

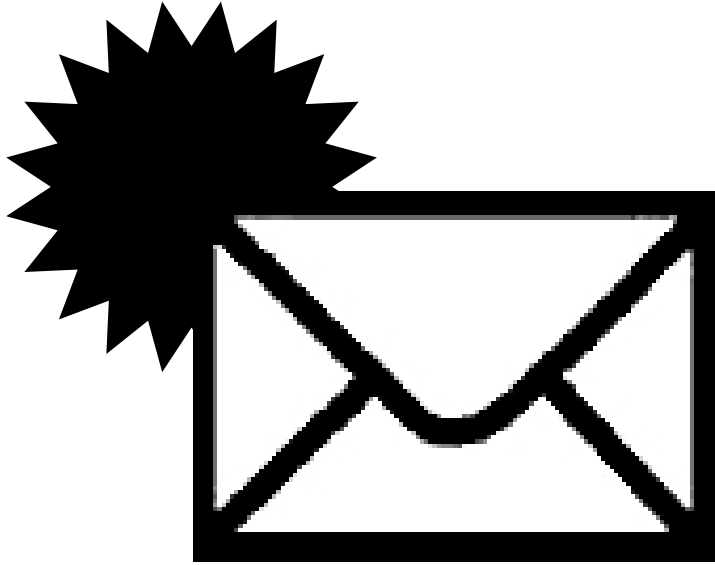
URBAN VISUAL LITERACY

lecture from the series OPEN YOUR MIND!
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OPEN
DESIGN STUDIO

**“You’ve
got new
mail”**

1) LINGUISTIC LITERACY
(primary grammar, taught in school)



2) VISUAL LITERACY
(secondary grammar, taught in everyday life)



1) URBAN LINGUISTIC LITERACY

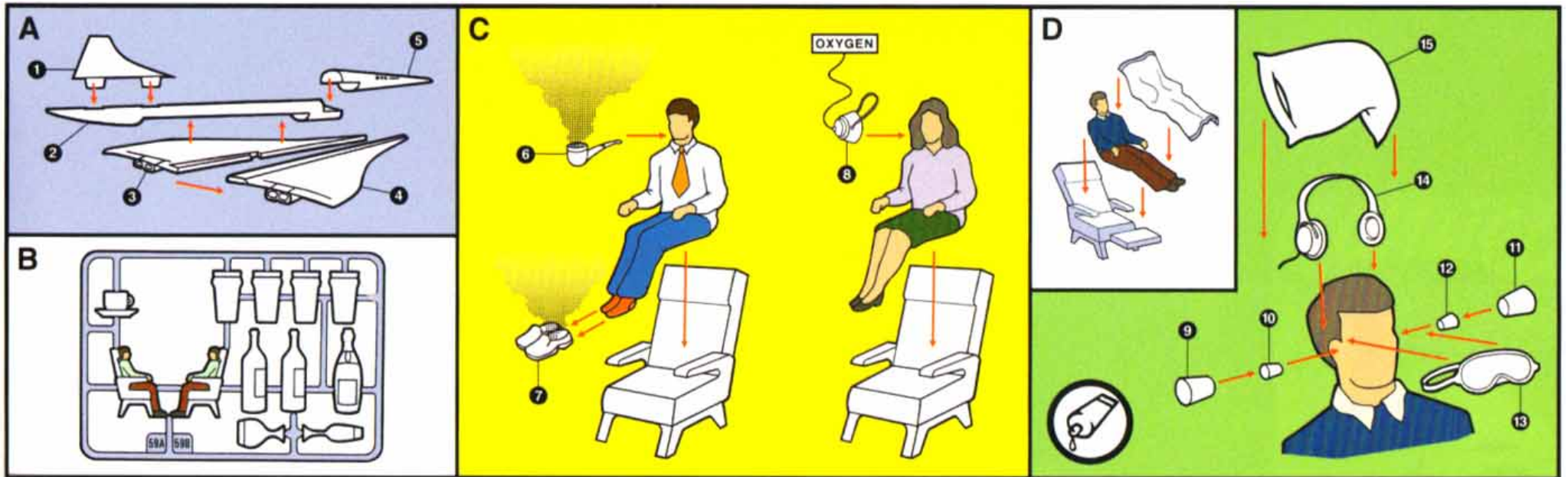


2) URBAN VISUAL LITERACY

**EFFECT OF PICTURES IS OFTEN
GREATER THAN THE EFFECT
OF WORDS**



PICTURES ARE BETTER AT TEACHING PRACTICAL KNOWLEDGE (skills)

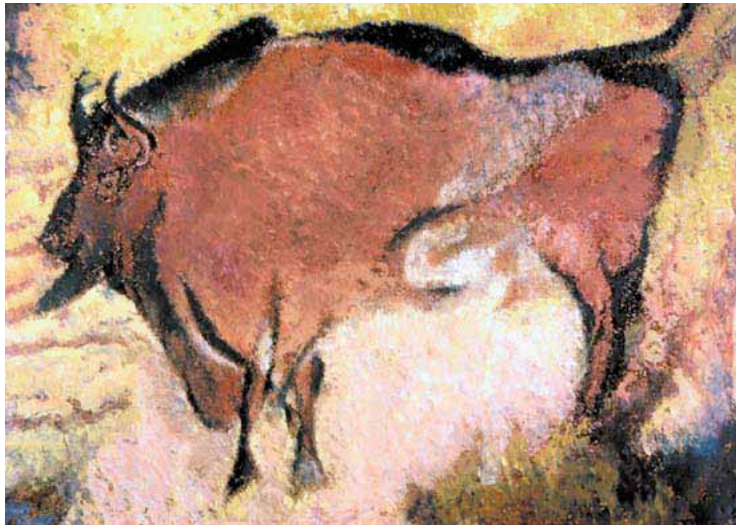




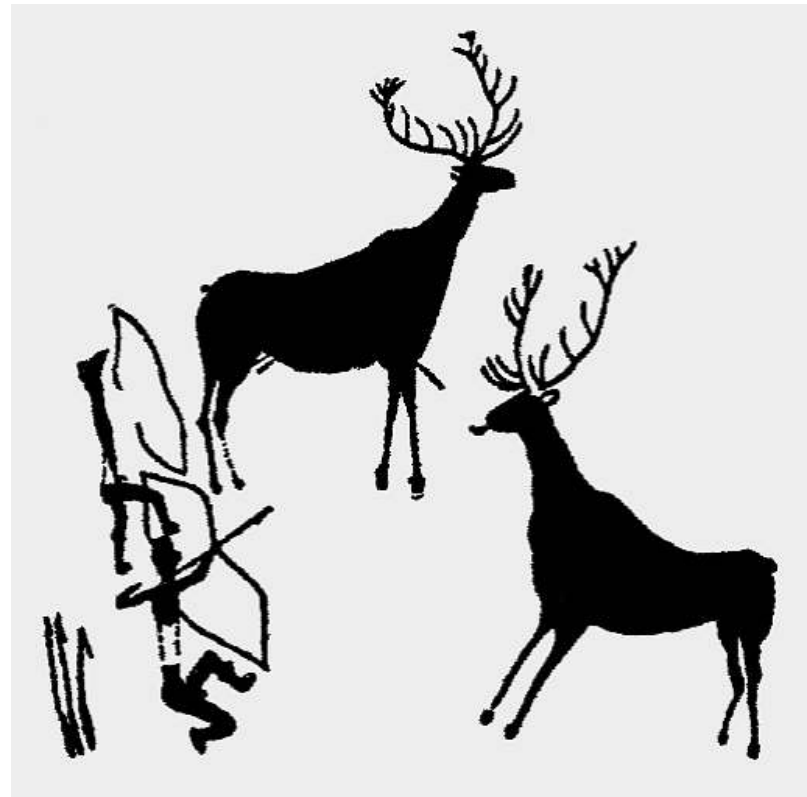
EVERY ATTEMPT OF CREATING OR USING VISUAL LANGUAGE WILL GIVE SUPPORT TO INTERNATIONAL DEVELOPEMENTS GENERALLY



