Design
Adobe Illustrator Tutorial

POST-CLASS WORK

- Read the online syllabus thoroughly
- Fill the Introduction page
- Sign-up our class blog
- Install Adobe Illustrator on your laptop
- Try Adobe's logo design tutorial (~30 mins)
- Order or borrow textbooks asap
- Start Assignment 1