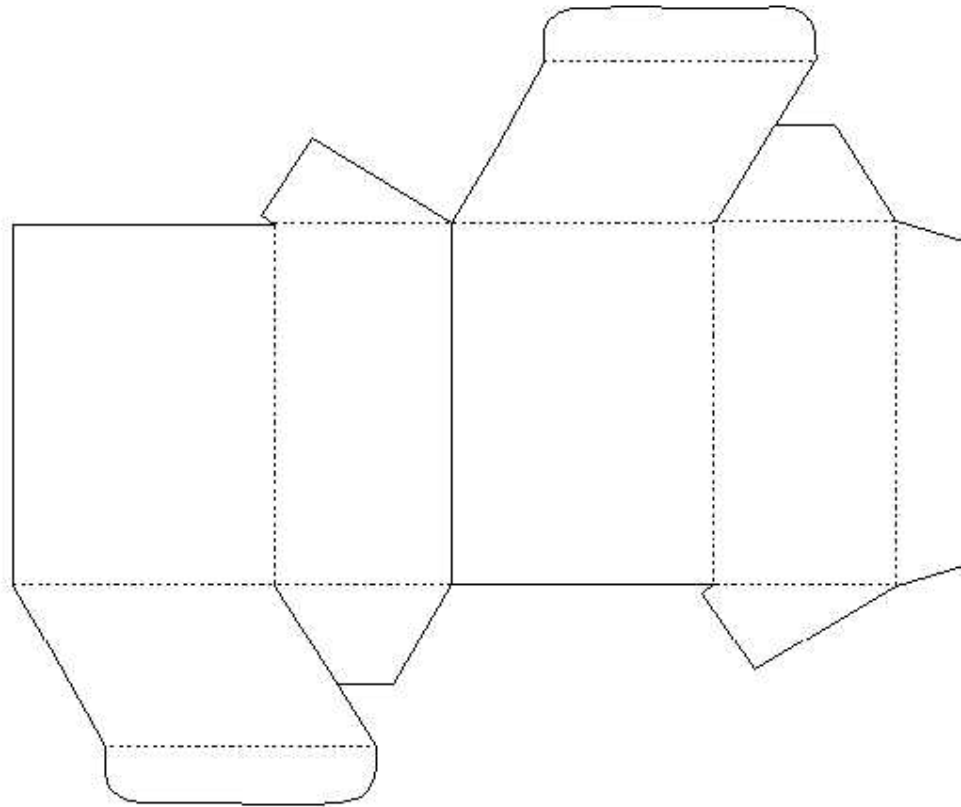


VISUELLE KOMMUNIKATION 1



VORLESUNG 4

Quantitatives Informationsdesign

- Inhaltliche Reduktion und Ordnung
- Logische Reihenfolge
- Bildliche Abstraktion

Übungseinführung

- Aufgabe
- Beispiele

VORGEHEN

1. Schritt: Problemanalyse

- Inhalt: Was soll vermittelt werden?
- Empfänger: Wem soll es vermittelt werden?
- Informationsdichte: Wieviel kann gezeigt werden?
- Leseebenen: Wie soll es gezeigt werden?

2. Schritt: Inhaltsdefinition

- Inhaltliche Reduktion
- Anordnung der Elemente



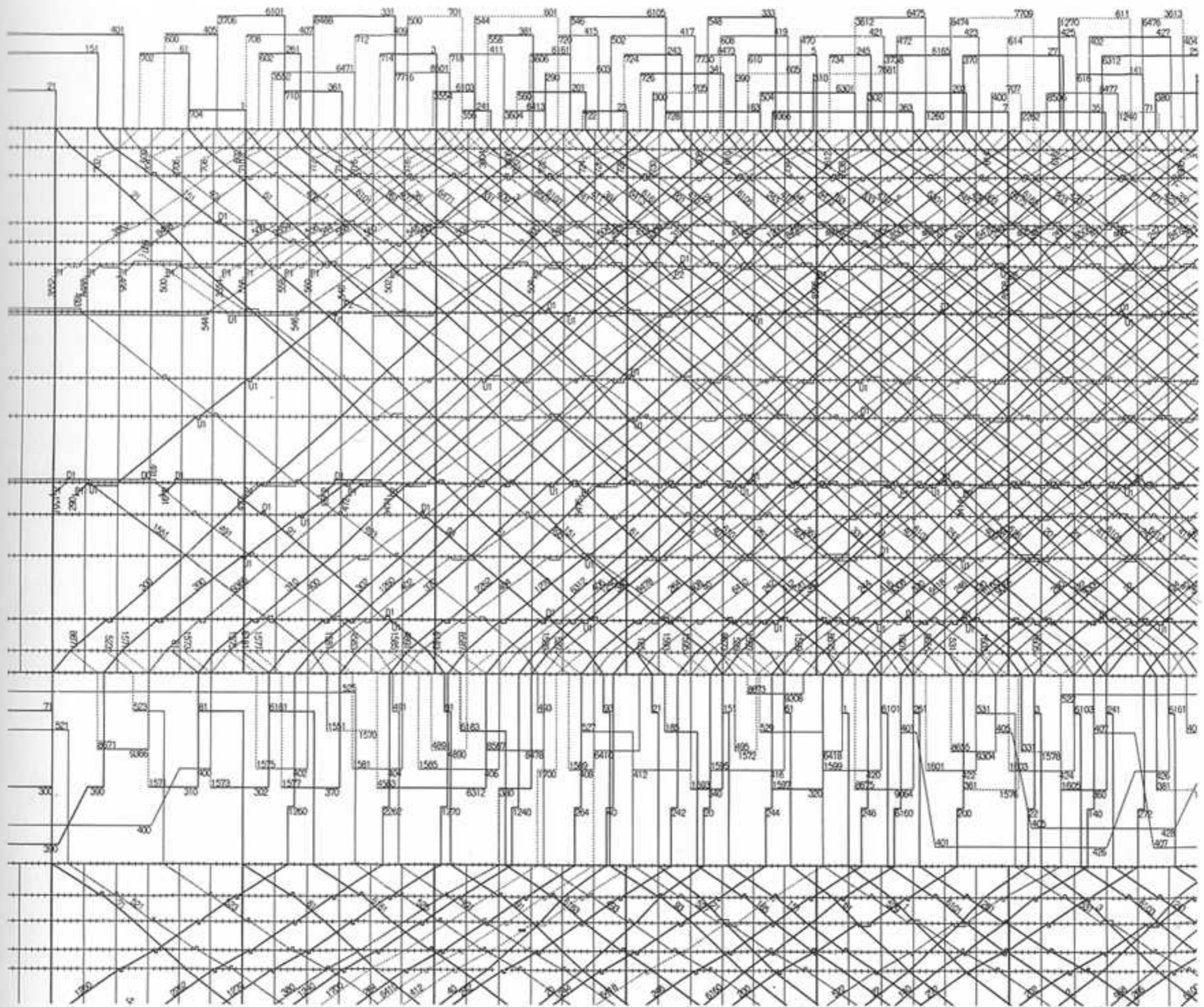
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... ANDREW M HUDAK...
... THOMAS A GRUD...
... KENNETH F OLENZUK...
... PHILLIP E NEFF...
... RAYMOND S ADAMS...
... WILLIAM H CAMPBELL III...
... ALLEN D FORD...
... BARRY S KYLE...
... STEPHEN M VUGA...
... ROBERT A SIKON...
... JOHN E ADDISON...
... DONALD L APPELEGATE...
... CALVIN W BILES...
... WILLIAM H CARPENTER Jr...
... WILLIAM R CRITCHFIELD...
... MICHAEL D FULLER...
... ROGER L HENSON...
... THOMAS S HUBBELL...
... NORMAN W CLEARWATER...
... RONALD F KITZKE...
... EARL L LEWIS...
... CARLOS F M LOZANO...
... JOHNSON MINNITEE Jr...
... CHARLES D POPE...
... THOMAS W MALLOY...
... DENNIS L SCOTT...
... ROBERT M THOMPSON...
... STEPHEN WILLIAMS...
... RONALD C BRESHEARS...
... DANIEL L HAVENS...
... PHILIP N GANDG...
... ARTURO...
... JAME...