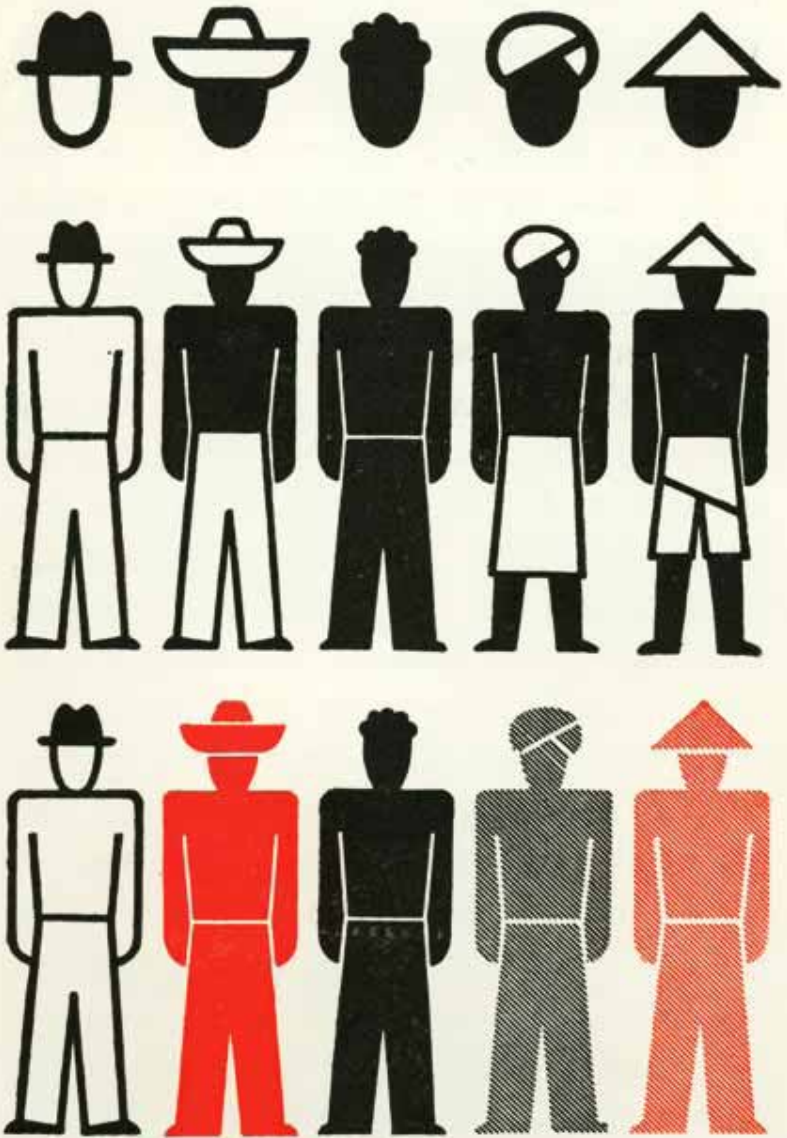
> information design



PRE-HISTORIC ROOTES



Signs for the 5 groups of men



ISOTYPE

International System of Typographic
Picture Education

Otto Neurath, 20's to 40's, Austria



512

520

530

540

550



560

570

580

590

600

sailing



+



man

=



sailor

610

620

Internationale Bildersprache

Gebrauchsanweisung für das Telefon.

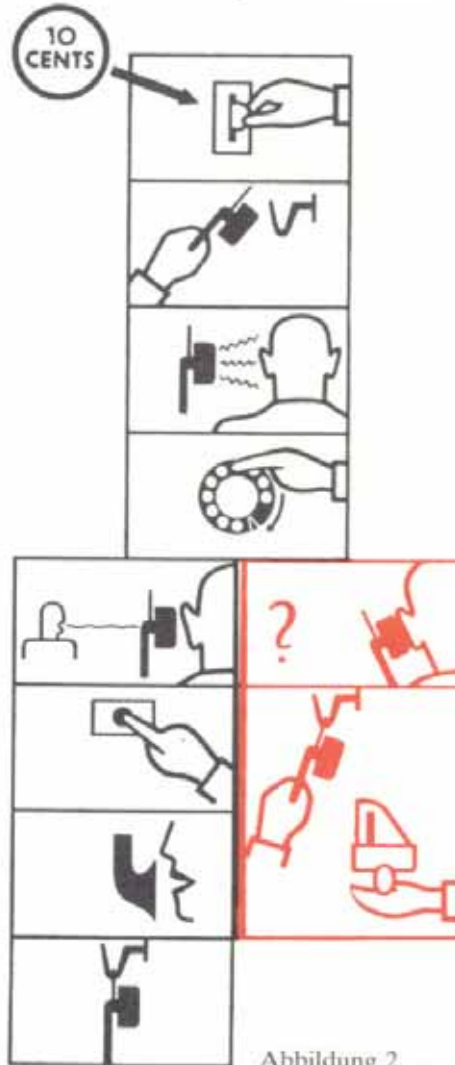
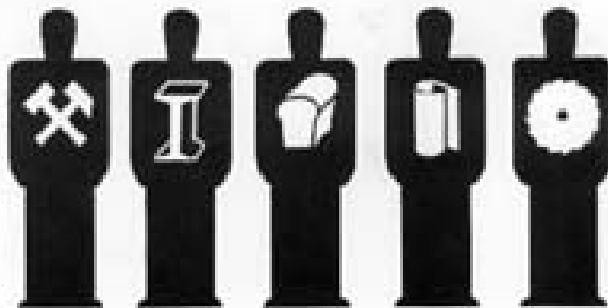
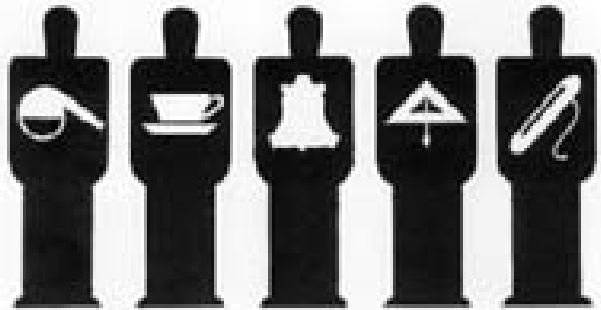
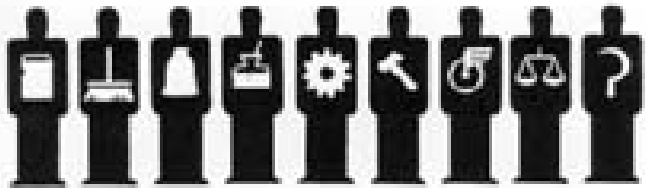


Abbildung 2

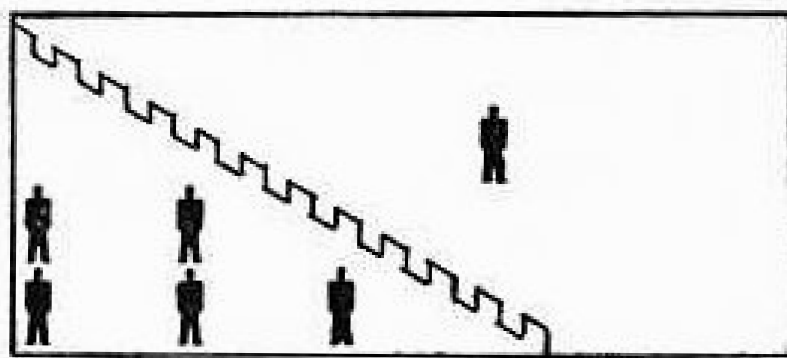
Zeichen für Postamtschalter:



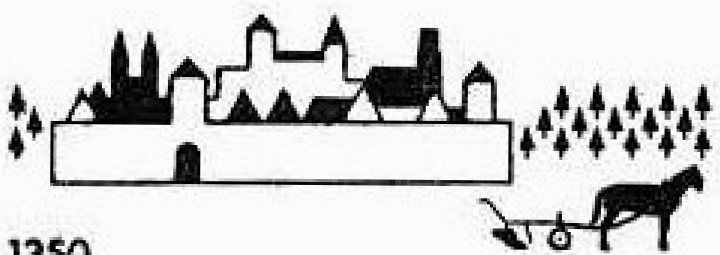
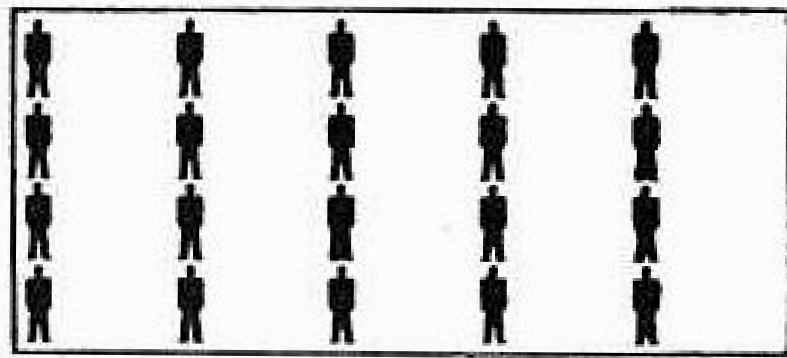
Abbildung 3



