

HISTORY

- Egypt  - cave paintings 

1. WWI → 2. WWII
any info
war posters

BEFORE TEXT
THERE WERE
IMAGES

DATA

- data
- text
- numbers
- complex information

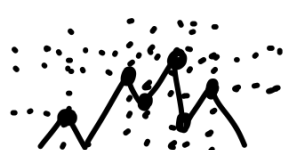
⇒ what's
the
difference?

INFORMATION DESIGN

WHERE

- news → often wrong
- showing data
- posters
- ads

STYLES



- pictograms
- icons

→ usage [when
why

WHY?

- quicker than reading
- everybody understands it
- needs less space than text
- easier to understand
- international

→ am I interested

- effective way to show information
- common mistakes
- hard to choose the right style

- hard to understand
- many type of style
- chaotic layout
- don't using at all
- too complicated

Japan spring
could charts

- everyday now charts
without context
and nobody
understands it