# THE BEAUTY OF DATA

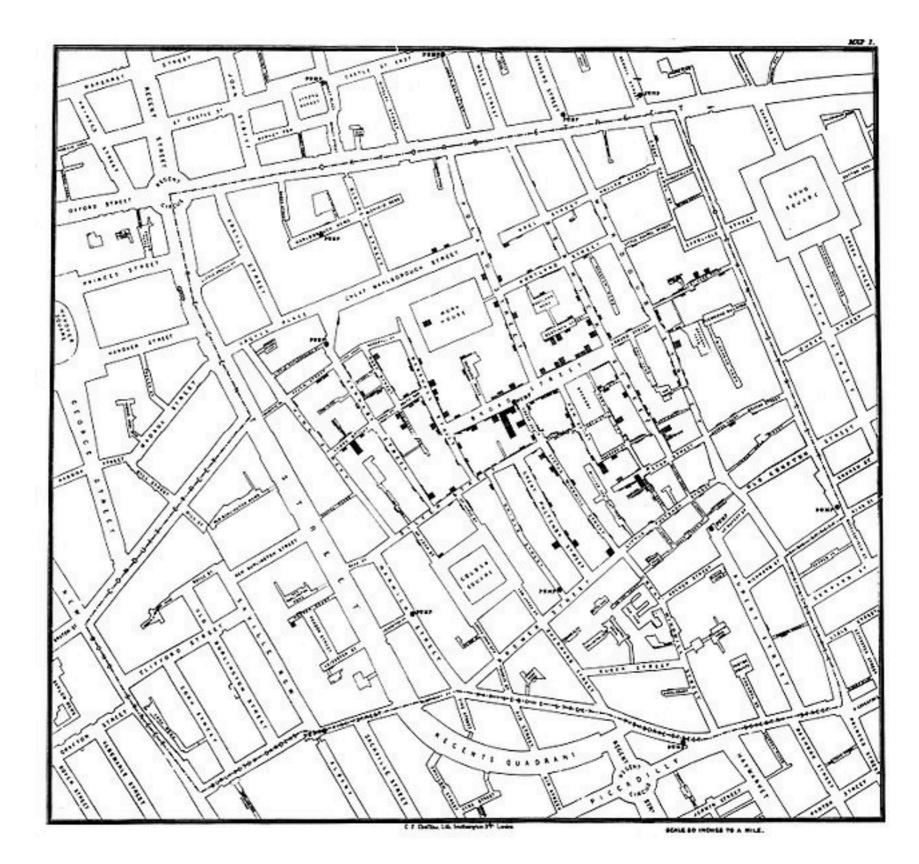
Annelie Franke . Universidad de los Andes . Estudio 6

## THE POWER OF DESIGN

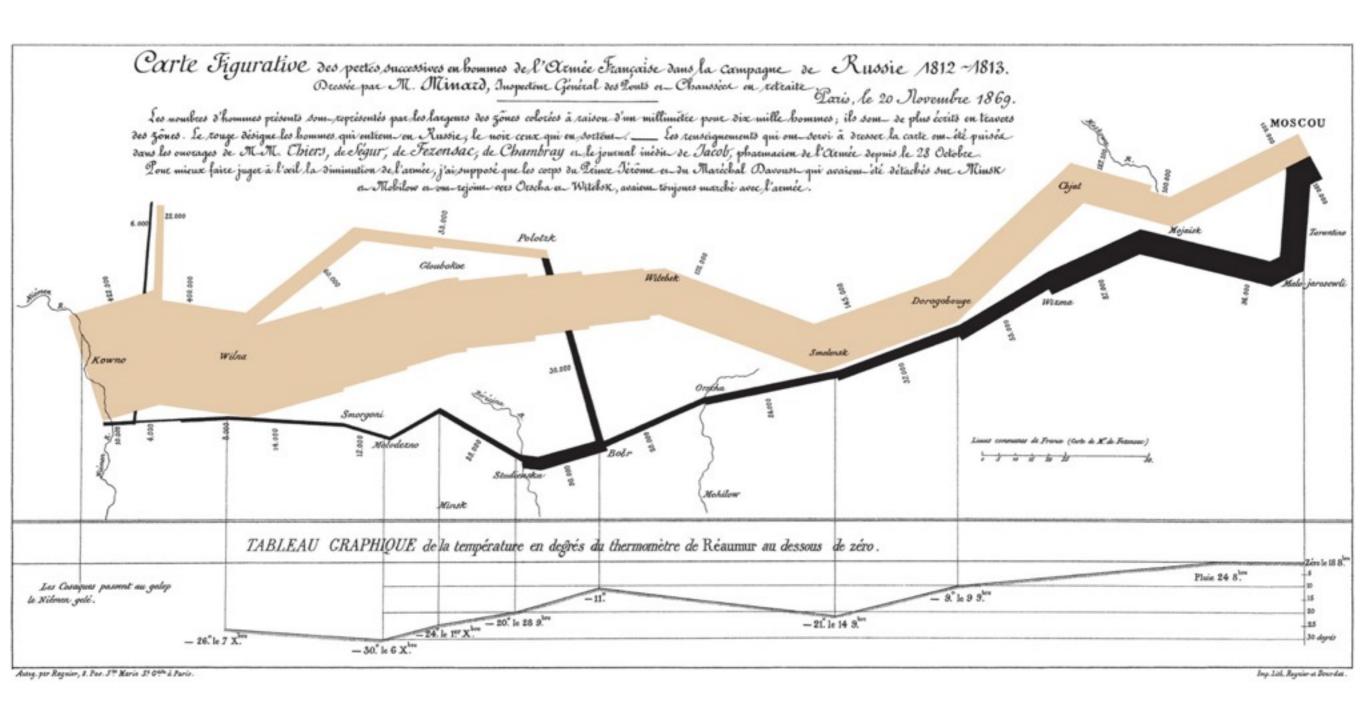
If you've been ever lost in a parking structure, searching in vain for your car, then you know the power of design. If you 've ever walked into a ladies room when, in fact, you're a man then you know the power of design. If you've ever cast your vote for one canditdate only to find it tallied to another, then you know the power of design. Design can confuse. Design can mislead. Design can change the course of history.