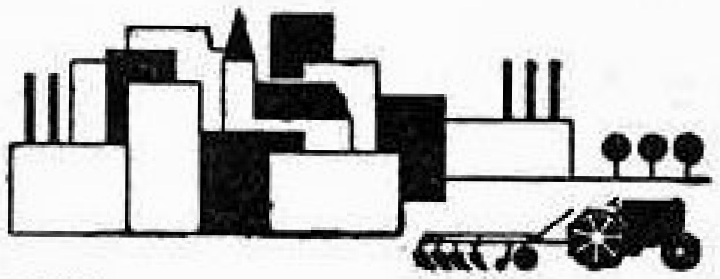
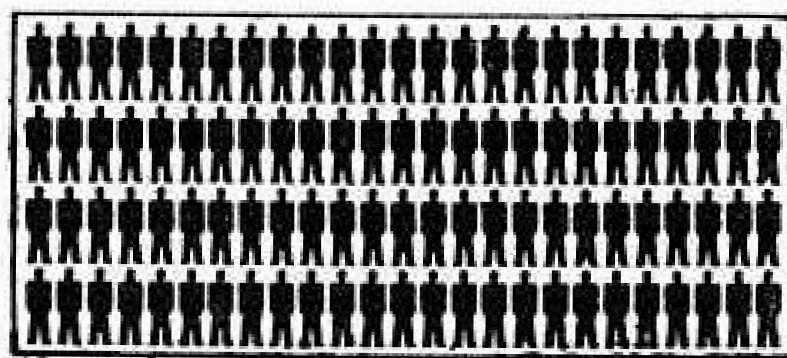
Number of Men Living in Europe



In the year of Christ's birth



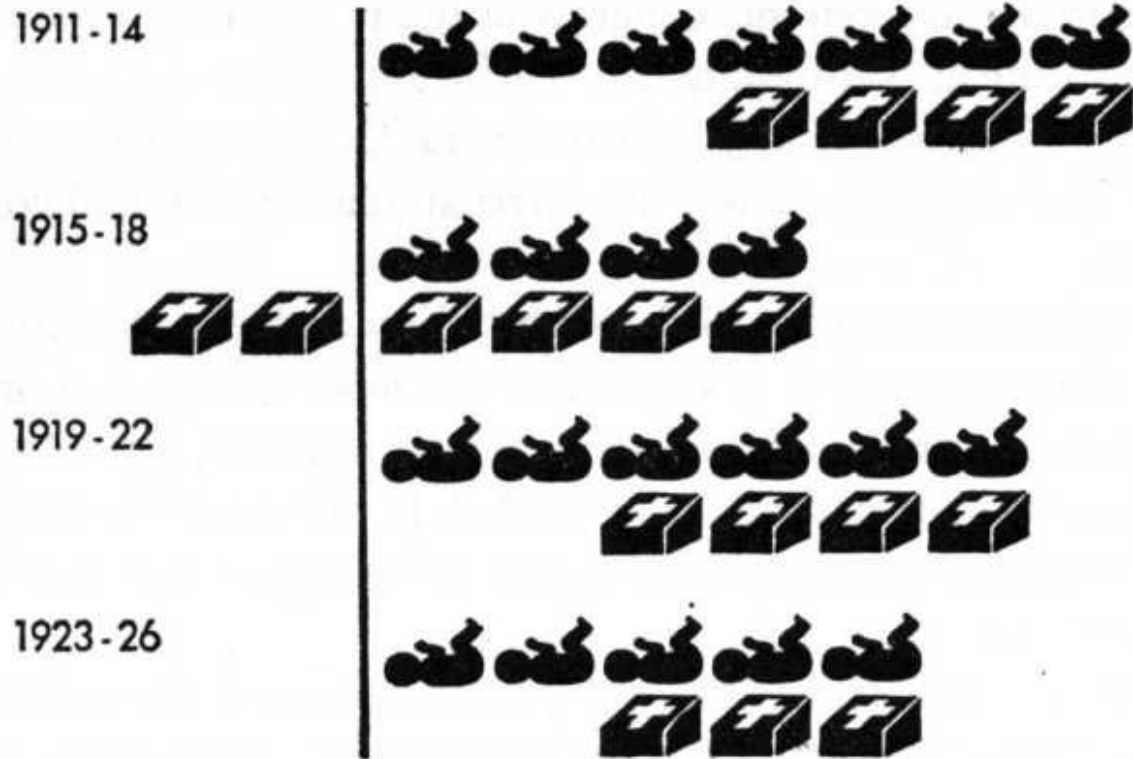
1350



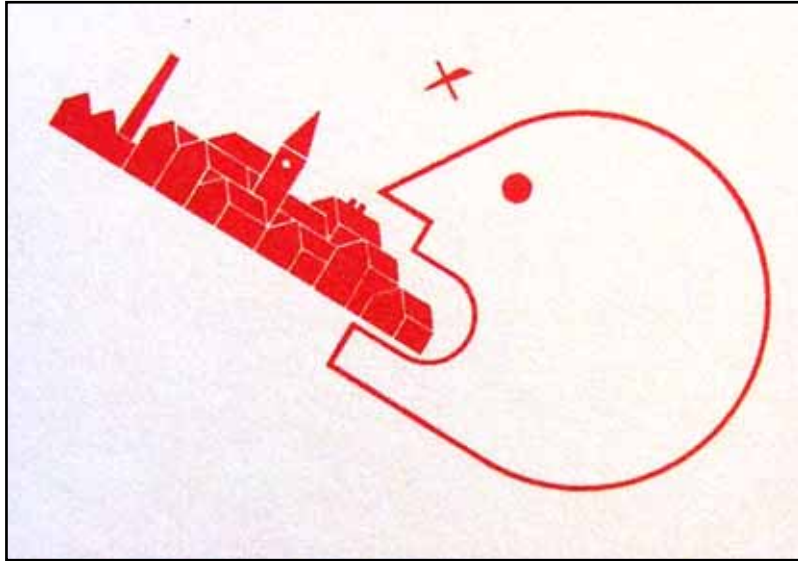
1930

1 sign for 5,000,000 men

Births and Deaths in Germany in a Year



1 child for 250,000 births a year
1 coffin for 250,000 deaths a year



METO JIHLAVA (city Jihlava)

mesto (city,



jí (eating)



hlava (head)



mesto + jí - ´ + hlava (city + eating - ´ + head)



BABYLON

báby (old women)



lod' (ship, boat)



báby + lod' - d' + n (old women + ship - d' + n)

PREMIÉROVA LYŽOVAČKA SA SKONČILA ZRANENÍM

Premiér Mikuláš Dzurinda počas víkendovej lyžovačky zašiel lyžou do hlbokého snehu. Padol a utrpel štvornásobnú špirálovú zlomeninu pravej nohy. Dzurindovo liečenie si vyžiada 16 týždňov.

Na šport premiér nezanevrel. Verí, že po zotavení bude môcť behávať, a to možno aj maratón.

TLAK, PRI KTOROM SA ZLOMIA KOSTI DOLNÝCH KONČATÍN

Kosť	Krútiaca sila (Nm)	Uhol zlomenia
Stehenná kosť	140	1,5
Píšťala	100	3,4
Ihlica	12	35,7

Zdroj: Kane & Sternheim
Physics, Wiley, 1986

Zdravá kosť

Kosť po nehode

Zahojená zlomenina

Ihlica

Píšťala

Ukážka špirálovej zlomeniny tibia s miernym ohnutím a rotáciou

Uzdravená zlomenina s miernou trvalou rotáciou

Špirálová zlomenina - pri zlomenine sa časti kosti nezávisle od seba skrúčia. Kosť nevydrží tlak, ktorý na ňu pôsobí a zlomí sa.