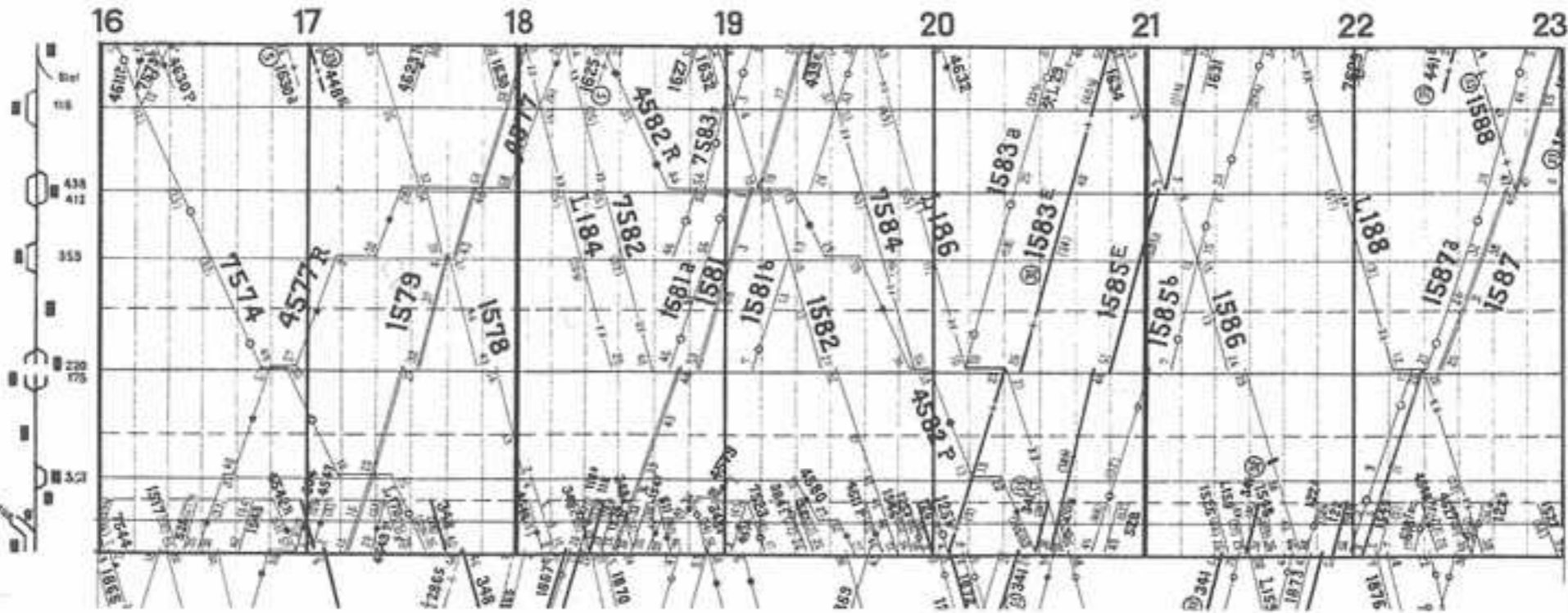
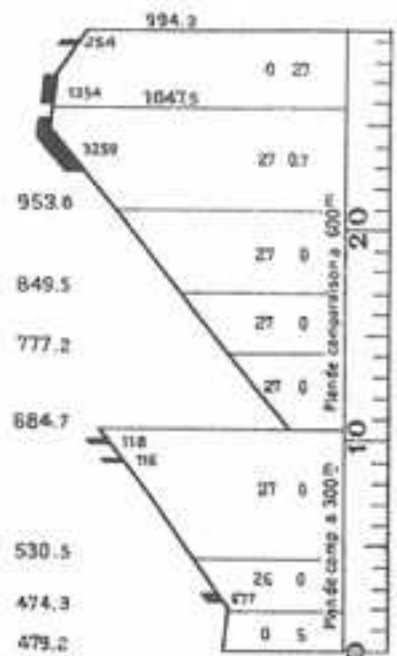
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... WILLIAM H CAMPBELL III...
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... STEPHEN M VUGA...
... ROBERT A SIKON...
... JOHN E ADDISON...
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... CALVIN W BILES...
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... CHARLES D POPE...
... THOMAS W MALLOY...
... DENNIS L SCOTT...
... ROBERT M THOMPSON...
... STEPHEN WILLIAMS...
... RONALD C BRESHEARS...
... DANIEL L HAVENS...
... PHILIP N GANDG...
... ARTURO...
... JAME...