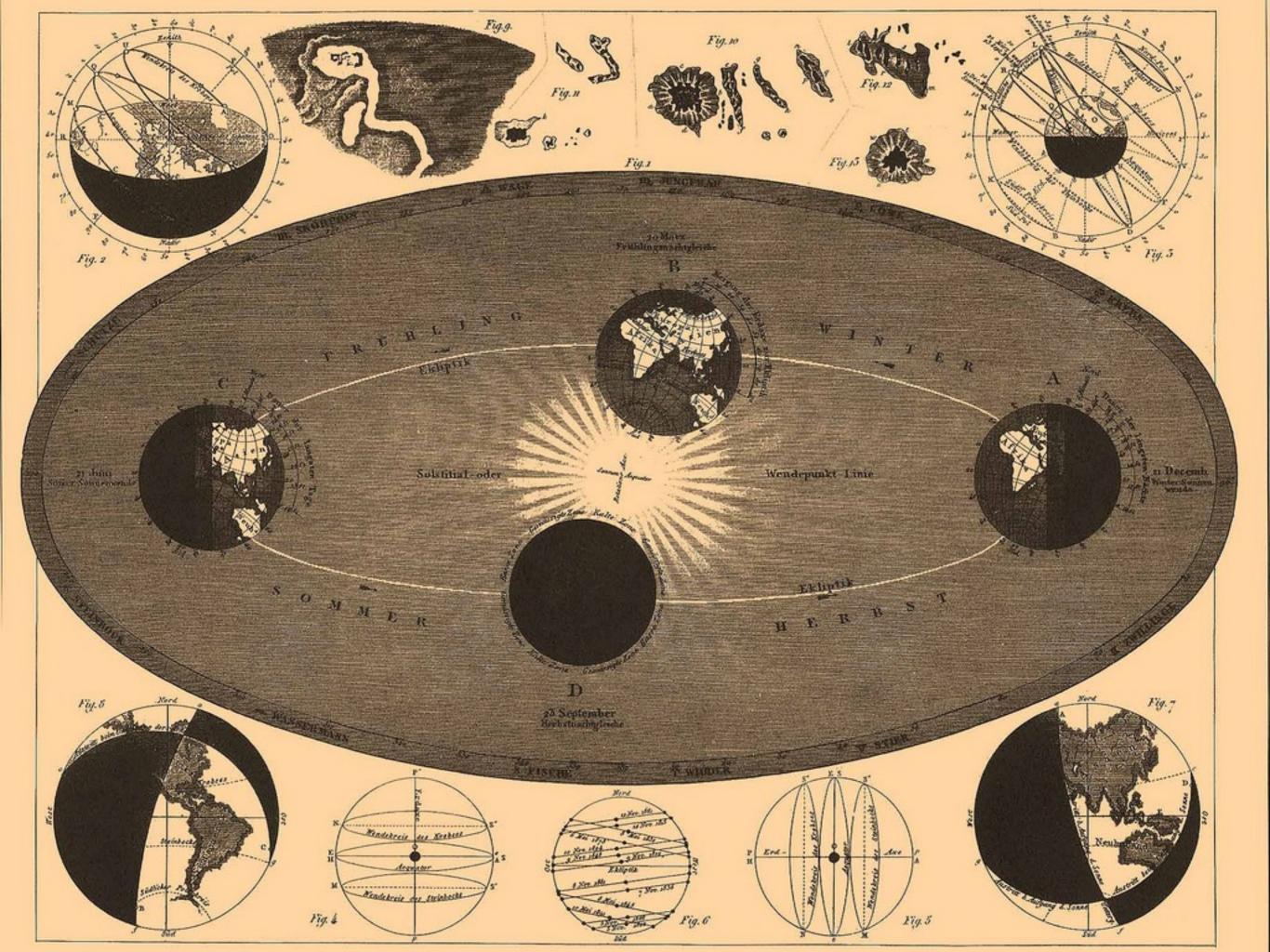
## DESIGNING INFORMATION

To design information, as an activity, it is as old as humanity. People have always wanted to share information about themselves and the world they live in. Early examples of information design are John Snow's spot maps, which pinpointed the source of a deadly cholera outbreak in 1854 in London and Charles Joseph Minard's 1861 diagram depicting Napoleon's Russian campaign of 1812. As a profession it is relatively young, dating back to the 1960s. Its central preoccupation is helping ordinary people to find and use information appropriately.



Original map by Dr. John Snow showing the <u>clusters</u> of cholera cases in the London epidemic of 1854





### ...aux objets inconnus



qui explosent



...aux outils

de la ferme



de l'atelier



...aux produits dangereux

dans la cuisine



dans la salle de bains



Why it is important?

Information, as defined by the idX\* group, "is the result of processing, manipulating and organizing data in a way that adds to the knowledge of the person receiving it".

**Design**, as approved by the IIID General Assemblies 1993 and 2000, "is the identifying of a problem and the intellectual creative effort of an originator, manifesting itself in drawings or plans which include schemes and specifications".

Accordingly, **information design** "is the defining, planning, and shaping of the contents of a message and the environments in which it is presented, with the intention to satisfy the information needs of the intended recipients" (IIID definition modified by the idX\* group).

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... is the skill and practice of **preparing information** so people can use it with **efficiency** and **effectiveness**. Where the data is complex or unstructured, a visual representation can express its meaning more clearly to the viewer. (Wikipedia)

... is the translating of **complex**, **unorganized**, or **unstructured data** into **valuable**, **meaningful information**. (Society for Technical Communications STC)

- 1. Accessibility
- 2. Usability



### roadway signage

















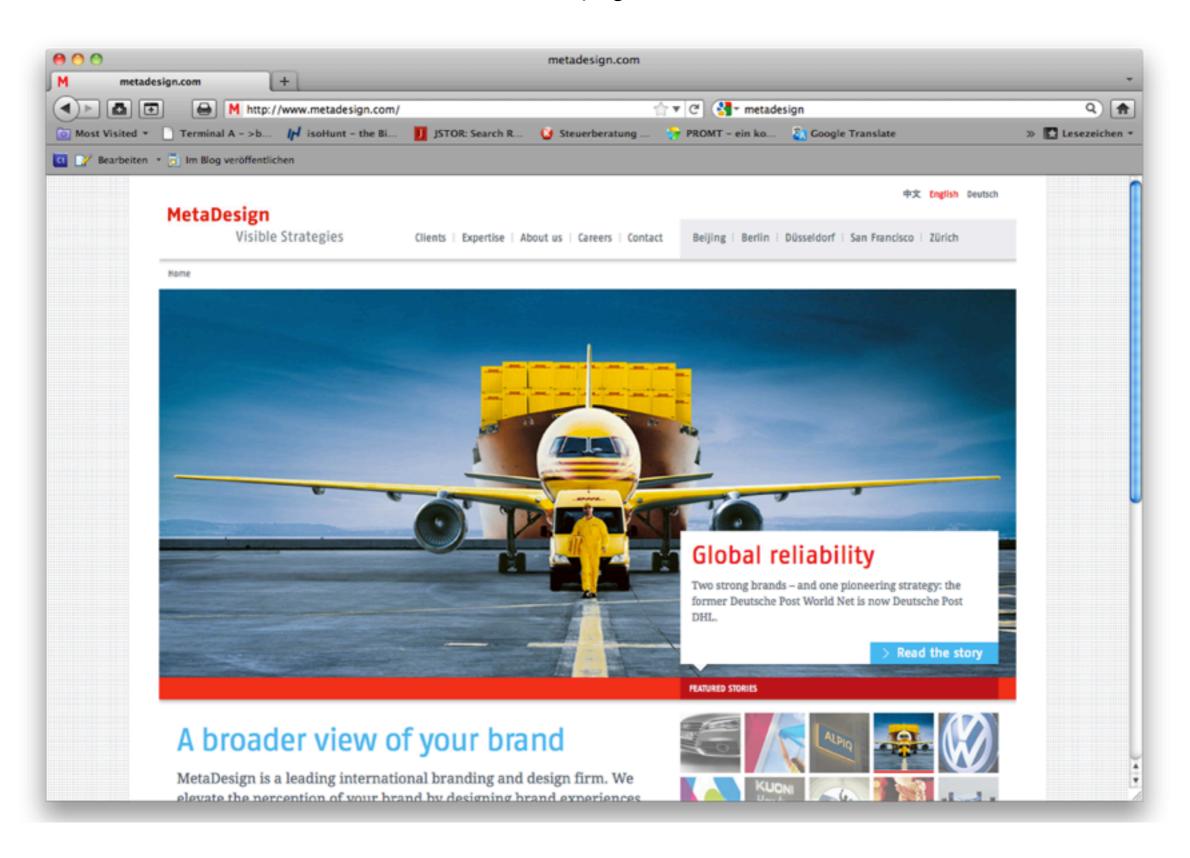




#### brochure



### webpages





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### automated phone systems









#### ballots



REMISTRADURÍA RACIONAL DEL ESTARO CRIS. - D.ZCCIONES DEL 30 DE OCTURRO DE 2011

#### VOTO PARA JUNTAS ACCIÓN LOCAL DE BOGOTÁ D.C.



#### Stimmzettel

für die Wahl zum Deutschen Bundestag im Wahlkreis 252 Würzburg am 18. September 2005