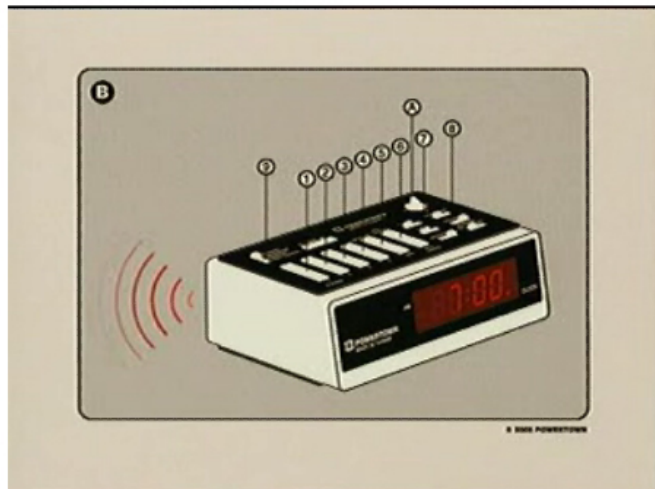
Premiéra by mohli pustiť z nemocnice už dnes. Vo štvrtok sa stretne s britským premiérom Tonym Blairom, v sobotu navštívi Biely dom.

A Tried And Tested Method - The Longcut



INFORMATION GRAPHICS as part of information design

Royksopp - Remind Me



information graphics used in video/music clips

The Longcut "A Tried And Tested Man"

Royksopp "Remind Me"

Areva commercial

Machine Molle machinemolle.com

PUBLIC TRANSPORT MAPS

as part of information design

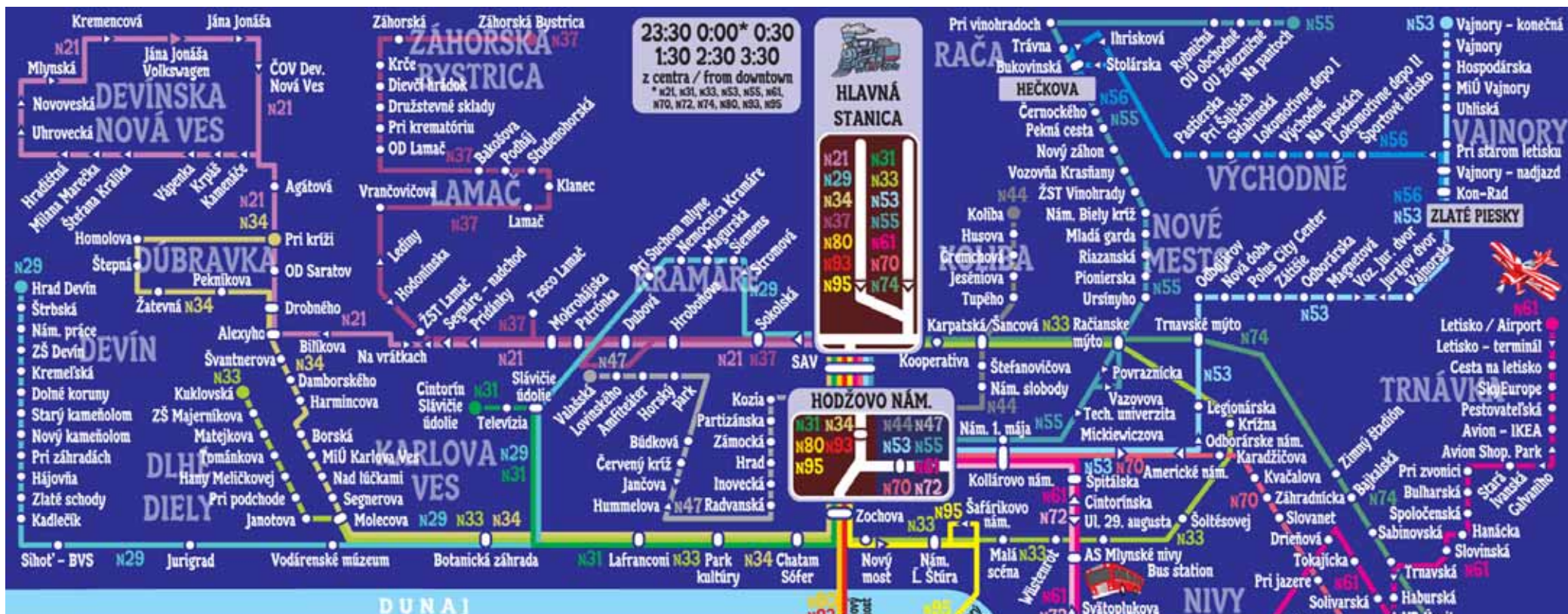
information graphics used in public transport
Bratislava's scheme of public transport
DAY BUSES



PUBLIC TRANSPORT MAPS

as part of information design

information graphics used in public transport
Bratislava's scheme of public transport
NIGHT BUSES



SIEŤ LINIEK NOČNEJ DOPRAVY NIGHT LINES

JÚL / JULY 2007

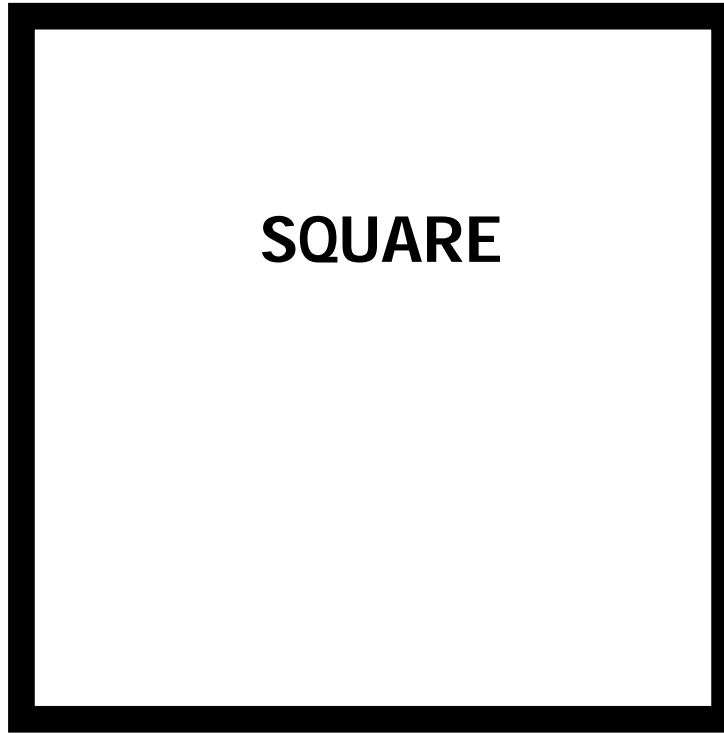


- N21 Hlavná stanica - Patrónka - Alexyho - Dúbravka - Devínska Nová Ves
- N29 Hlavná stanica - Kramáre - Mlynská dolina - Devín
- N31 Hlavná stanica - Hodžovo nám. - nábrežie - Cintorín Slávičie údolie
- N33 Hlavná stanica - Račianske mýto - Nám. Ľ. Štúra - nábrežie - Dlhé diely
- N34 Hlavná stanica - Hodžovo nám. - nábrežie - Karlova Ves - Dúbravka
- N37 Hlavná stanica - Patrónka - Lamač - Záhorská Bystrica
- N44 Hodžovo nám. - Nám. slobody - Karpatská - Koliba
- N47 Hodžovo nám. - Palisády - Hrad - Búdková - Valašská
- N53 Hlavná stanica - Hodžovo nám. - Vajnorská - Zlaté piesky (N56) - Vajnory
- N55 Hlavná stanica - Hodžovo nám. - Račianska - Hečkova (N56) - Rača
- N56 Zlaté piesky (N53) - Východné - Rača, Hečkova (N55)
- N61 Hlavná stanica - Hodžovo nám. - AS Mlynské nivy - Trnávka - Letisko
- N70 Hlavná stanica - Hodžovo nám. - Ružinovská - Vrakuňa - Podumajské Biskupice
- N72 Hodžovo nám. - AS Mlynské nivy - Prievozská - Gagarinova - Dolné hony
- N74 Hlavná stanica - Šancová - Trnavské mýto - Ružinovská - Mierová - Vičie hrdlo
- N80 Hlavná stanica - Hodžovo nám. - Nový most - Rusovská c. - Jiráskova - Kúpalisko Matador
- N91 Petržalka, Jasovská (N93) - Jarovce - Rusovce - Čumovo
- N93 Hlavná stanica - Hodžovo nám. - Nový most - Vyšehradská - Jasovská (N91)
- N95 Hlavná stanica - Hodžovo nám. - Nám. Ľ. Štúra - Ovsiešte - Voz. Petržalka
- N99 Vozovňa Petržalka - Jiráskova - Nám. hraničiarov - Ovsiešte