SMITH ROBERT GEORGE	PFC	AR	11 JUN 45	02 JAN 66	CLEVELAND	OH	4E	52
SMITH ROBERT HAROLD	SP4	AR	27 OCT 46	24 JAN 67	WARMINSTER	PA	14E	73
SMITH ROBERT JAMES	SSGT	AR	16 DEC 45	18 APR 68	ALBANY	NY	50E	41
SMITH ROBERT JEREMIAH	CPL	AR	16 MAY 47	29 SEP 67	BUFFALO	NY	27E	32
SMITH ROBERT JOE	SP4	AR	04 JUL 44	21 MAR 67	JACKSONVILLE	FL	17E	14
SMITH ROBERT JOHN	A1C	AF	15 OCT 42	25 JUN 65	SCARBORO	ME	2E	19
SMITH ROBERT JOSEPH	PFC	MC	04 AUG 48	26 AUG 68	COLUMBUS	GA	46W	34
SMITH ROBERT JR	PFC	AR	20 MAR 45	26 MAY 66	PHILADELPHIA	PA	7E	111
SMITH ROBERT L	SGT	AR	30 JUN 37	25 AUG 66	MILLINGTON	TN	10E	44
SMITH ROBERT LEE	SP4	AR	06 NOV 43	29 JAN 66	WELCH	WV	4E	115
SMITH ROBERT LEE	SSGT	AR	22 AUG 32	25 MAY 68	CHILLICOTHE	OH	67W	6
SMITH ROBERT LEE	LCPL	MC	09 JAN 46	31 MAY 68	MONROE	MI	62W	17
SMITH ROBERT LEE	PFC	MC	28 MAR 46	02 SEP 68	CINCINNATI	OH	45W	28
SMITH ROBERT LEE	PFC	AR	06 OCT 43	30 DEC 69	CHICAGO	IL	15W	111
SMITH ROBERT LEE JR	LCPL	MC	31 JUL 45	04 MAR 66	NEWPORT NEWS	VA	5E	110
SMITH ROBERT LEWIS	PFC	AR	05 APR 48	06 JUN 68	SMITHLAND	KY	59W	15
SMITH ROBERT LINDO	PFC	AR	22 JAN 40	17 FEB 66	SANFORD	NC	5E	43
SMITH ROBERT LOUIS	CPL	AR	27 MAY 47	08 MAR 67	ANGIER	NC	16E	42
SMITH ROBERT MICHAEL	SGT	AR	11 NOV 48	10 MAR 70	PEORIA	IL	13W	108

• JACK S SMITH • PAUL
 • WILLIAM A ATWELL • ROBERT J AU
 • TERRY LEE DILLARD • DAVID
 • RICHARD V DALY • RUSSELL G HOFER
 • WARD K PATTON • ROY E PH
 • LARRY TAYLOR •
 • WAYNE M CARON • G
 EDWARD J DOWNS • RALPH M
 • JERRY LEE GRAVES • RAY G
 • JOHN M LANCASTER •
 • JOHN E RICE • CAR
 ORGE MARTINEZ • STEPHEN R
 • ALBERT P SMITH • W
 • PAUL D ATON • JEN
 • DONALD J GREEN
 • CARLOS GARCIA MUNOZ • DONALD
 • WILLIAM L PEMBERTON • GAR
 • JACK M STRONG • JAMES L TAN







CHAUX DEFONDS
 Convers
 Les Hauts-Geneveys
 Les Geneveys-
 s/Coffrane
 Montmollin-Montéaillon
 Chambrelieu
 Le Villaret
 Corcelles-Peseux
 Les Deurres
 Vanseyon
NEUCHÂTEL

5.06	7.17	8.28	9.31	10.40	11.57	13.12	14.28	15.45	16.52	17.53	18.45	19.40	20.39	21.51	23.36
5.18	7.23	8.30	9.33	10.45	11.59	13.17	14.32	15.48	16.59	17.55	18.48	19.43	20.41	21.58	23.47
5.31	7.26	8.32	9.41	10.49	12.05	13.19	14.37	15.52	17.01	17.57	18.53	19.45	20.46	22.01	23.54
5.40	7.30	8.38	9.43	10.54	12.08	13.25	14.39	15.57	17.04	18.01	18.55	19.47	20.50	22.09	24.03
5.46	7.35	8.40	9.50	10.57	12.12	13.28	14.45	15.59	17.10	18.03	18.57	19.51	20.52	22.11	24.15
5.58	7.38	8.42	9.53	11.00	12.17	13.32	14.48	16.05	17.12	18.05	19.01	19.53	20.58	22.17	24.21
6.04	7.40	8.50	9.57	11.05	12.19	13.37	14.52	16.08	17.14	18.07	19.04	19.55	21.01	22.21	24.23
6.12	7.45	8.52	10.01	11.08	12.25	13.39	14.57	16.09	17.19	18.13	19.06	20.00	21.06	22.29	
6.18	7.47	8.54	10.03	11.12	12.28	13.45	14.59	16.16	17.22	18.15	19.08	20.02	21.09	22.32	
6.21	7.49	9.00	10.07	11.17	12.32	13.48	15.05	16.18	17.24	18.17	19.13	20.04	21.11	22.39	
6.30	7.54	9.02	10.11	11.19	12.37	13.52	15.08	16.21	17.26	18.21	19.15	20.10	21.18	22.44	
6.38	7.56	9.04	10.12	11.25	12.39	13.57	15.12	16.27	17.30	18.23	19.17	20.12	21.21	22.51	
6.41	7.58	9.10	10.17	11.28	12.45	13.59	15.17	16.29	17.32	18.25	19.20	20.14	21.26	22.53	
6.49	8.03	9.12	10.20	11.32	12.48	14.05	15.19	16.32	17.34	18.28	19.23	20.19	21.29	22.59	
6.55	8.06	9.14	10.22	11.37	12.52	14.08	15.25	16.38	17.36	18.33	19.25	20.21	21.31	23.04	
6.59	8.09	9.20	10.26	11.39	12.57	14.12	15.28	16.40	17.40	18.35	19.27	20.23	21.38	23.10	
7.03	8.18	9.22	10.29	11.45	12.59	14.17	15.32	16.42	17.43	18.37	19.32	20.30	21.41	23.14	
7.08	8.20	9.24	10.34	11.48	13.05	14.19	15.37	16.48	17.45	18.41	19.34	20.32	21.46	23.21	
7.14	8.22	9.29	10.37	11.52	13.08	14.25	15.39	16.50	17.47	18.43	19.36	20.34	21.50	23.30	