#### Sie haben 2 Stimmen





#### hier 1 Stimme

für die Wahl

eines/einer Wahlkreisabgeordneten

#### hier 1 Stimme

für die Wahl

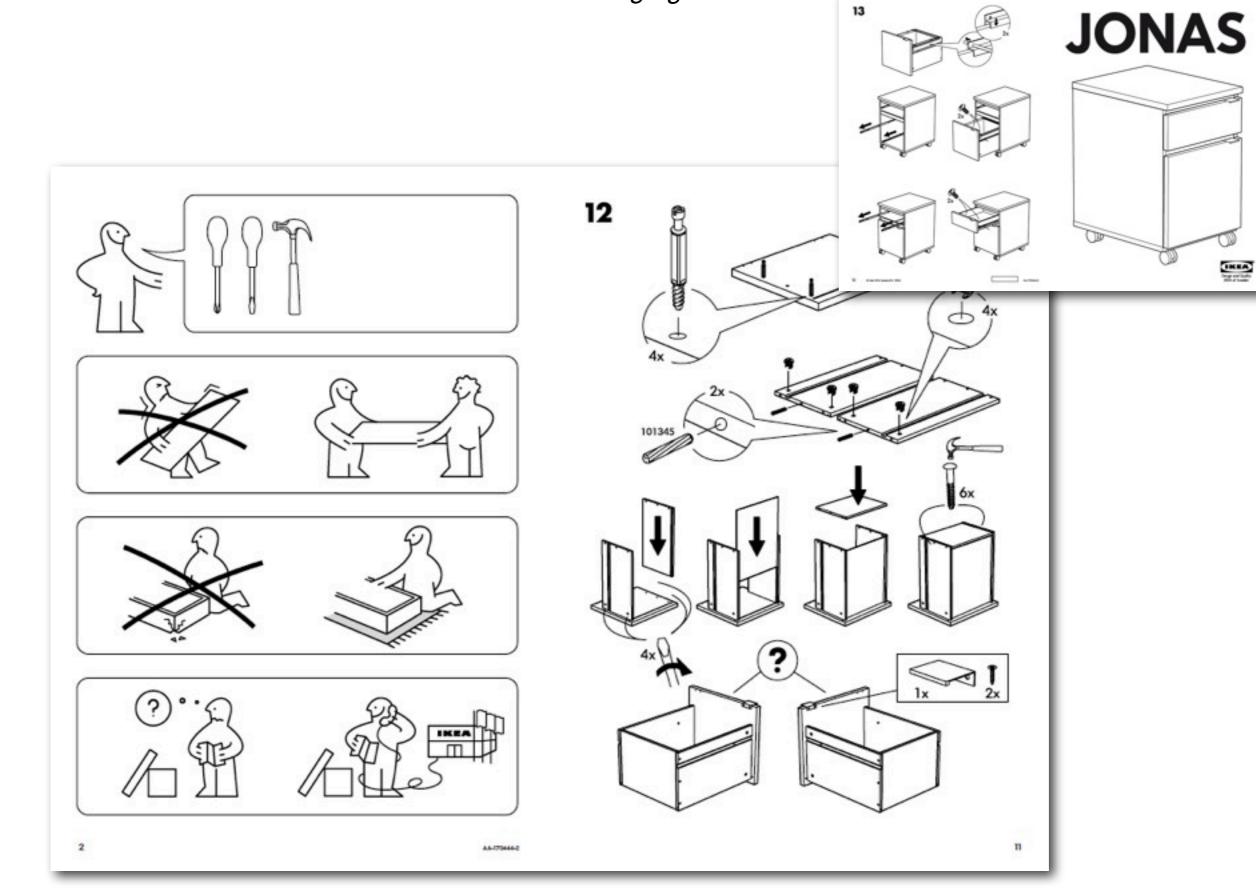
einer Landesliste (Partei)

- maßgebende Stimme für die Verteilung der Sitze insgesamt auf die einzelnen Parteien -

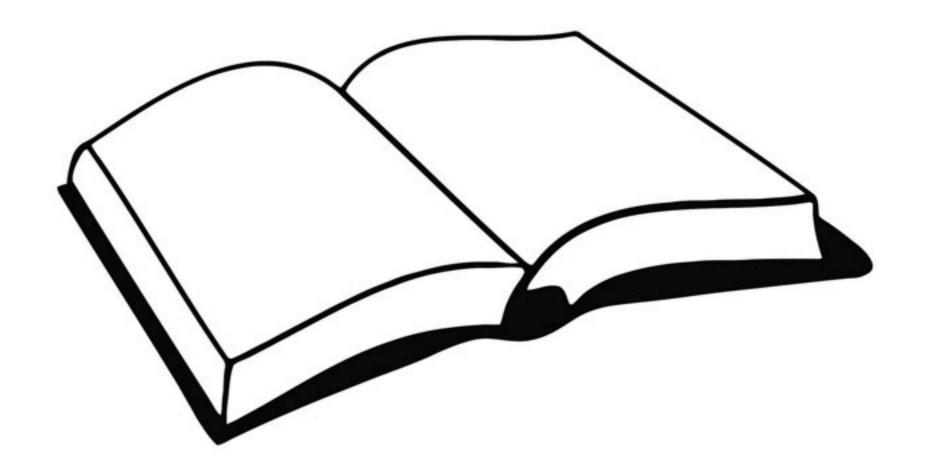
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5	Seifert, Berthold Letender kaufmärreicher Angesteller Eitenstadt, Woftsplact 16	REP DE REPUBLIKANES	0	0	REP	DIE REPUBLIKANER Johann Göbne, Berthold Sellert, Altere Witereac, Minnika Ewert, Caeler Höberg	5		
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### usage guides







signage and control systems



# "Clutter is a failure of design, not an attribute of information."

(Edward Tufte)

You've got data, now what do you do with it? How do you tell your story effectively? How can you move your audience?

- 1. Plan
- 2. Audience
- 3. Personas
- 4. Scenarios
- 5. Content

#### 1. Making a plan

The foundation of a successful information design is a clear plan. Knowing what we want to accomplish helps form the decisions we have to make. The number one reason why many projects fail is because most often people forget to answer basic questions:

#### What do we need to accomplish and what do the users needs?

If you establish what the user needs and what you want to achieve doing the project you will develop a clear plan and vision.

#### 2. Understand audiences

Before you start your project it is extremely important to define and understand whom your audience is. You need to ask yourself the following questions: what are audience's needs and goals?

#### emotional requirements:

What do you want them to know?
Do you want to reassure or inspire them?
Do you want to motivate them?

#### example of physical requirements:

Does the audience like to read?

Are they going to interact with the design piece?

Do they have time to read it?

#### 3. Define personas

To understand your audience better and make project more effective information designers make pretend users and design for them. A persona is a brief profile of a typical user that has desires, needs, habits and capabilities. These pretended user personas are the necessary base of good information design.

First, you need to define what is you **main audience type**. Then, create short list of specifications for your audience type. For example, age, gender, profession, education and such.

### 4. Playing scenarios

Scenarios are detailed descriptions of what the site will do **from the user's perspective**. Scenarios help you to identify specific ways how users interact with information design.

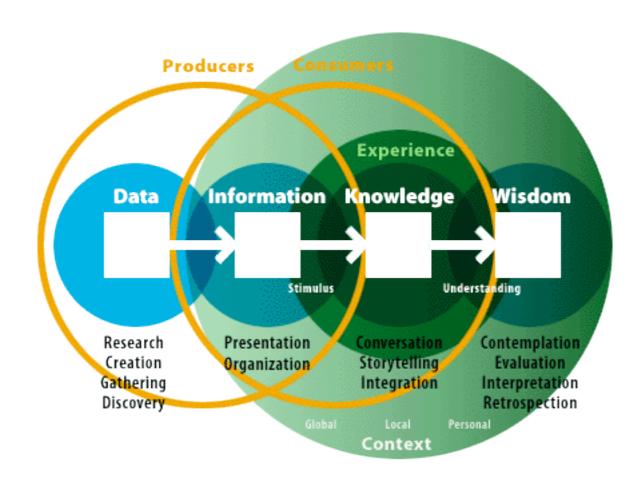
example: Flowchart

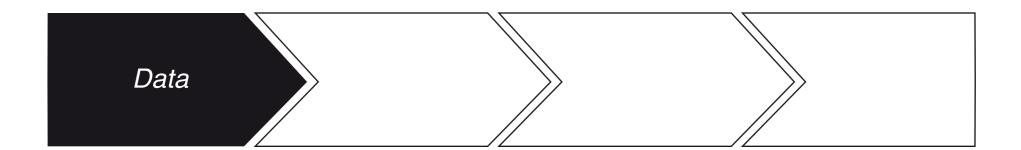
#### 5. Writing the content

The written content is a key element of information design. It is essential for information designer to use content that is written in a clear, concise and meaningful way. It is called plain language.

Plain language is a **simple way of thinking and writing**. Writing plain language does not mean to make short sentences, it means **writing effectively** that your audience can both **find and understand the information** you provide.

Communicating clearly saves time and money, and it improves reader response to the message information designer is trying to deliver.





**Data** is the product of discovery, research, gathering, and creation. It is the raw material we find or create that we use to build our communications. Data isn't valuable as communication because it isn't a complete message. Data is useful only to producers or anyone playing a role in production. **Data is not meant for "consumers"**. Successful communications do not present data.

# PROCESSES OF INFORMATION DESIGN

Data
Information

#### **Context**

Information makes data meaningful for audiences because it requires the creation of relationships and patterns between data. Transforming data into information is accomplished by organizing it into a meaningful form, presenting it in meaningful and appropriate ways, and communicating the context around it.

# PROCESSES OF INFORMATION DESIGN



#### **Significance**

With every experience, we acquire knowledge; it is the understanding gained through experiences -- good or bad. Knowledge is communicated by building compelling interactions with others or with tools so that the patterns and meanings in their information can be learned by others.

Nathan Shedroff

# PROCESSES OF INFORMATION DESIGN

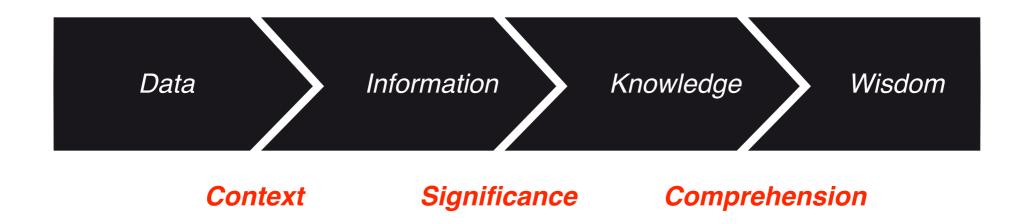


#### Comprehension

Wisdom is the most vague and intimate level of understanding. It is much more abstract and philosophical than other levels and less is known about how to create or effect it. Wisdom is a kind of "meta-knowledge" of processes and relationships gained through experiences. It is the result of contemplation, evaluation, retrospection, and interpretation--all of which are particularly personal processes. We cannot create wisdom like we can data and information, and we cannot share it with others like we can with knowledge. It is an understanding that must be gained by one's self.