> shape usage

different shapes and their meaning
in information design



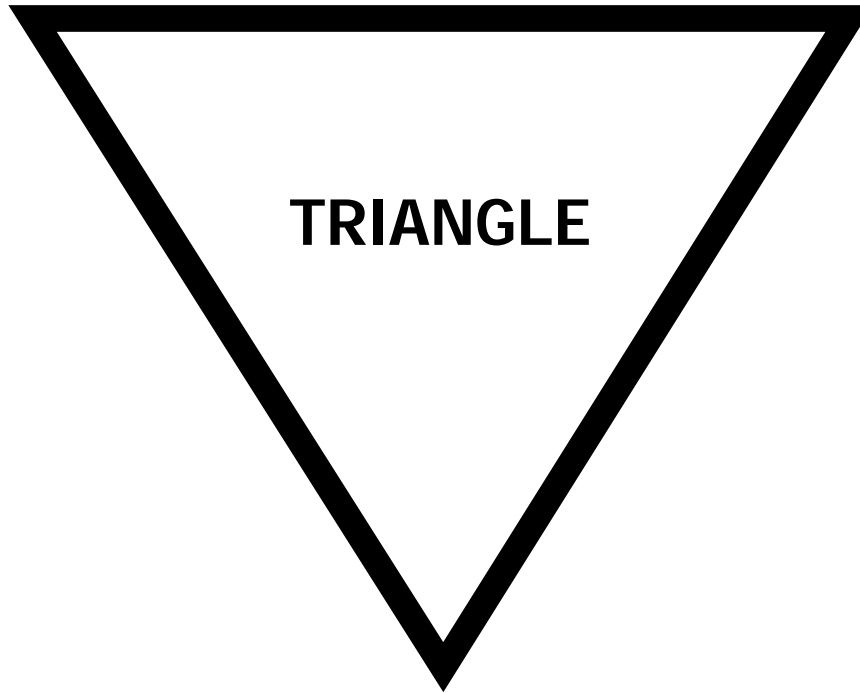
bounds the area

(closed area creates safe feeling)

in conventional usage:

neutral information





holds the area
(tight grip is connected with danger)

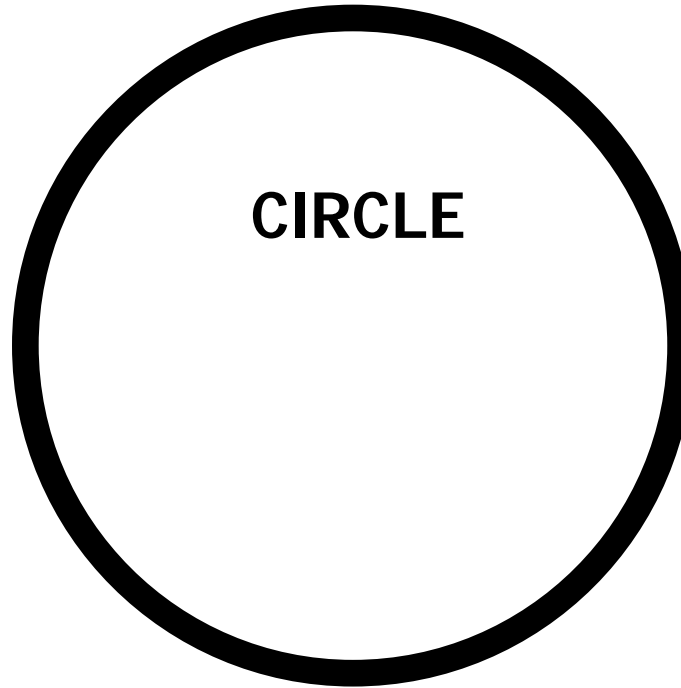
in convencional usage:
attention



Big Scary Laser

**Do not look into beam
with remaining eye**

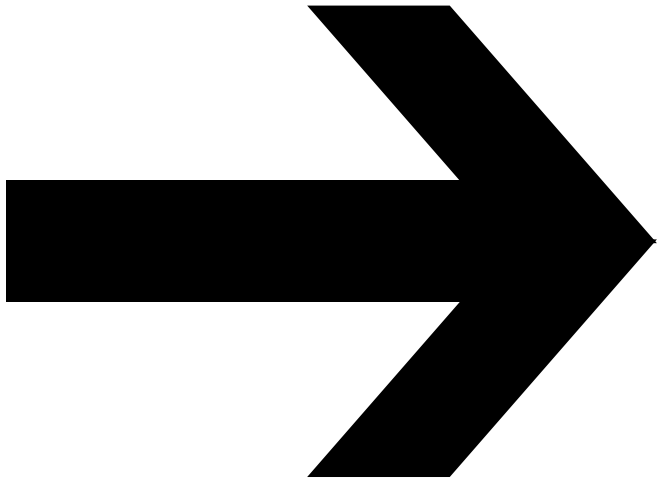




focuses on the area
(aiming sight at the central point)

in conventional usage:
command, instruction

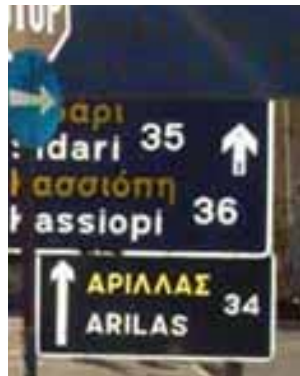


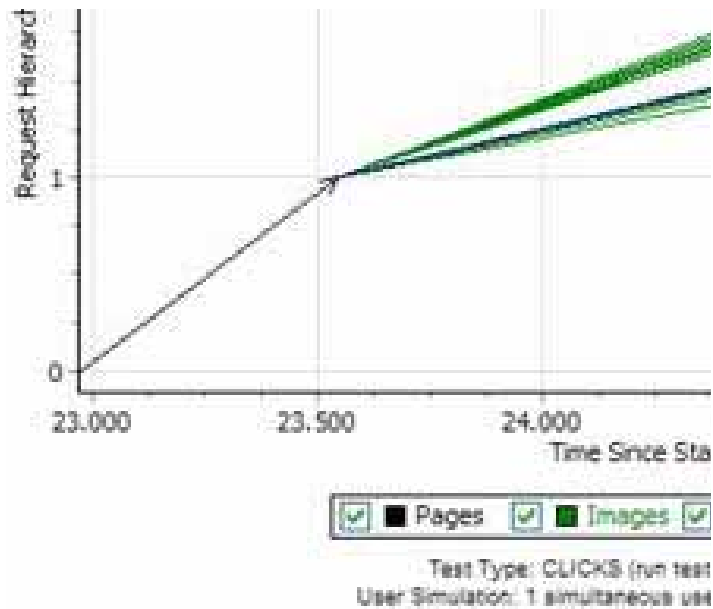
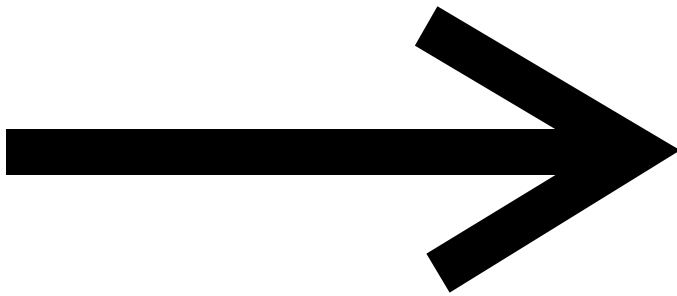


ARROWS

meaning:
directs movement

usage:
indicators, exit roads, traffic lights, ...