INHALTLICHE REDUKTION UND ORDNUNG

- Definition der wesentlichen Inhalte
- Anpassung auf den Wissenstand des Empfängers
- Bestimmen der Informationsdichte
- Gliederung der Inhaltselemente
- Einbezug aller Leseebenen

LOGISCHE REIHENFOLGE

Statischer Inhalt:

- Einfacher statischer Zustand > 1 Diagramm
- Komplexer statischer Zustand > Diagrammserie

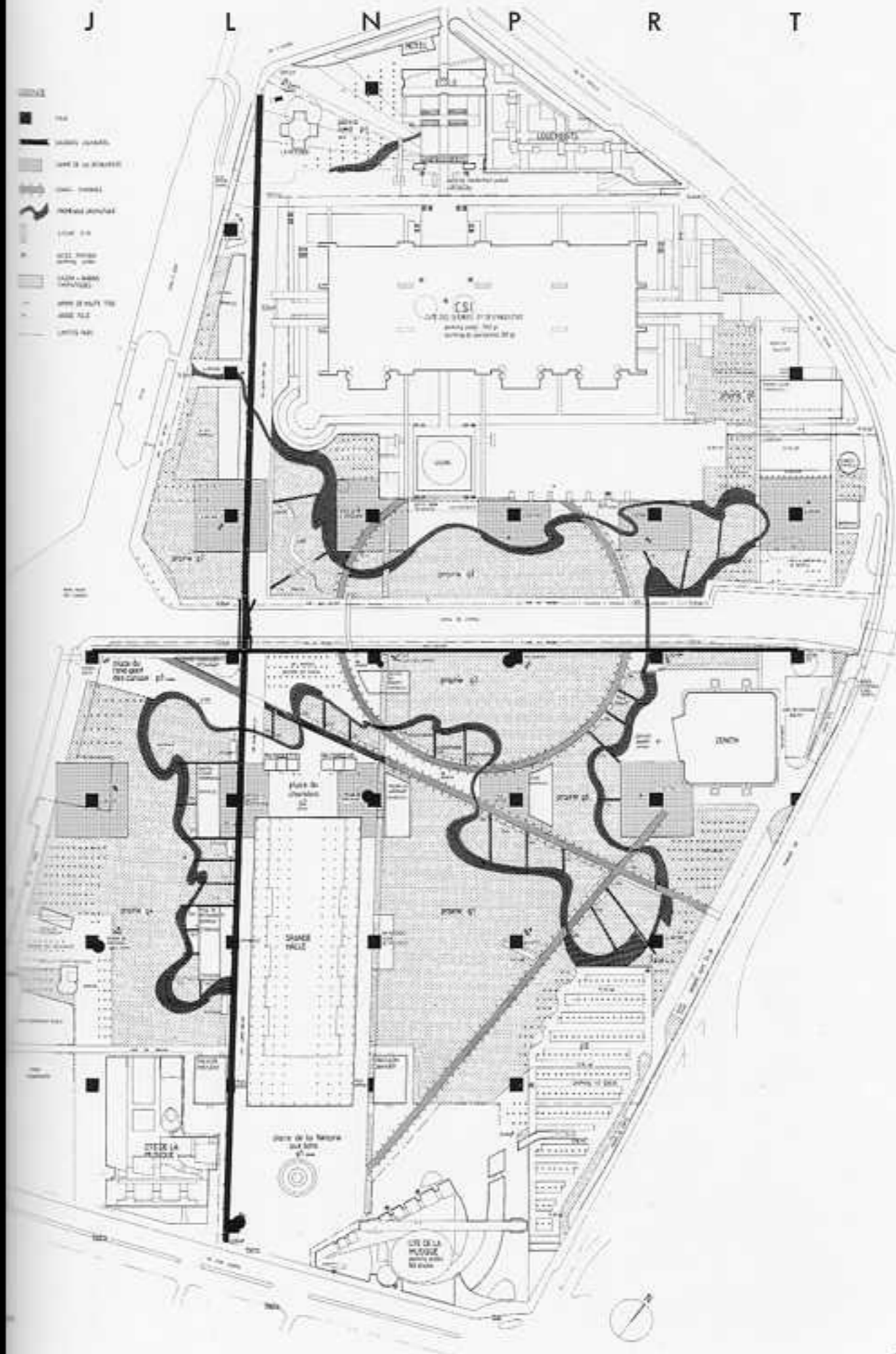
Dynamischer Inhalt:

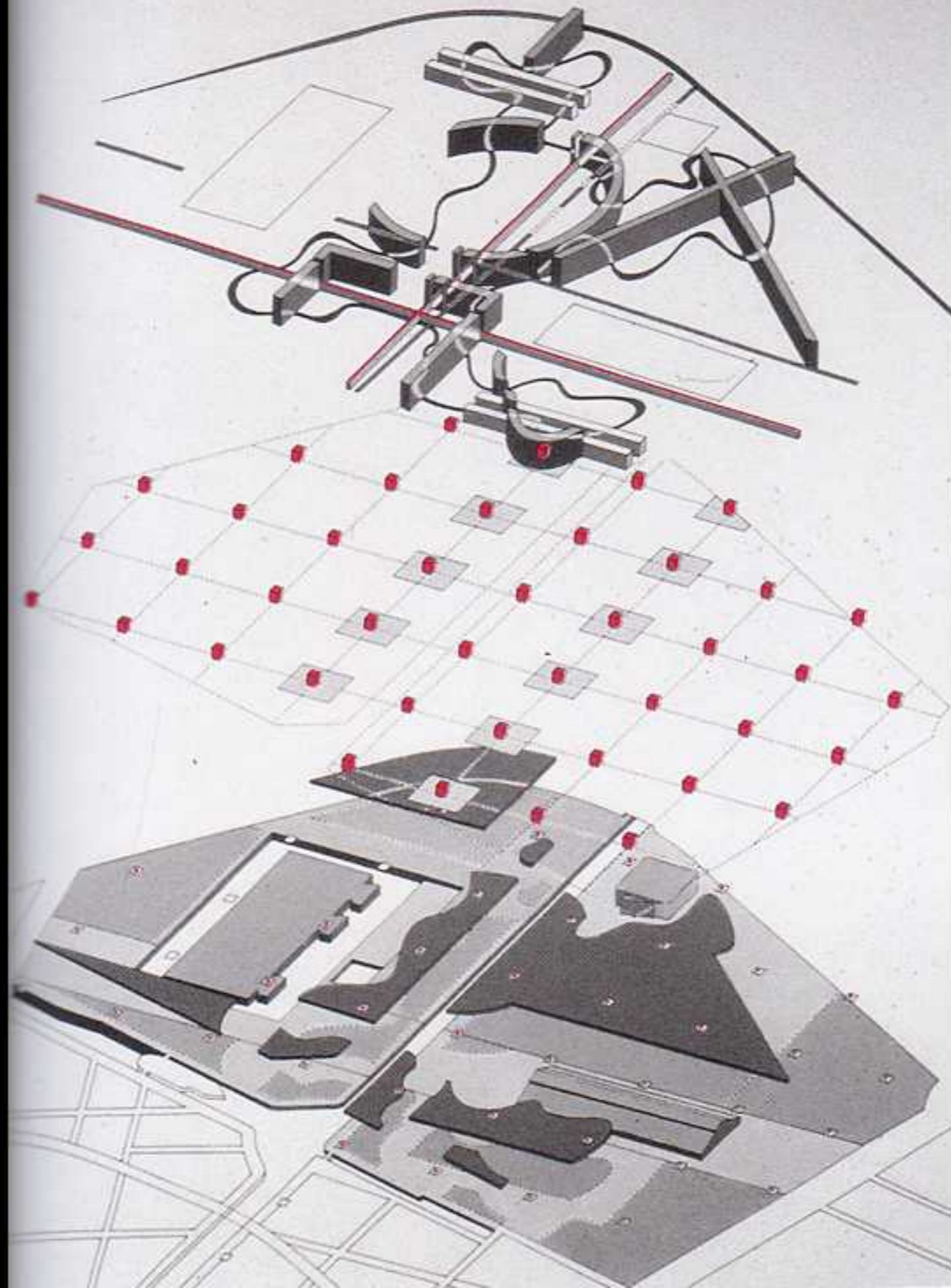
- Mehrere gleichgewichtete Diagramme
- Visuelle Vergleichsmöglichkeit
- Logische Argumentationskette



J L N P R T

- PAVILION
- ▬ MAIN ENTRANCE
- ▬ ENTRANCE TO THEATER
- ▬ THEATER
- ▬ THEATER BALCONY
- ▬ THEATER SEATING
- ▬ THEATER STAGE
- ▬ THEATER ORCHESTRAL PIT
- ▬ THEATER LOBBY
- ▬ THEATER BOX OFFICE
- ▬ THEATER RESTROOMS
- ▬ THEATER GREEN ROOM
- ▬ THEATER STORAGE
- ▬ THEATER MECHANICAL
- ▬ THEATER SERVICE
- ▬ THEATER OFFICE
- ▬ THEATER LOBBY





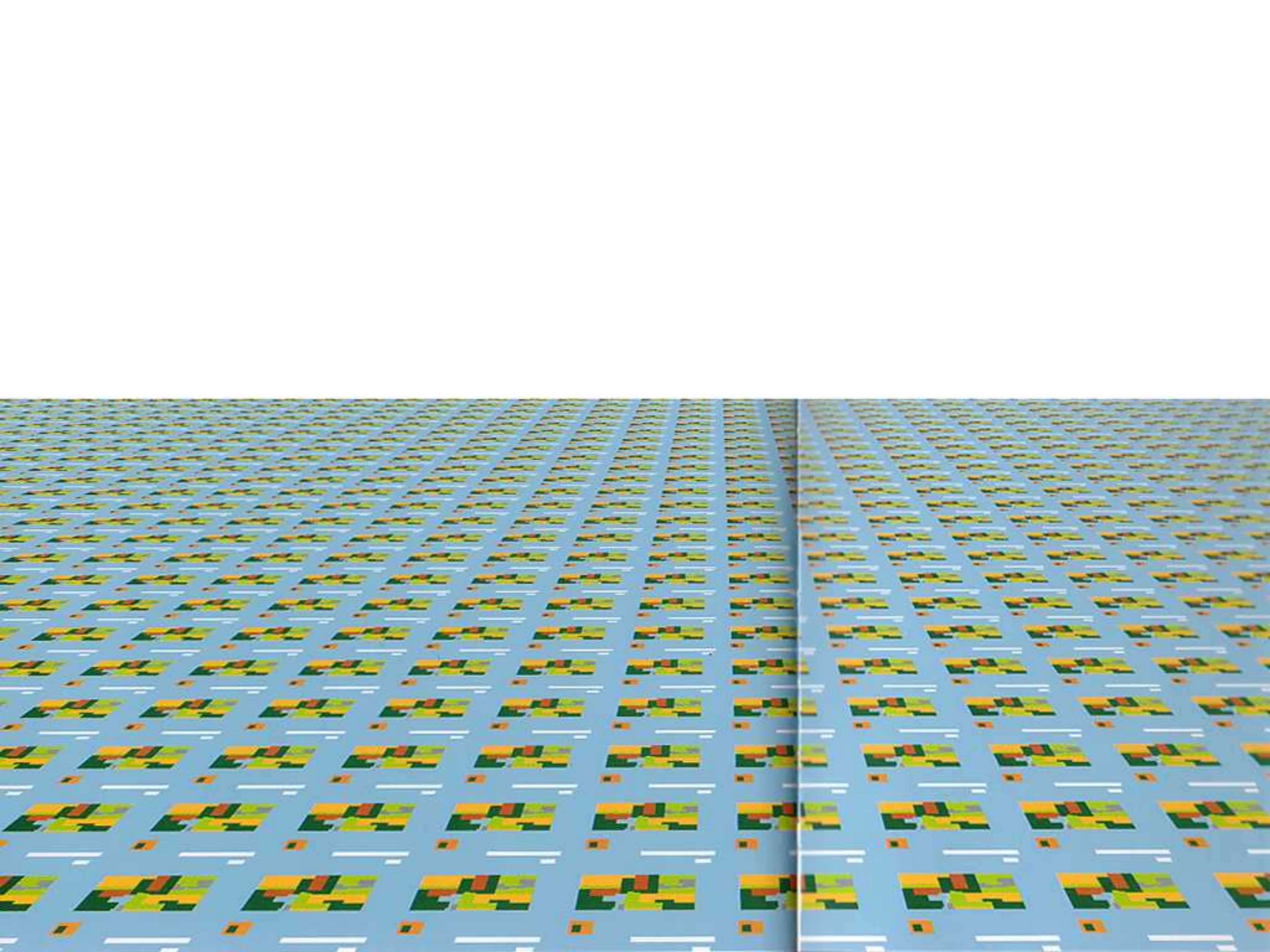
LOGISCHE REIHENFOLGE

Statischer Inhalt:

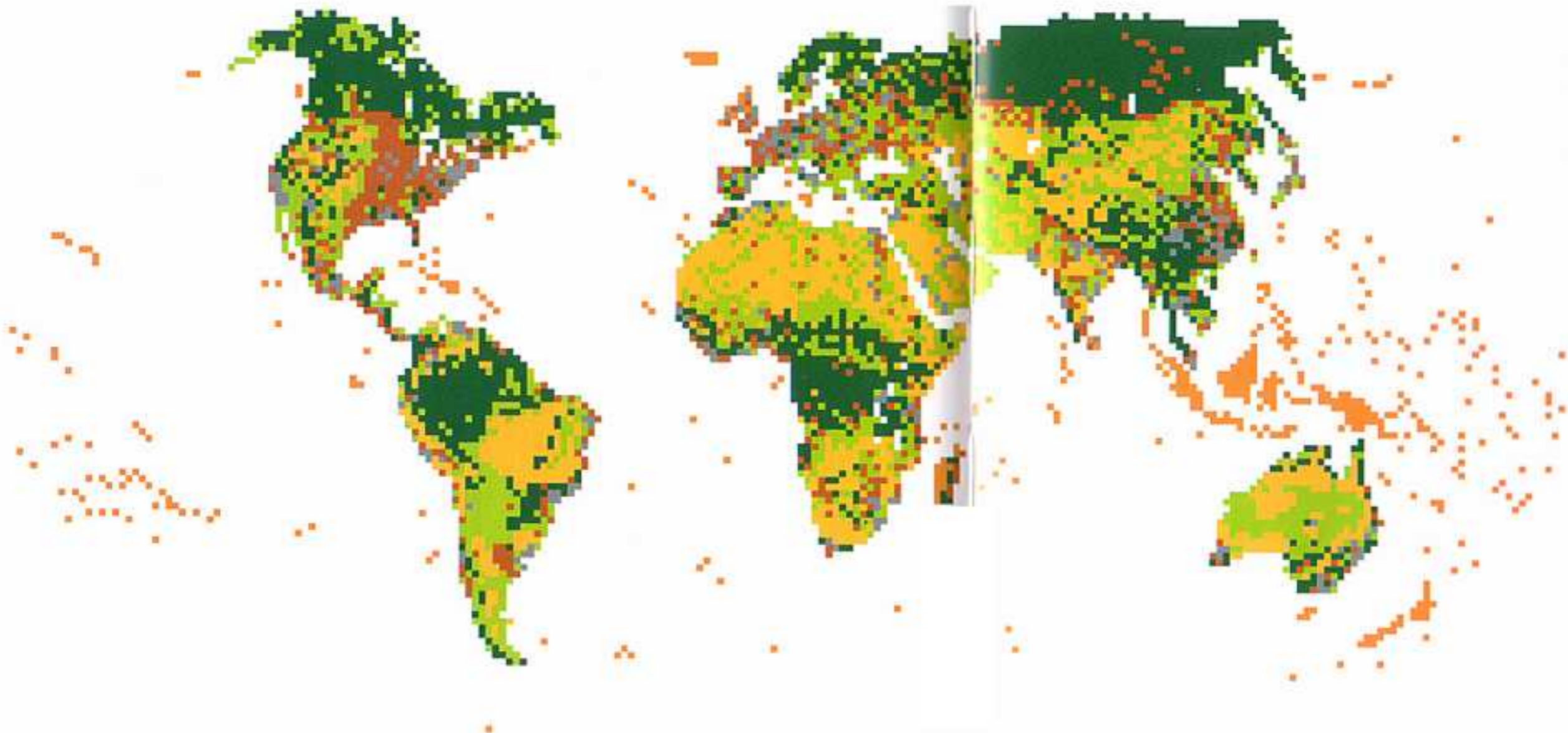
- Einfacher statischer Zustand > 1 Diagramm
- Komplexer statischer Zustand > Diagrammserie

Dynamischer Inhalt:

- Mehrere gleichgewichtete Diagramme
- Visuelle Vergleichsmöglichkeit
- Logische Argumentationskette



Odland/Desert Wald/Forest Wiese/Meadow Ackerland/Farmland Kullurland/Urbanized land Insel/Island