Nathan Shedroff

# PROCESSES OF INFORMATION DESIGN



# PROCESSES OF INFORMATION DESIGN

- 1. Question phase
- 2. Organizing information
- 3. Determining scenarios and target audience
- 4. Developing prototypes

#### Nathan Shedroff

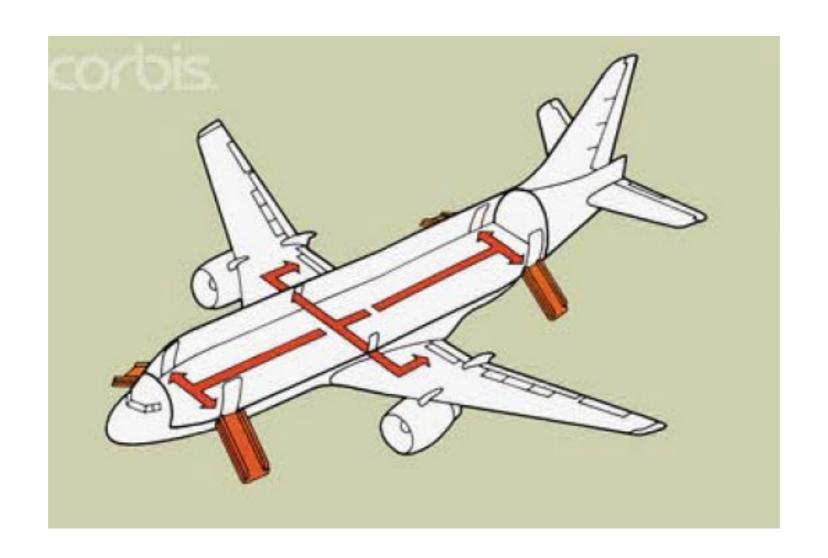
### VISUALIZING DATA

### ORGANIZING THINGS

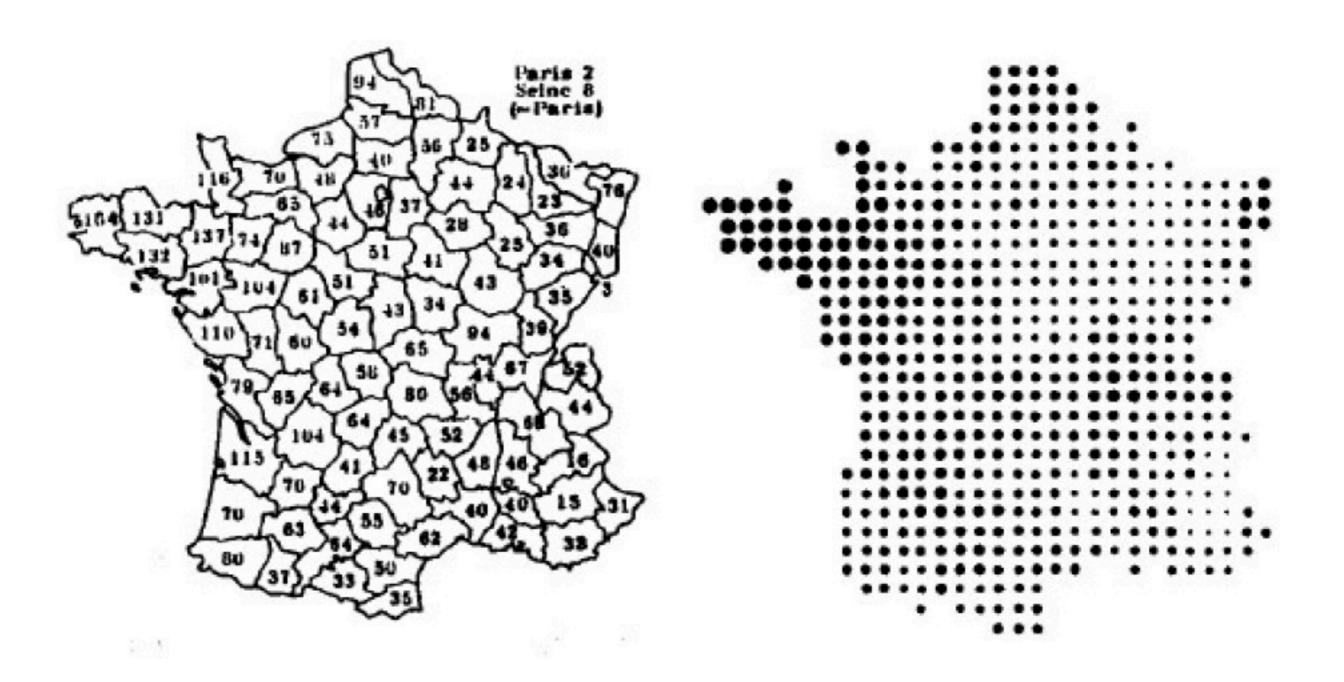
- 1. Alphabetical Index
- 2. Location
- 3. Time
- 4. Continuums
- 5. Numbers
- 6. Categories
- 7. Randomness

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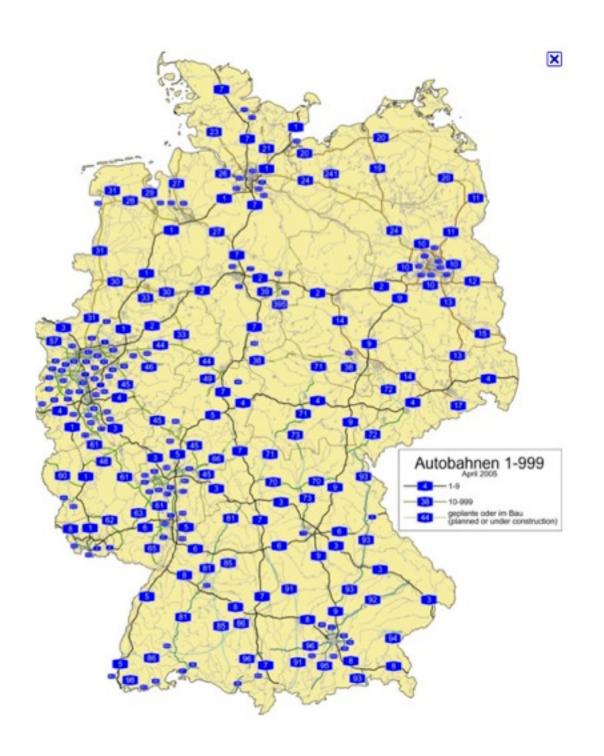


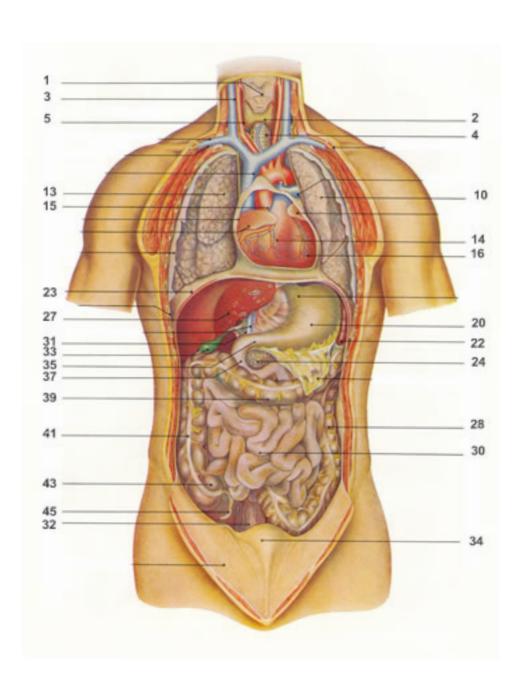






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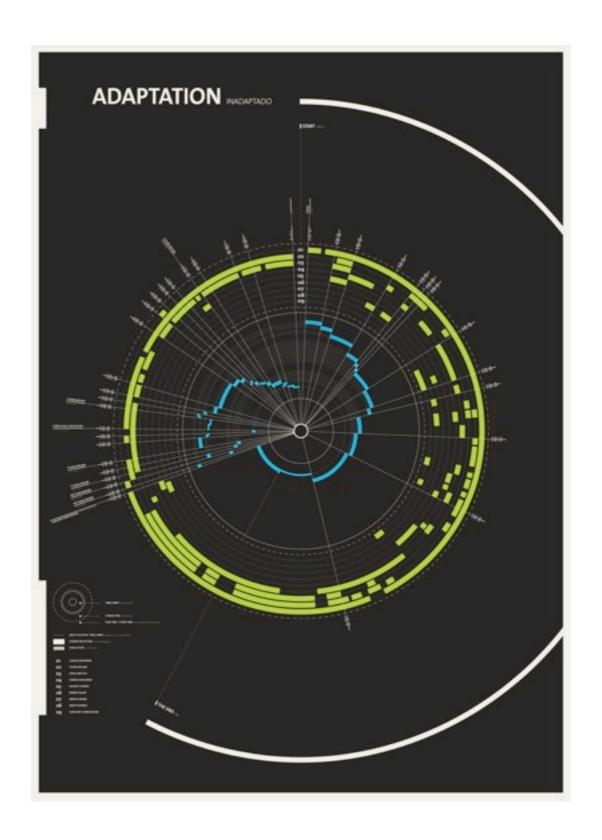