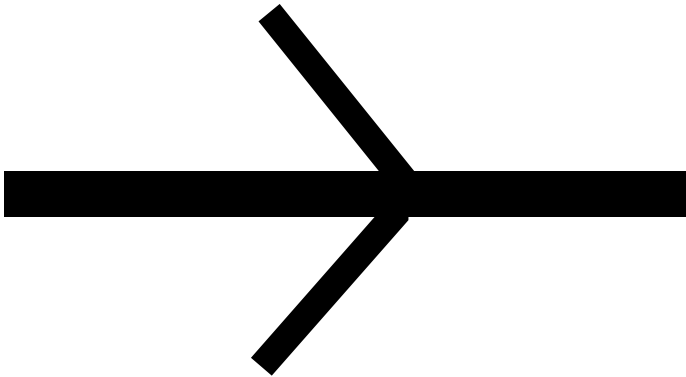


meaning:

shows direction to coordinate system

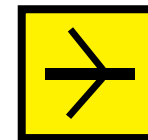
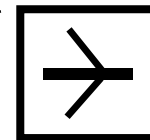
usage:

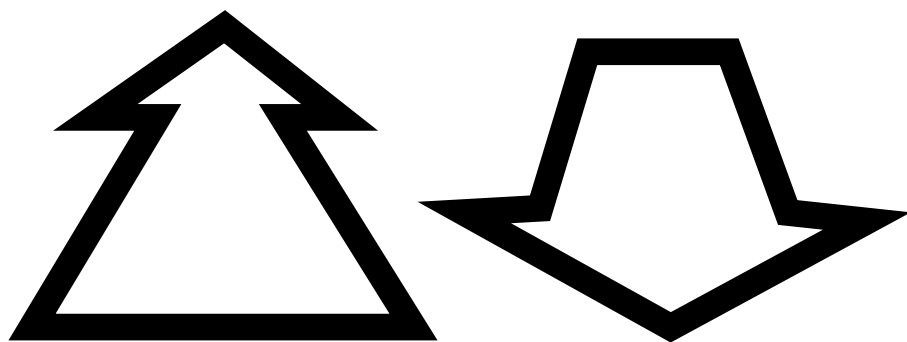
graphs, monitors, computers, scanners, ...



meaning:
flow of material

usage:
direction of liquids, materials, ...





meaning:
moving back and front

sorted according to kind of movement:



continuous movement



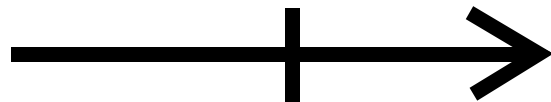
interrupted movement



limited movement



repetitive movement



movement with a stop

sorted according to speed value:



normal



increased



slow



RESTRICTION

works stronger if situated from bottom left to up right

one cross means general restriction

two crosses mean total restriction



> colour usage

usage of various colours in information design

blue stands for rivers and lakes (=water)

1) ANALOGICAL (reflects reality)

yellow stands for hills (=ground)

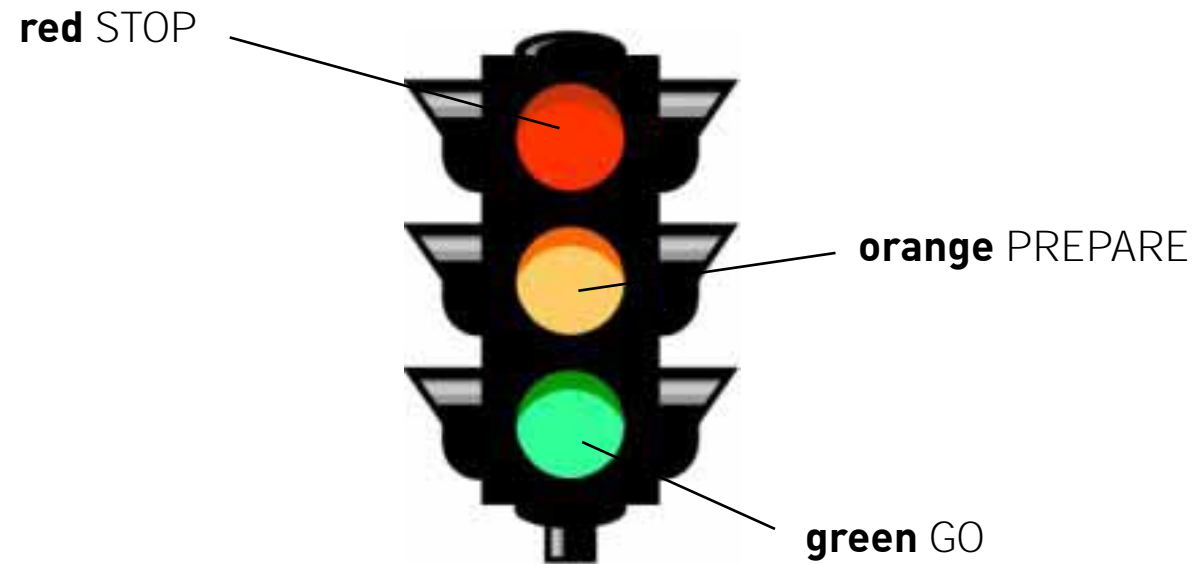


green stands for lowland (=grass)

brown stands for peaks (=wet ground)

2) CONVENTIONAL

(socially agreed, classifies general colour schemes to various contents)



WHITE = neutral

meaning for human being:

announcement, universal information

in conventional usage:

**NEUTRAL FIGURES, SIGNS AND STRUCTURES
ON DARK SURFACE**

GREEN = nature

meaning for human being:
life and safeness

in conventional usage:
ANNOUNCING SAFETY

YELLOW = sun

meaning for human being:

energy, activity

in conventional usage:

WARNING

BLUE = water, ice

meaning for human being:
coldness

in conventional usage:
COMMAND, INSTRUCTION

RED = fire, blood

meaning for human being:

danger

in conventional usage:

RESTRICTION, PROHIBITION

GRAY = fog, ash, fragmentation, dust

meaning for human being:

vanishing

in conventional usage:

CANCELLATION OF INFORMATION

BLACK = dark

meaning for human being:

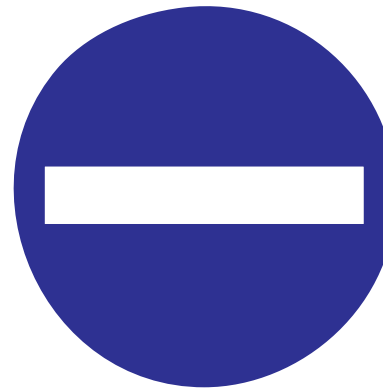
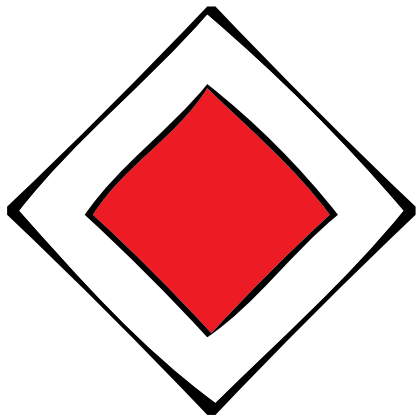
darkness, contrast, heaviness

in conventional usage:

**CONTRAST FIGURES, SIGNS AND STRUCTURES
ON LIGHT SURFACE**

**OTHER THAN CONVENTIONAL COLOUR USAGE
IN INFORMATION DESIGN MAY CAUSE**

- LESS FUNCTIONALITY
- MISLEADING





NEGATIVE COLOUR VERSION WORKS BETTER



> some rules

how to be informative instead of confusing

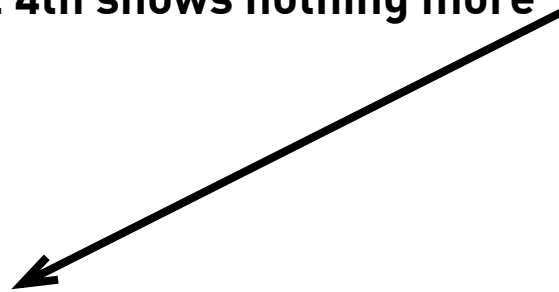
PICTURE SHOULD

at 1st shows the most important points

at 2nd shows the less important points

at 3rd shows the details

at 4th shows nothing more



otherwise it is a bad teaching-picture



LEGIBILITY

be able to read immediately



GENERALITY
symbol with no cultural reference



DIRECTION

universal direction of symbol

(be able to use symbol regardless of position)