Odland/Desert

Wald/Forest

Wiese/Meadow

Ackerland/Farmland

Kulturland/Urbanized land

Insel/Island



Odland/Desert

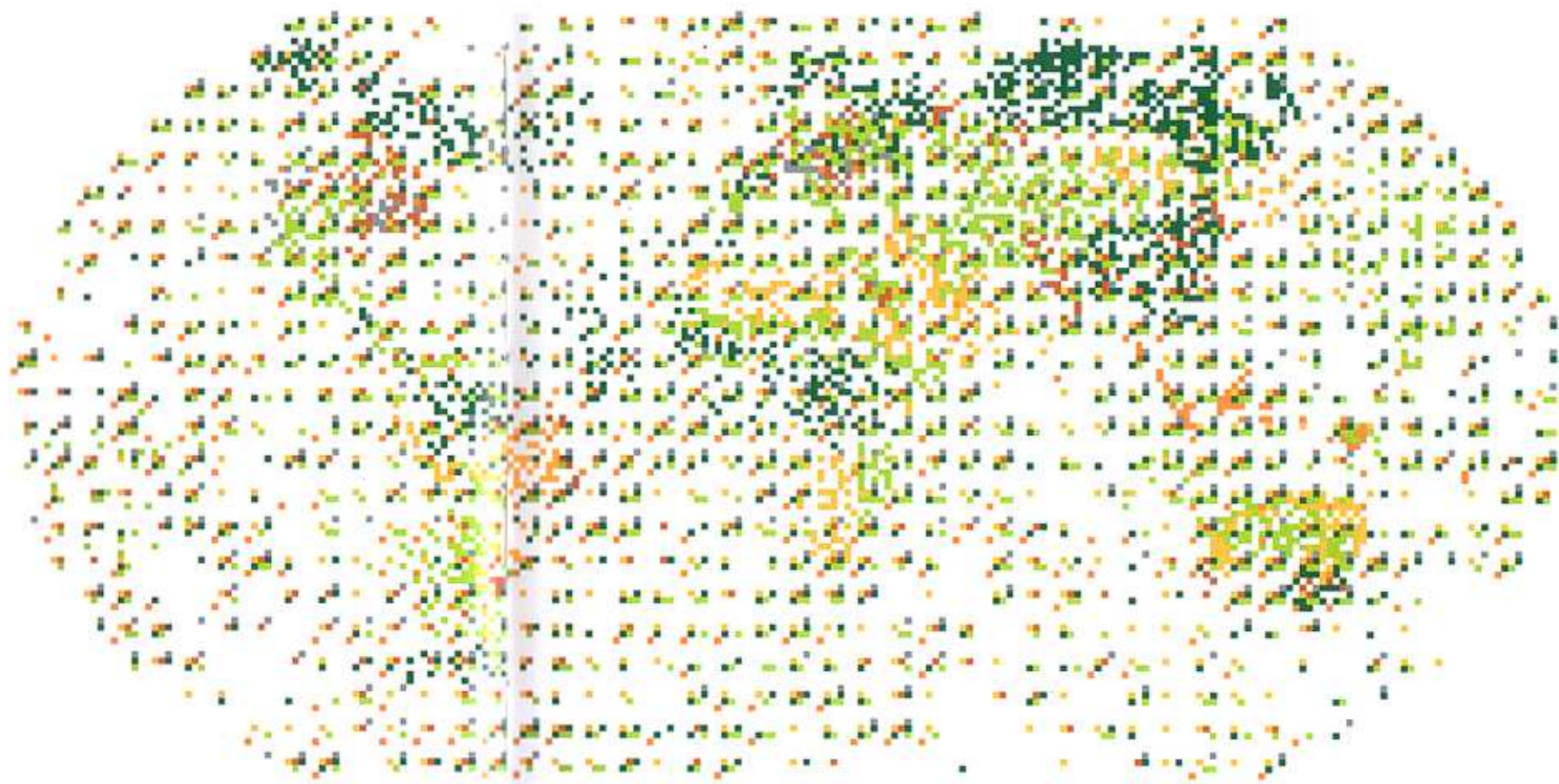
Wald/Forest

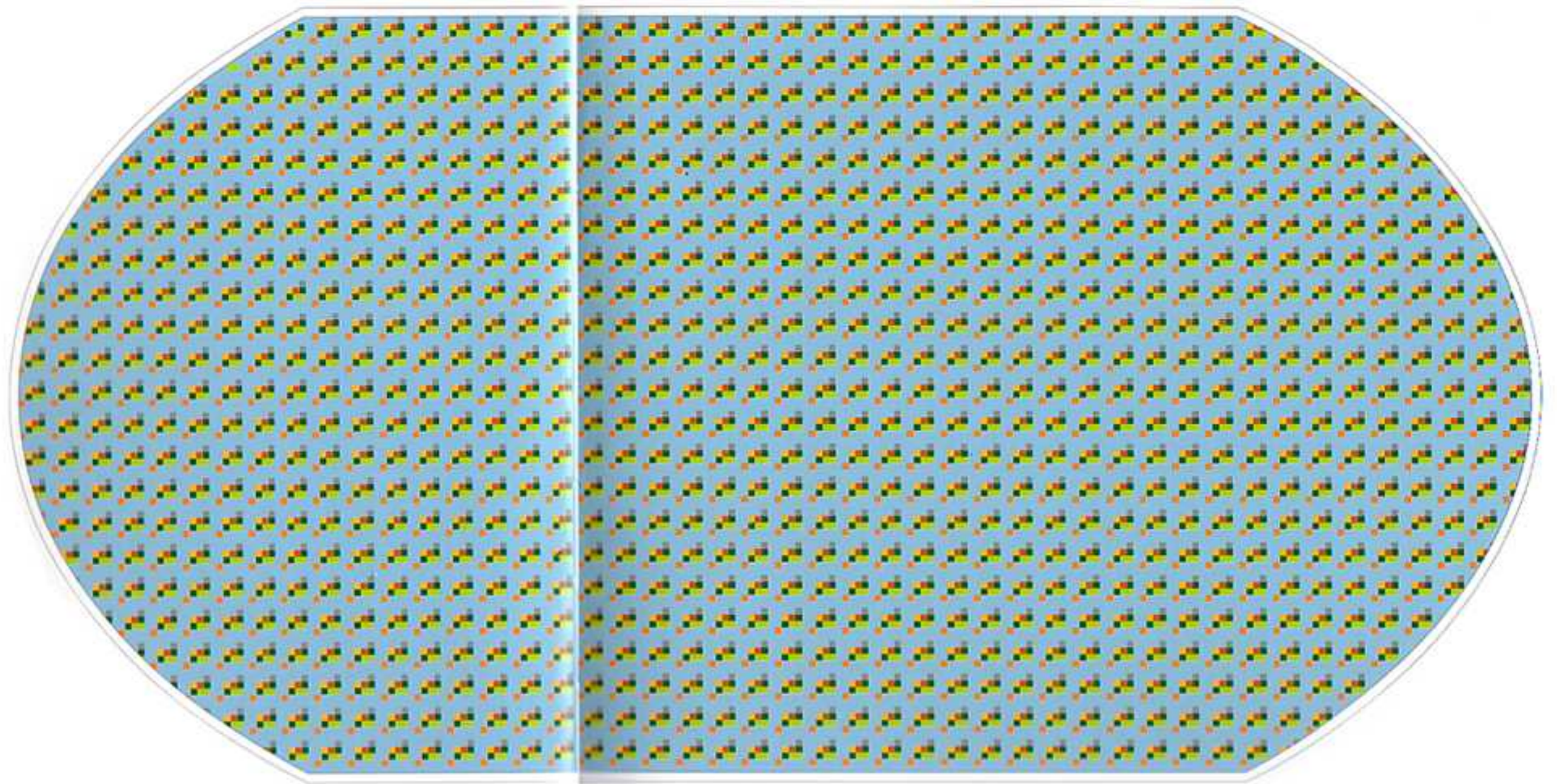
Wiese/Meadow

Ackerland/Farmland

Kulturland/Urbanized land

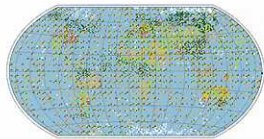
Insel/Island



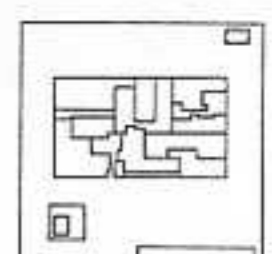
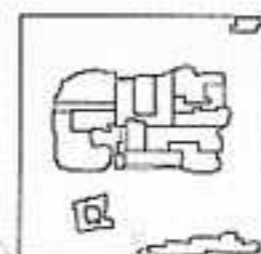