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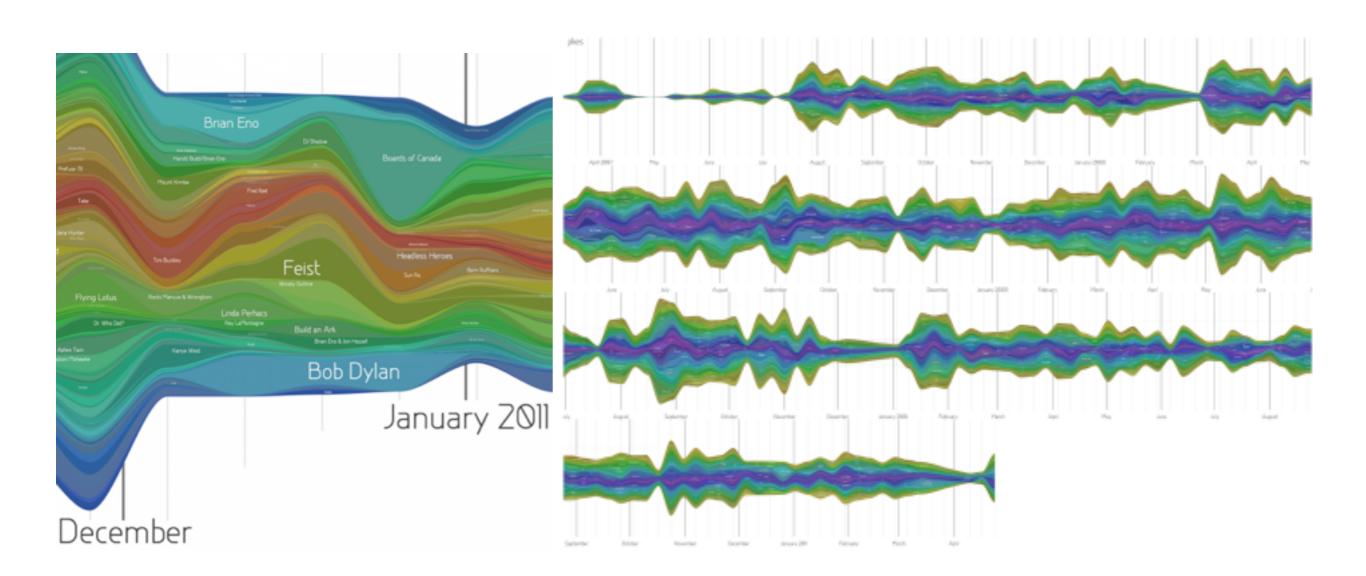
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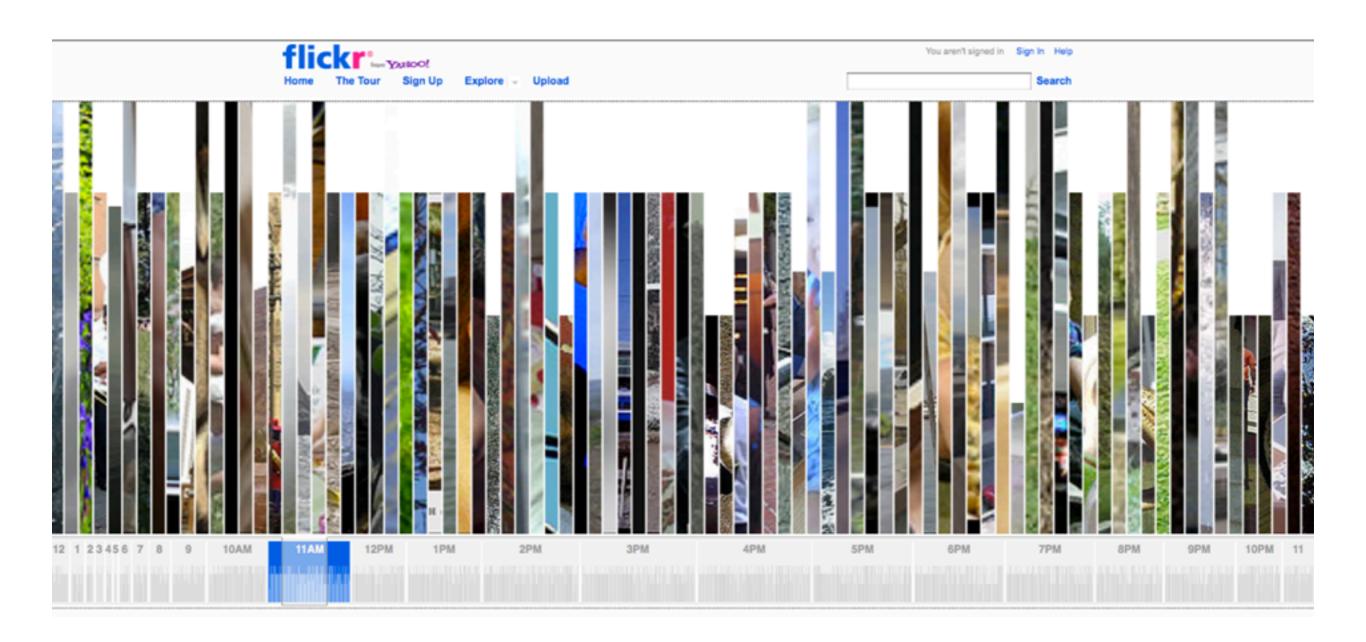


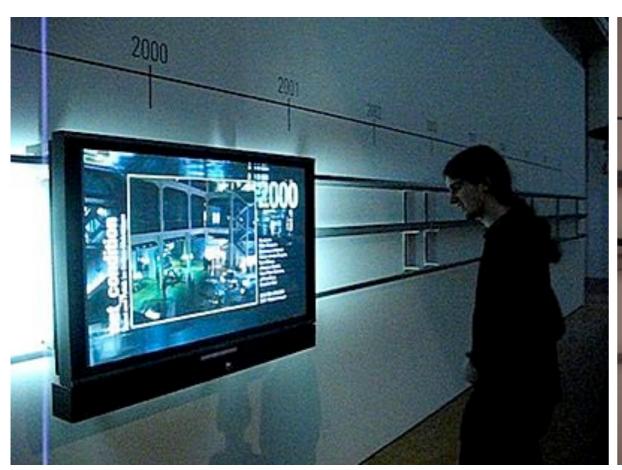
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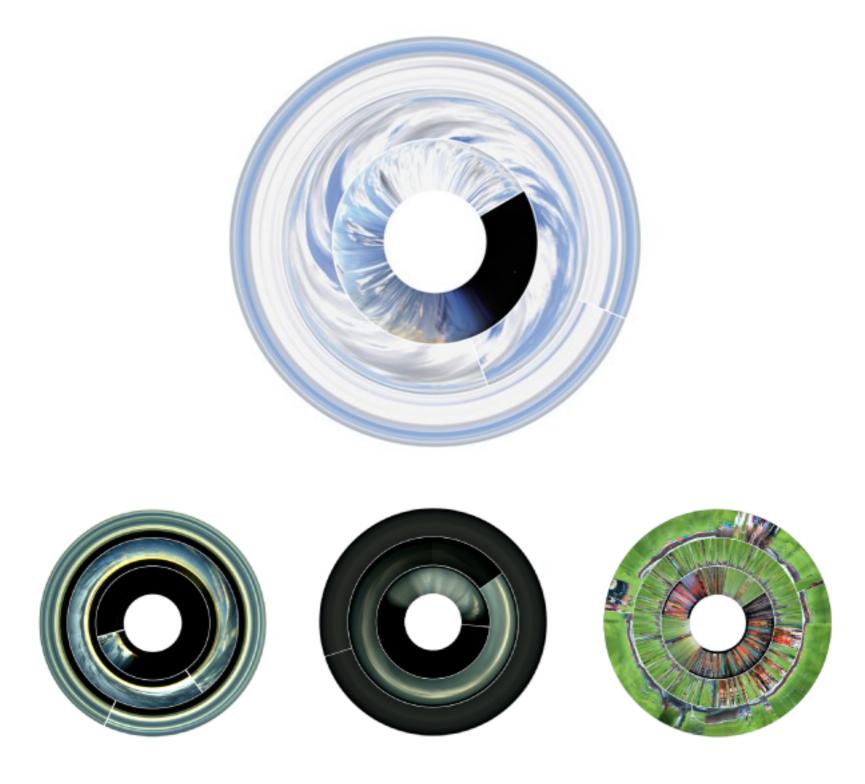
Adaption . Rodrigo Machado



