TED演讲者：Michael Bierut | 迈克•布雷特

演讲标题：The genius of the London Tube Map | 伦敦地铁图中的智慧

内容概要：Design legend Michael Bierut tells the story of the accidental success of one of the most famous maps in the world -- the London Tube Map.
设计大师迈克•布雷特讲述了世界最有名的地图之一——伦敦地铁图的意外成功。

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The history of civilization, in some ways, is a history of maps: How have we come to understand the world around us?	文明的历史,从某些角度来看 也是地图的历史: 我们是如何理解周围的世界的呢？[00:12]
One of the most famous maps works because it really isn't a map at all.	有一幅世界着名的地图, 它管用的原因是它根本不是地图。[00:18]
[Small thing. Big idea.]	[细微处的智慧][00:23]
[Michael Bierut on the London Tube Map] The London Underground came together in 1908, when eight different independent railways **merged** to create a single system.	[迈克·布雷特之伦敦地铁图] 在1908年,八条相互独立的 伦敦地铁线路合并在了一起, 组成了一个单一地铁系统。[00:26]
They needed a map to represent that system so people would know where to ride.	为了方便人们的出行, 地铁部门需要一幅地图 来描绘整个系统。[00:36]
The map they made is complicated.	但他们制作的地图十分复杂。[00:40]
You can see rivers, bodies of water, trees and parks -- the stations were all **crammed** together at the center of the map, and out in the **periphery**, there were some that couldn't even fit on the map.	你可以在上面看到河流、 水体、 树木甚至公园 —— 地铁站点却全部挤在地图中央, 边缘之外甚至还有一些无法绘入。[00:44]
So the map was **geographically** accurate, but maybe not so useful.	尽管从地理角度来说,这份地图 十分精确,但并不那么实用。[00:53]
Enter Harry **Beck**.	直到哈利·贝克的介入。[00:57]
Harry Beck was a 29-year-old engineering **draftsman** who had been working on and off for the London Underground.	哈利·贝克是个29岁的工程绘图员, 他一直在为伦敦地铁系统工作。[00:59]
merged: v.合并;融合(merge的过去分词)/adj.合并的;结了婚的 **crammed:** adj.挤满的;塞满的/v.填入;把…塞满;贪婪地吃;临时抱佛脚地死记硬背(cram的过去式) **periphery:** n.外围,边缘;圆周;圆柱体表面 **geographically:** adv.在地理上;地理学上 **Beck:** n.招手;点头;(英)小河 **draftsman:** n.[测]绘图员;起草者;立案者	
And he had a key insight, and that was that people riding underground in trains don't really care what's happening **aboveground**.	他对此有自己独特的看法, 那就是人们都是来坐地铁的, 其实并不关心地上的情况。[01:06]
They just want to get from station to station -- "Where do I get on? Where do I get off?"	他们只想从一个站点去另一个站点—— “我应该从哪里上？又该从哪里下？” [01:13]
It's the system that's important, not the **geography**.	所以重要的是地铁系统, 而非地理情况。[01:18]
He's taken this complicated mess of **spaghetti**, and he's simplified it.	他接手了那乱的像意大利面的地图, 然后把它简化了。[01:20]
The lines only go in three directions: they're horizontal, they're vertical, or they're 45 degrees.	地图上的线路排布只有三个方向: 平行、垂直,或者呈四十五度角。[01:25]
Likewise, he **spaced** the stations equally, he's made every station color **correspond to** the color of the line, and he's fixed it all so that it's not really a map anymore.	同理,他把站点也等距绘制, 并且把站点的颜色 改成该线路的颜色, 经过这些修改,其实它就不再是一份真正意义上的地图了。[01:30]
What it is is a diagram, just like **circuitry**, except the circuitry here isn't wires conducting electrons, it's tubes co**ntaining** **trains** **cond**ucting **peopl**e from place to place.	它变成了一幅图表, 就像电路图, 只不过这幅电路图的线路 不是传输电子的电线, 而是容纳了载客地铁的管道。[01:42]
aboveground: adv.在地面上;未被埋葬地/adj.未葬的;还活着的;在地面上的/n.合法天地;公开活动 **geography:** n.地理;地形 **spaghetti:** n.意大利式细面条 **Likewise:** adv.同样地； 也 **spaced:** adj.隔开的;以规定距离排列的;间隔排列的/v.隔开;空出(space的过去分词) **correspond to:** 相当于...,符合于... **circuitry:** n.电路;电路系统;电路学;一环路	
In 1933, the Underground decided, at last, to give Harry Beck's map a try.	在1933年,地铁部门最终决定 试用哈利·贝克的地图,[01:53]
The Underground did a test run of a thousand of these maps, **pocket-size**.	地铁部门用几千份 口袋大小的地图做测试。[01:58]
They were gone in one hour.	结果在一小时内就被人们拿光。[02:02]
They realized they were onto something, they printed 750,000 more, and this is the map that you see today.	他们意识到了人们的需求, 于是又印刷了75万份。这就是今天我们见到的地铁图。[02:03]
Beck's design really became the **template** for the way we think of **metro** maps today.	贝克的设计为我们如今 广泛认可的地铁图提供了模板。[02:10]
Tokyo, **Paris**, Berlin, S?o Paulo, **Sydney**, Washington, D.C. -- all of them convert complex geography into **crisp geometry**.	东京、巴黎、柏林、圣保罗、 悉尼、华盛顿特区等等—— 这些城市都把复杂的地形图 转变成了清晰简明的几何图。[02:15]
All of them use different colors to **distinguish** between lines,	他们都用不同的颜色 来区分不同线路, 也都用简单

all of them use simple symbols to **distinguish** between types of stations.	符号 来区分不同的站点类型。[02:24]
They all are part of a universal language, seemingly.	这些地图看上去 分享了一种通用的语言。[02:32]
pocket-size: adj.袖珍的,超小型的;可放在口袋内的 **template:** n.模板,样板 **metro:** n.地铁;大都市;伦敦地下铁道;麦德隆(财富500强公司之一,总部所在地德国,主要经营零售) **Paris:** n.巴黎(法国首都)；帕里斯(特洛伊王子) **Sydney:** n.悉尼(澳大利亚港市) **crisp:** adj.脆的;新鲜的;易碎的/vt.使卷曲;使发脆/vi.卷曲;发脆/n.松脆物;油炸马铃薯片 **geometry:** n.几何学/几何结构 **distinguish:** vt.区分；辨别；使杰出，使表现突出/vi.区别，区分；辨别	
I bet Harry Beck wouldn't have known what a user interface was, but that's really what he designed and he really took that challenge and broke it down to three principles that I think can be applied in nearly any design problem.	我敢打赌哈利·贝克当时 还不知道用户界面是什么。 但那确实是他所设计的东西, 同时他也把这个难题 细分为了三项原则, 我觉得几乎适用于任何设计难题。[02:35]
First one is focus.	第一,有针对性。[02:47]
Focus on who you're doing this for.	要针对你所做设计的受众。[02:48]
The second principle is simplicity.	第二, 要简洁。[02:51]
What's the shortest way to deliver that need?	找出能满足需要的最直接的方式。[02:53]
Finally, the last thing is: Thinking in a cross-disciplinary way.	最后,第三条: 从多方面去思考一个问题。[02:56]
Who would've thought that an electrical engineer would be the person to hold the key to unlock what was then one of the most complicated systems in the world -- all started by one guy with a pencil and an idea.	没有谁会想到,世界上 最复杂的系统之一所面临的难题的解决方案, 竟然出自一个电子工程师之手 —— 这些都开始于一个人, 一支笔,和灵光一现。[03:00]