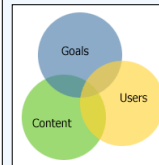


The Process of Information Design

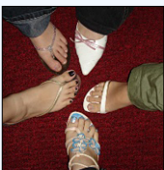
Preliminary Questions to Answer



Now that you have your data, the next step is to plan how to organize, access and interpret the data

- **What is the project about?**
- **What are the goals of the communication?**
- **Who is your audience?**
- **What are the cultural expectations?**

Organization of Information



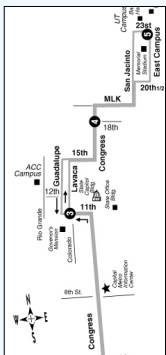
- **Data storage:** The form and way the data is organized through metadata
- **Information architecture:** The way that it is accessed through interaction design
- **Visual Communication:** The way that it looks and is organized visually

Data Storage



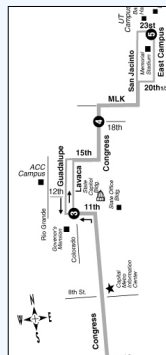
- What form will the data be stored in?
- The **metadata** will determine the possibilities of the database
- Database software?
- **MySQL:** open source database for web applications

Information Architecture



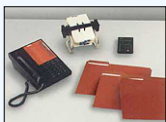
- Determines **content** and **functionality**
- Specifies how the site is **structured**
- Specifies how users will **find** information and **interact**
- Maps out how the site will **accommodate change** and **growth** over time

Elements of Information Architecture



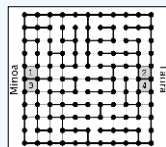
- **Organization systems:** How the data/info is structured
- **Navigation systems:** How to get through the site
- **Labeling systems:** guides to identify location and data
- **Indexing & search** methods: Access methods
- **Metaphors:** Symbolic ways by which the viewer can move through

Examples of Metaphors



- Mental model of a known entity to understand an unfamiliar one
- **Organizational:** desktop, folders, etc.
- **Functional metaphors:** shelves, catalogs, etc.
- **Visual metaphors** (yellow background for tel directory, etc.)

Issues in Information Interaction



- Information seeking is often iterative and interactive
- We don't always know what we are looking for
- What you find at the beginning of your search may influence what you look for and find later in your search
- An associative experience

Interactivity

- **Engages the viewer:** action as motivation
- **Multi-linear narrative:** Creates complexity
- **Feedback system:** Situates the user

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Visual Communication



- **Visual Language:** Highly sophisticated & least attended to
- Requires apprenticeship to achieve complex results: Rule based, conventions, syntax
- **Graphic design:** balance between aesthetics and illustration
- Best solutions achieved by those trained in both graphic design and computational processes (B.Fry)

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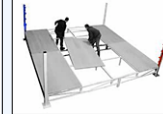
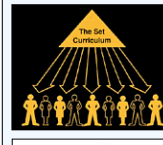
Some Visual Language Methods



- **Visual Identity:** defines the project
- **Style** as cultural identifier
- **Form** and **Modular** structures
- **Color** as formal and informational organizer
- **Movement**, balance, destabilizing
- **Clustering**

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Design Process Methods



- **Top down:** Pre-planned through description and sketches
 - Project has a specific goal in mind
- **Trial & Error:** (step-by-step process with iterative adjustments)
 - Allows for experimentation results

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Inventing Through Sketching

		expressive	sketchy	repeatable
THINK	+	+	+	
COMMUNICATE	+	+	+	
PERSUADE	+	-	+	

- **Sketching process:**
 - A sense making process
 - Quick, uninhibited
 - Concept given form
 - An interactive process
- **What to sketch:**
 - the structure of the data organization
 - the visual lay-out
 - multi-layered navigation

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Interdisciplinary Expertise



Affected by seasonal wind reversal from the southern monsoon, Japan has a quite different climate to its Asian neighbours of the same latitude. You can expect the warmer temperatures of the south to cool as you move north.



- **Information Architecture:** Design Information flow
- **Library Science:** Organization and indexing of information (How the data is organized)
- **Computer Science:** Modeling content for data storage and visualization (Computational knowledge)
- **Journalist, and writer:** Trained for information clarity and meaning (Write the story)
- **Graphic designer:** Visual Identity, effectiveness of visual communication (how it looks)
- **Usability Engineer:** Testing and evaluating how systems work
- **Marketing:** Identifies audience and effective communication methods

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