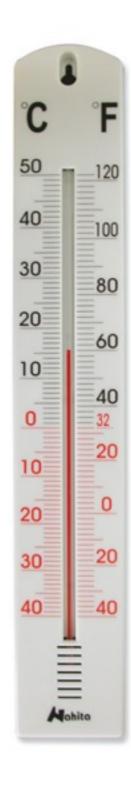


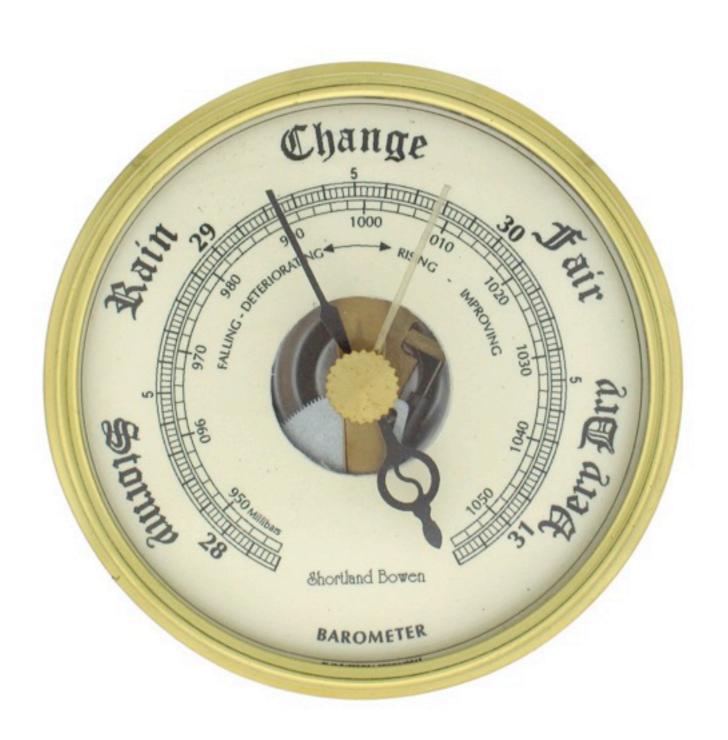




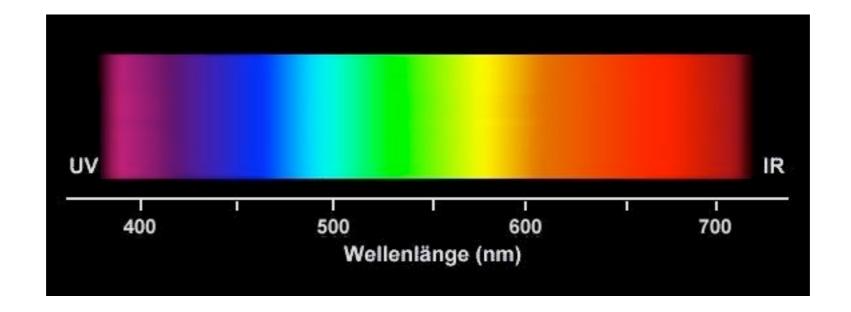


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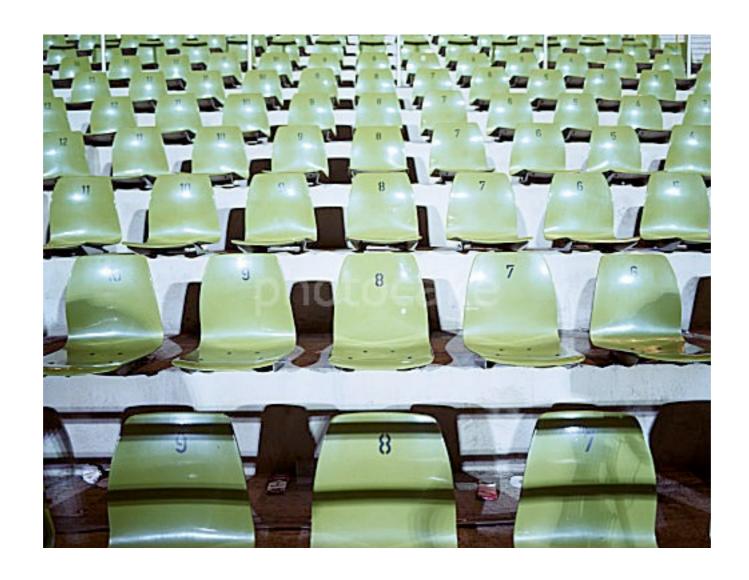