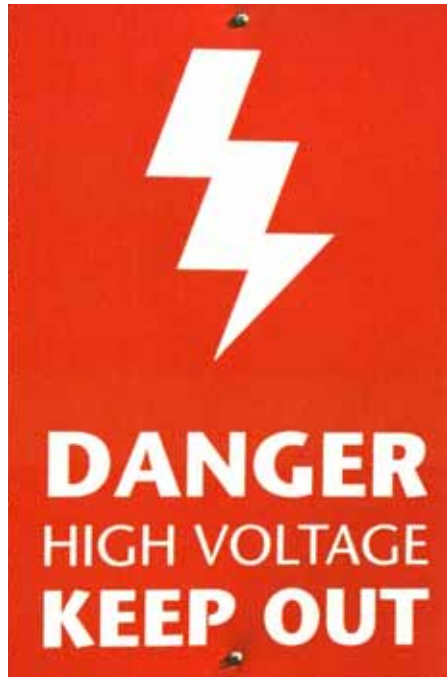
SIMPLICITY
reduce the icon into symbol



BE SYMBOLIC

better not to always follow the reality





NO TEXT

**include as less text as possible
(however, brand new signs are
introduced with short explanatory text
at the beginning of their usage)**



BE STRAIGHT

be consistent in form and content



> other ways

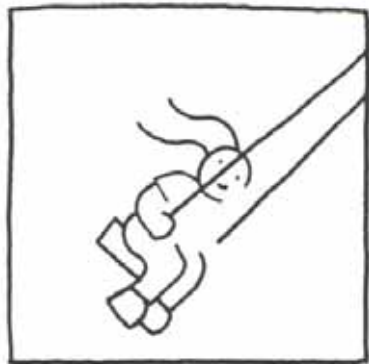
how to be informative and original

BE WITTY
you can try to use fun motifs





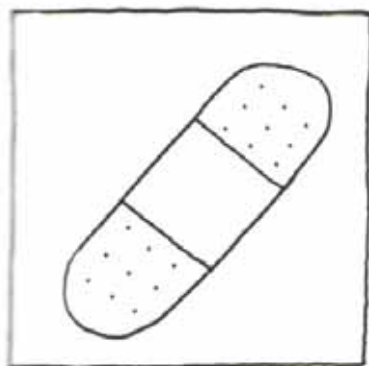
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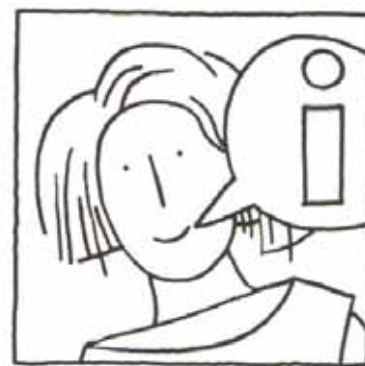
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Weather



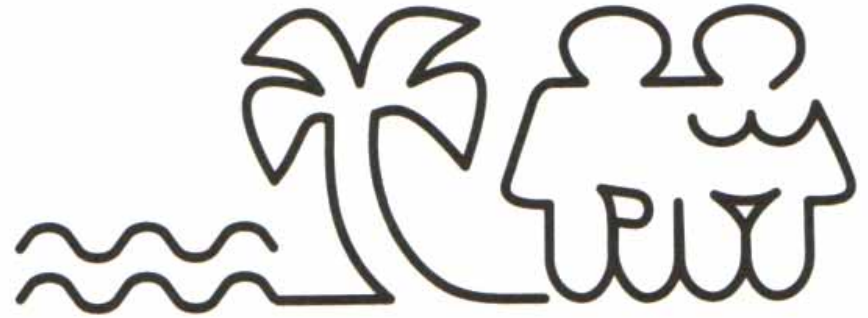
Ethnicity



Work



Waste



Paradise



Sport



Addiction



Masculinity



Animal



Development



to read, book



children

icon-language.com



cook



children's book



cookery book



school

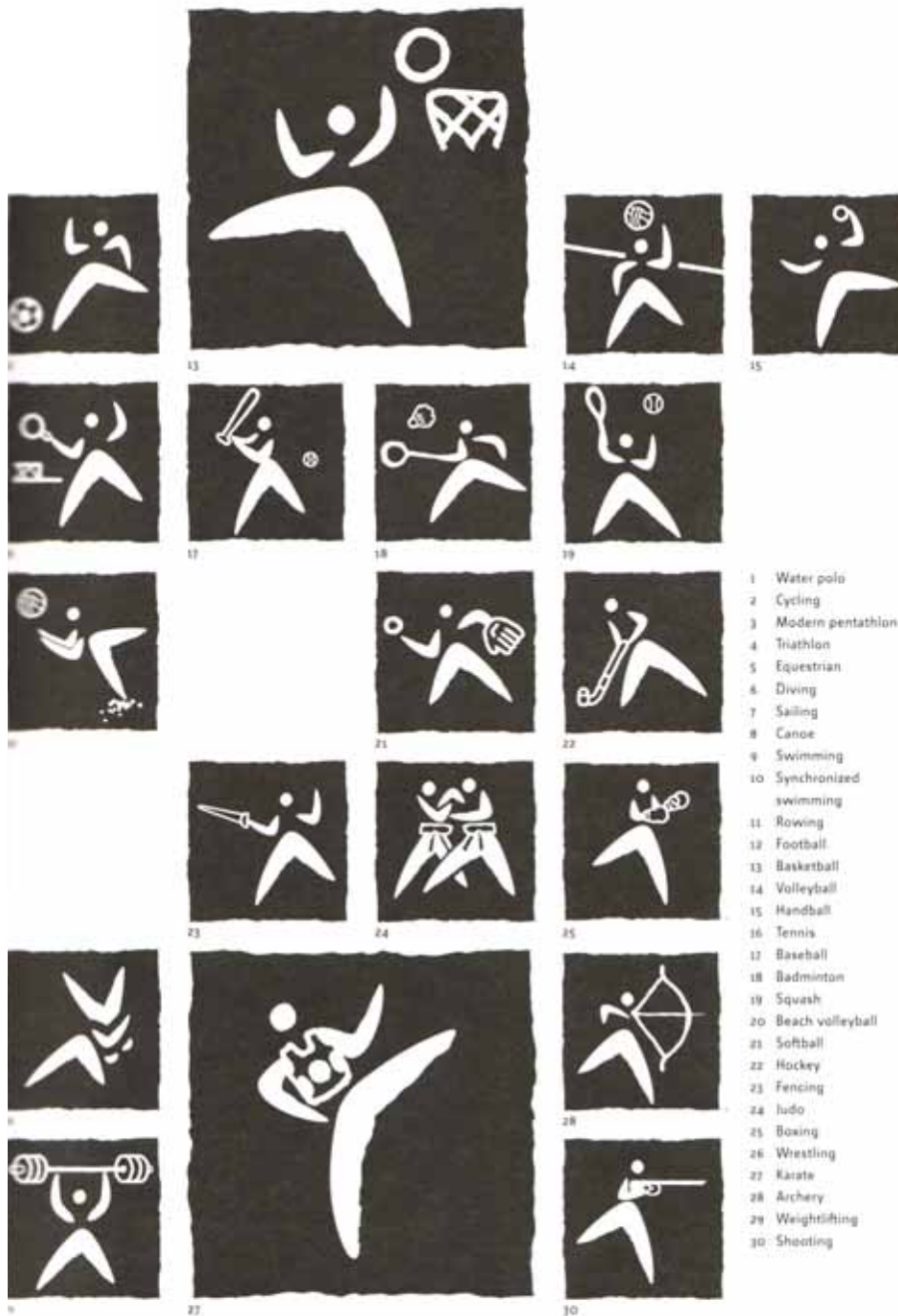


cookery book

BE PLAYFUL

you can also break the common



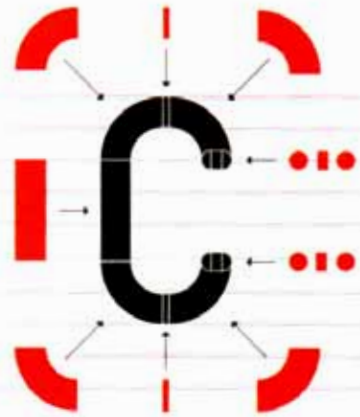


- 1 Water polo
- 2 Cycling
- 3 Modern pentathlon
- 4 Triathlon
- 5 Equestrian
- 6 Diving
- 7 Sailing
- 8 Canoe
- 9 Swimming
- 10 Synchronized swimming
- 11 Rowing
- 12 Football
- 13 Basketball
- 14 Volleyball
- 15 Handball
- 16 Tennis
- 17 Baseball
- 18 Badminton
- 19 Squash
- 20 Beach volleyball
- 21 Softball
- 22 Hockey
- 23 Fencing
- 24 Judo
- 25 Boxing
- 26 Wrestling
- 27 Karate
- 28 Archery
- 29 Weightlifting
- 30 Shooting