#### 4. Numbers





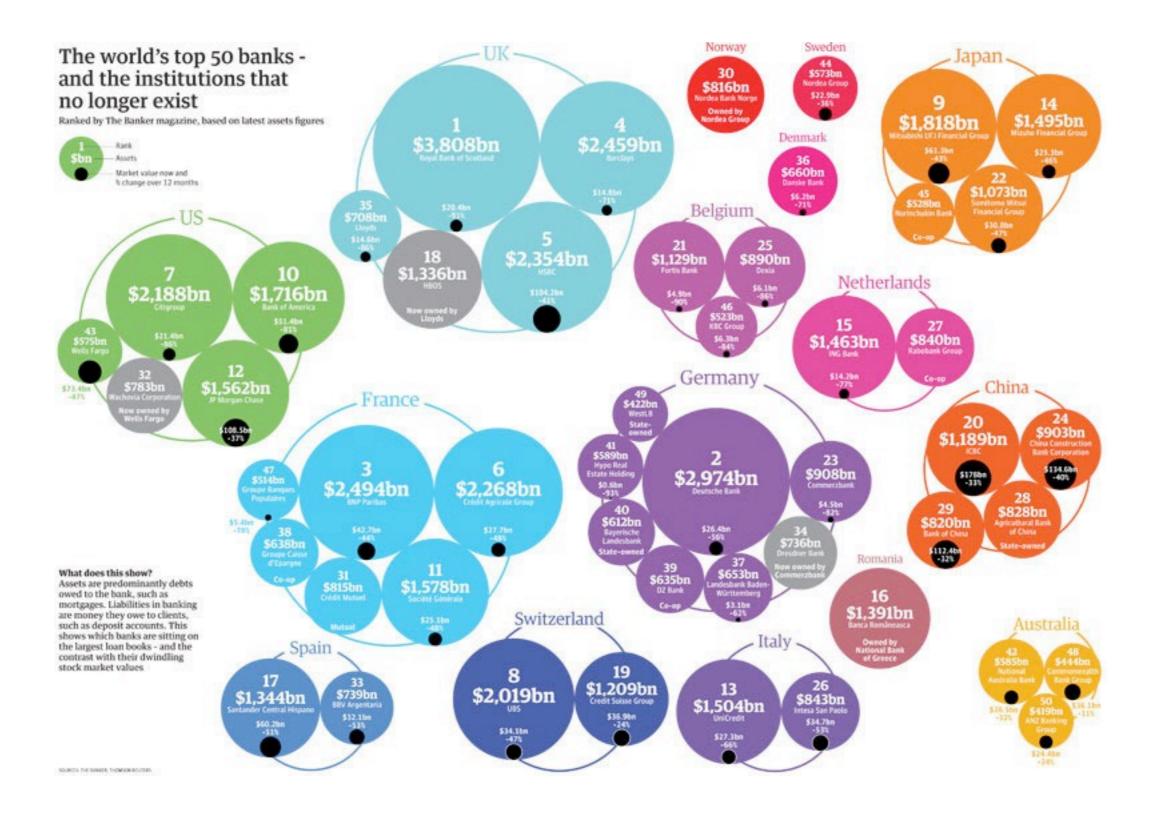
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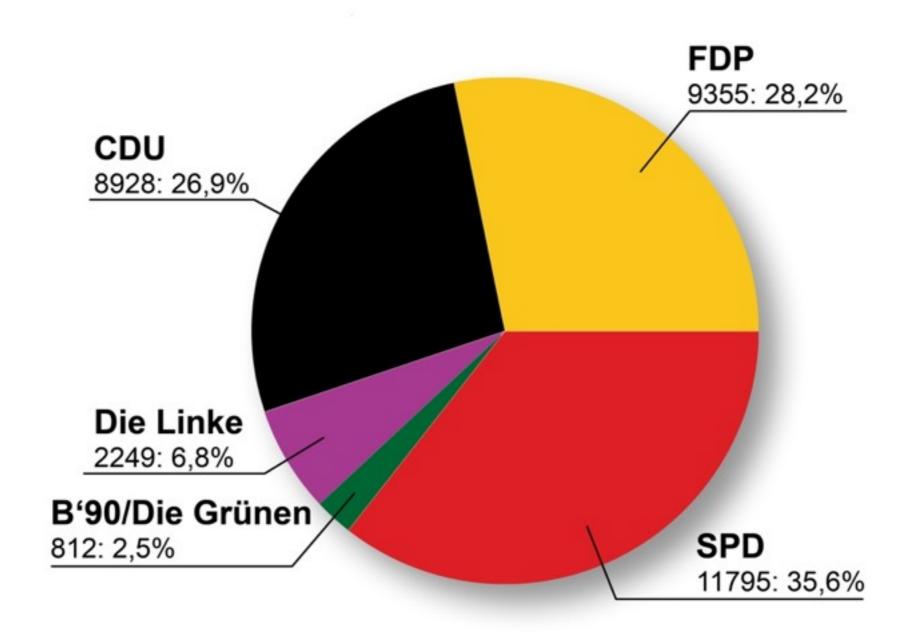
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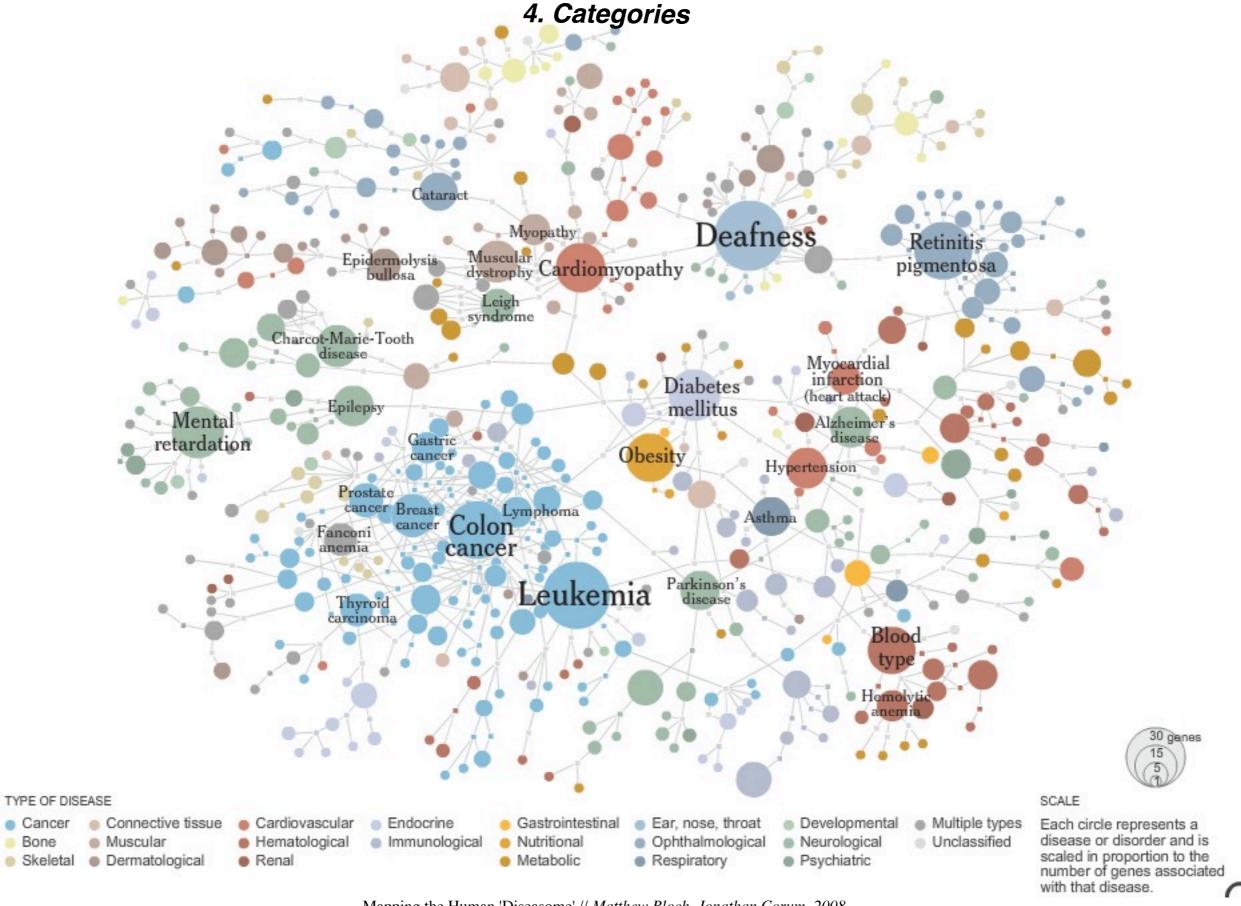


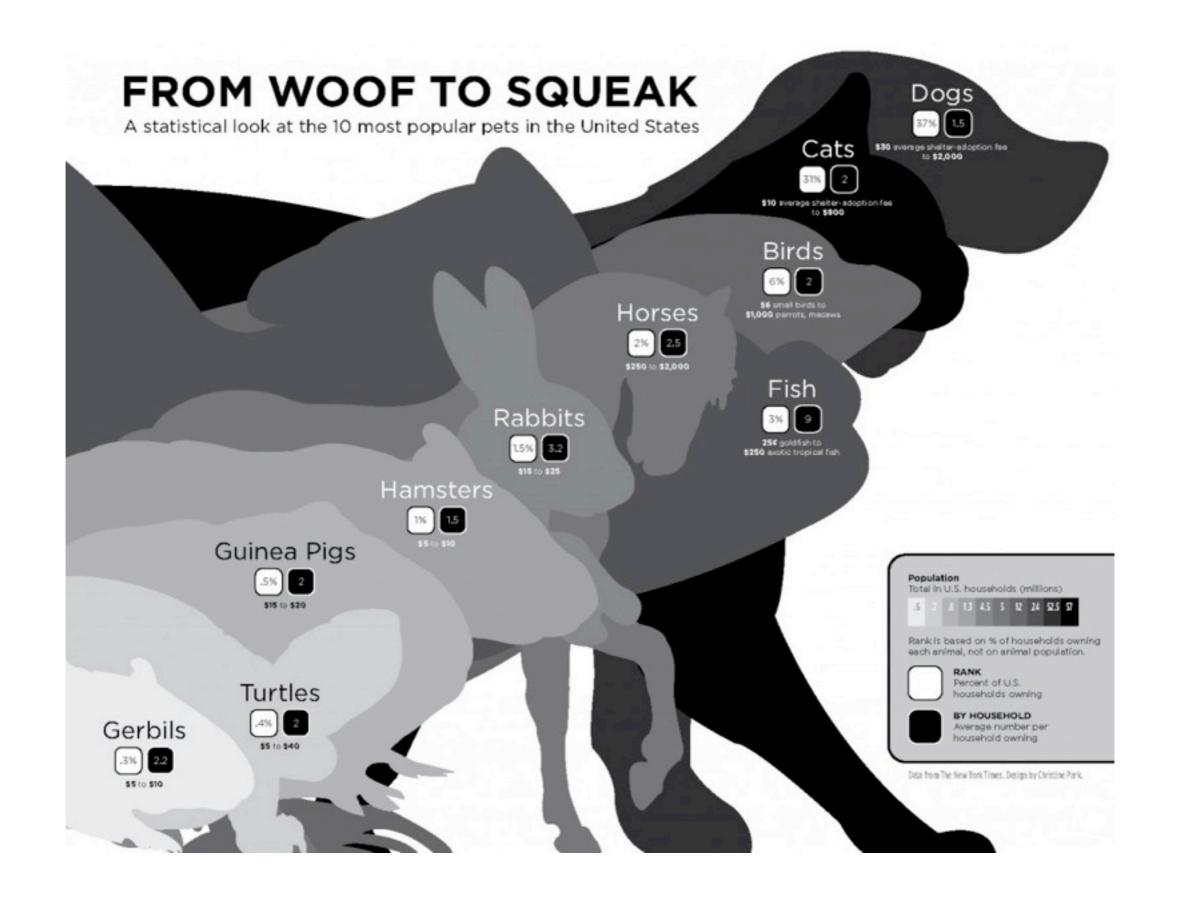
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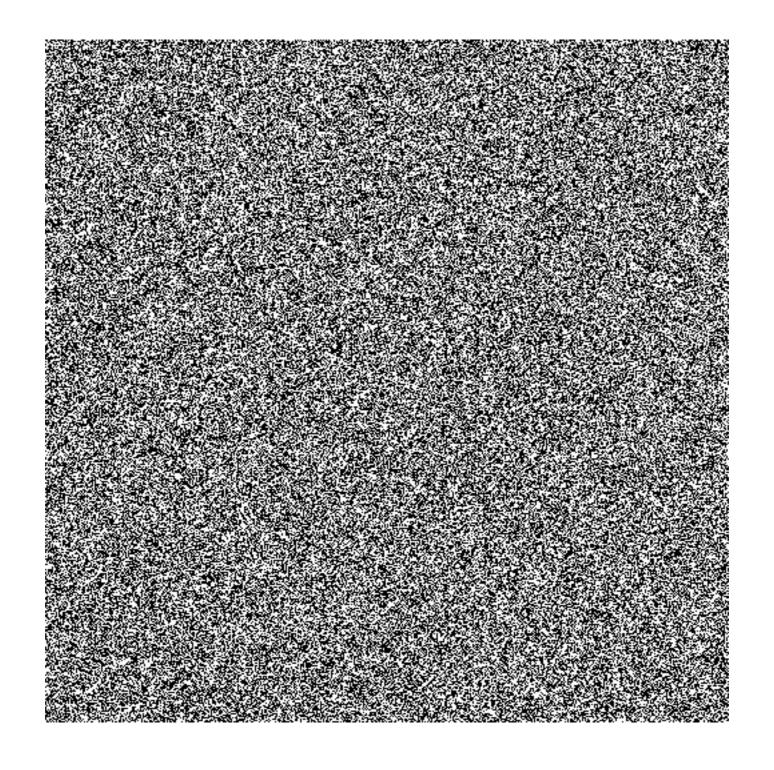
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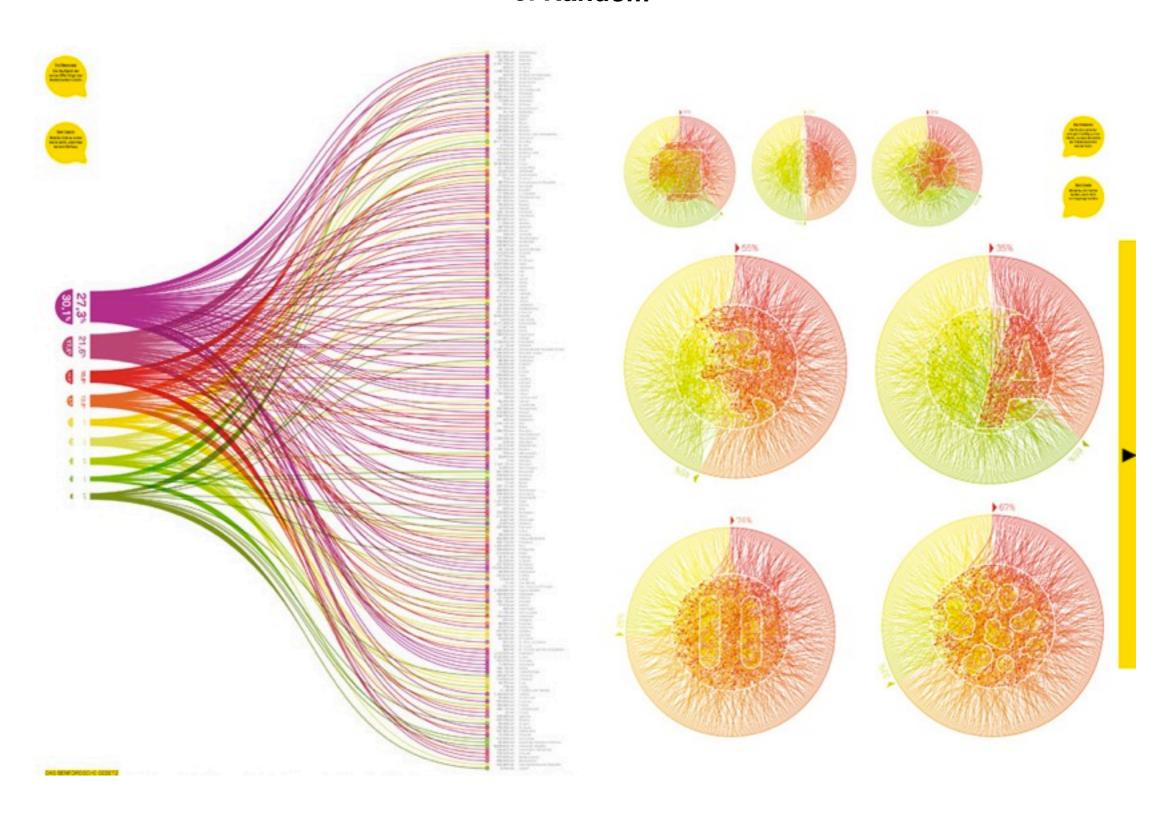




#### 5. Random



#### 5. Random

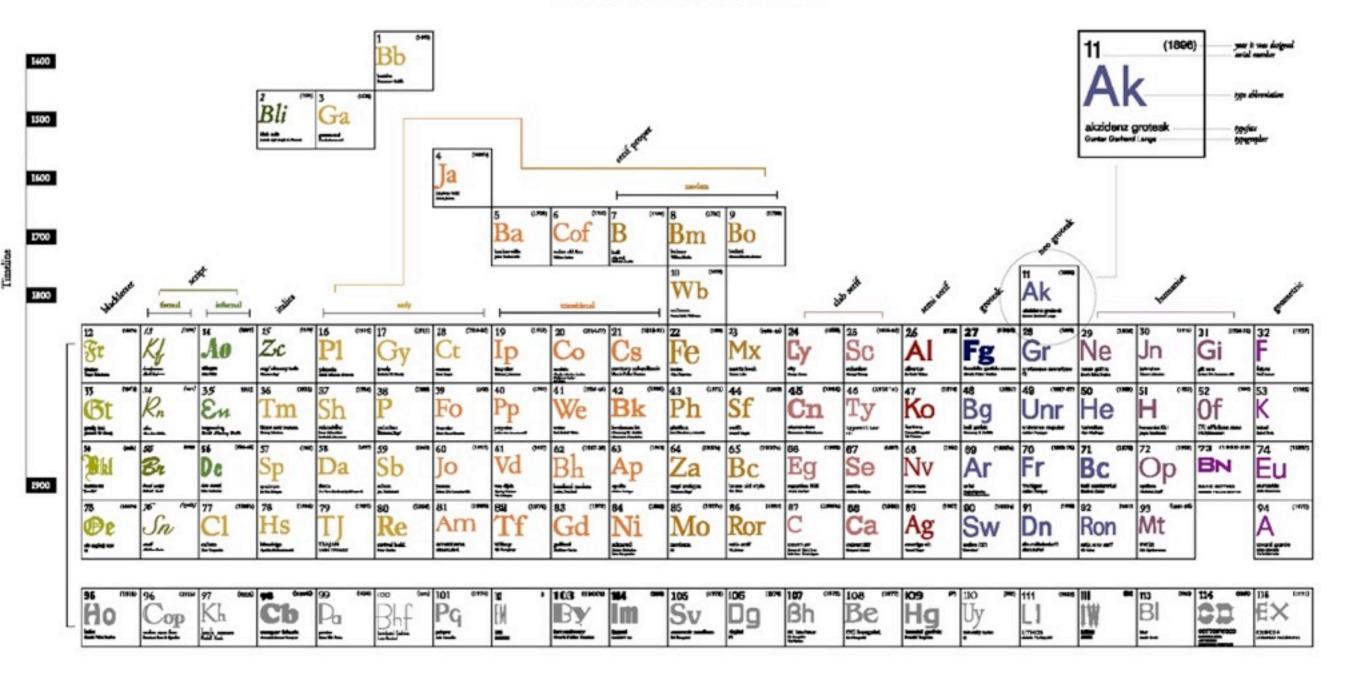


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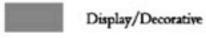
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# Colours In Cultures David McCandless & AlwaysWithHonor.com // v1.0 // Apr 09 // InformationIsBeautiful.net source: Pantone, ColorMatters & web sources







http://ge.ecomagination.com/smartgrid/#/landing\_page



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## THANKS:)

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