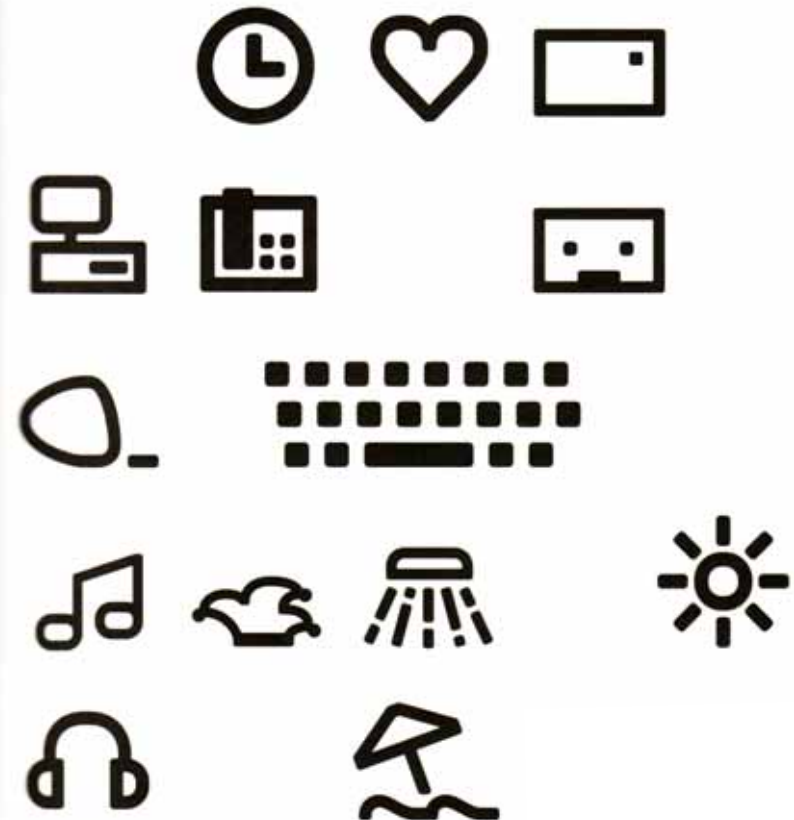
Joachim Müller-Lancé:
Vehicles to love



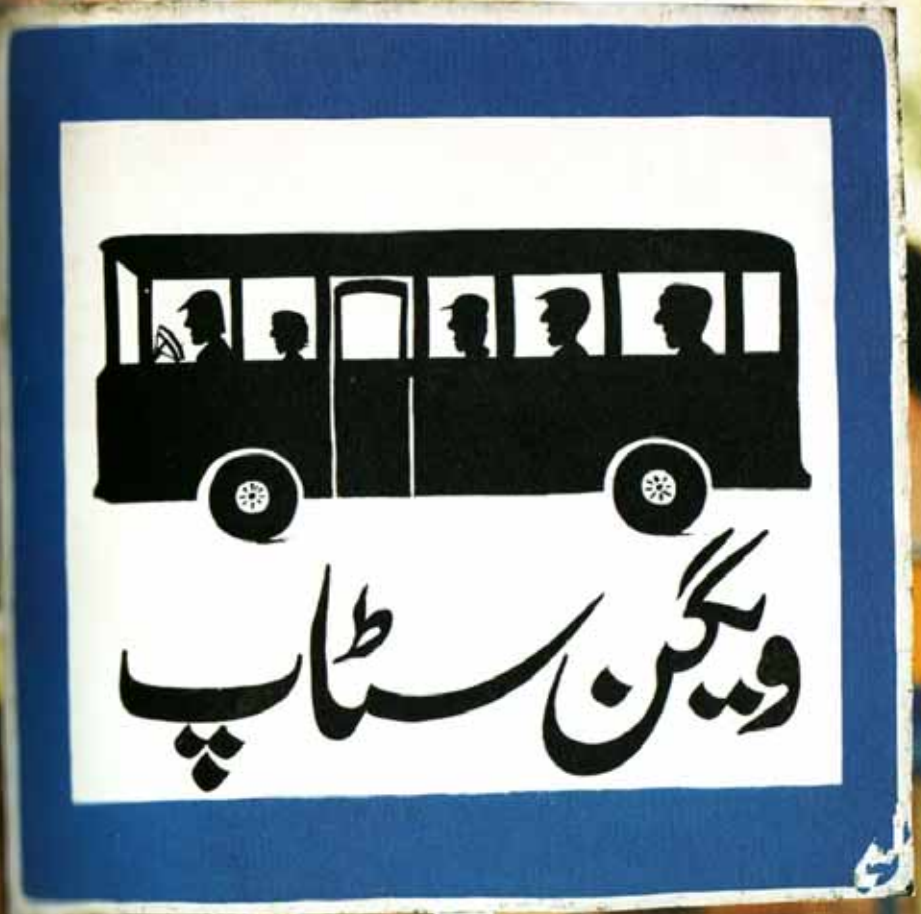


Build

HOW TO BE CONSISTENT
by having clear construction system
you can create very consistent system



> **examples**
of different attempts to one symbol





PARE

STOP

STOP

STOP
دور

قف

STOP
MALLI DUFOW
SOKO

หยุด

قف
STOP

정지
STOP

หยุด

STOP

หยุด

STOP
停

DUR

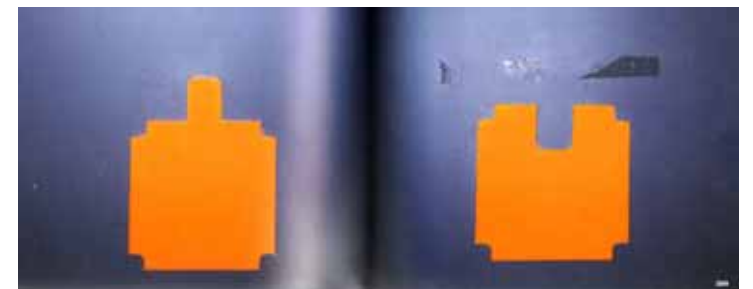
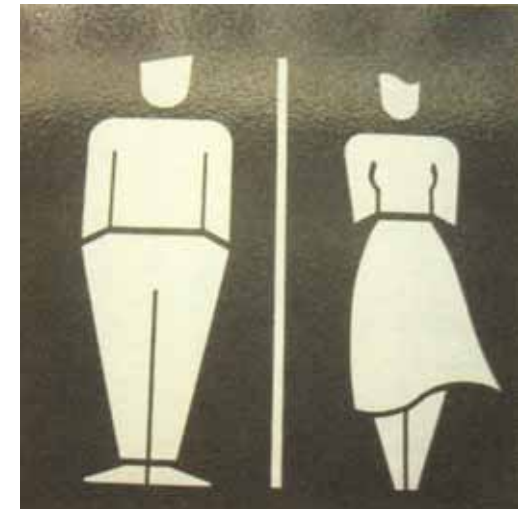
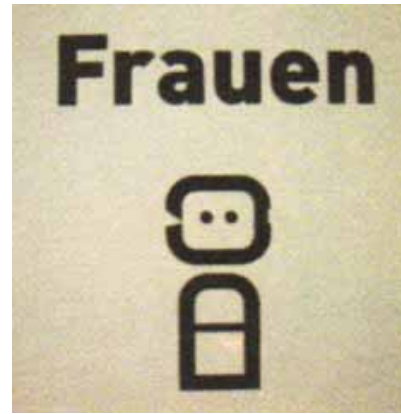
STOP

๑๕๕๕๕
STOP

STOP

STOP

4 WAY



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