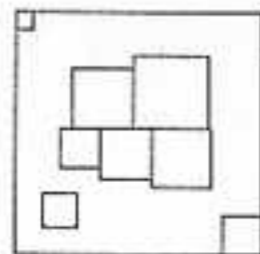
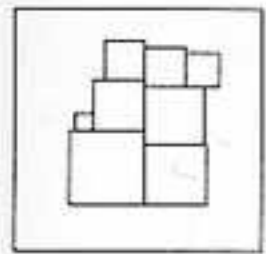
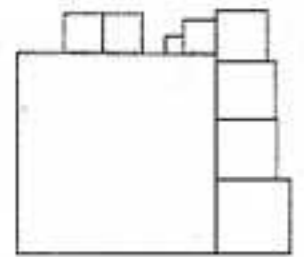
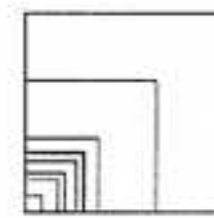
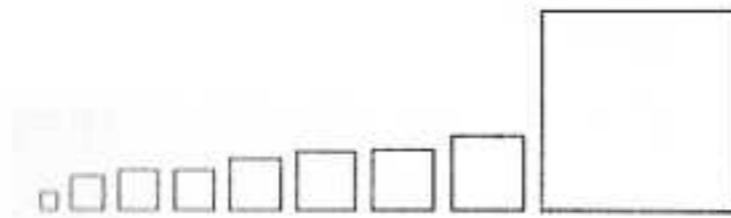


■ Ödland/Desert ■ Wald/Forest ■ Wiese/Meadow

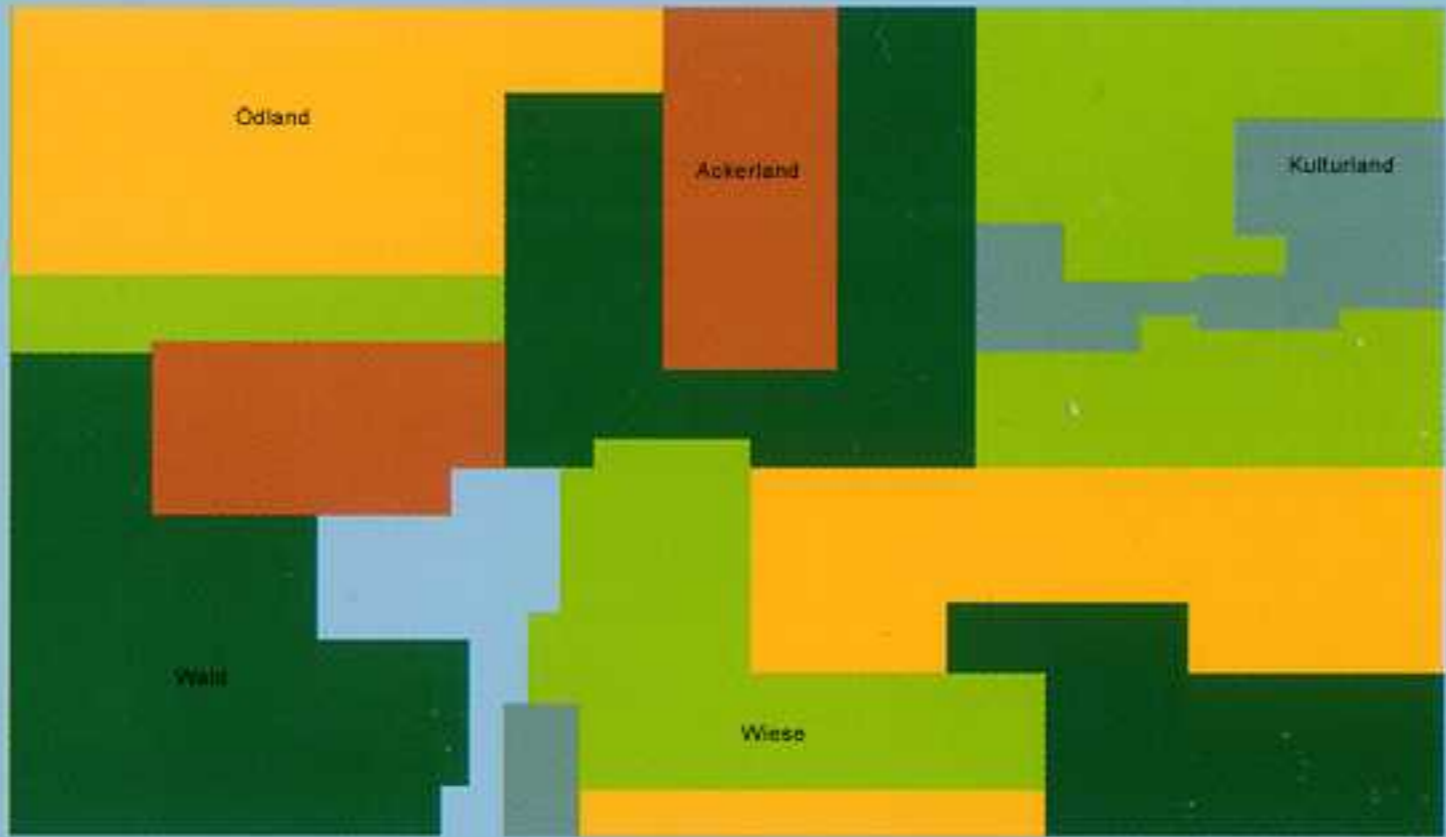
■ Ackerland/Farmland ■ Kulturland/Urbanized land ■ Insel/Island ■ Wasser/Water



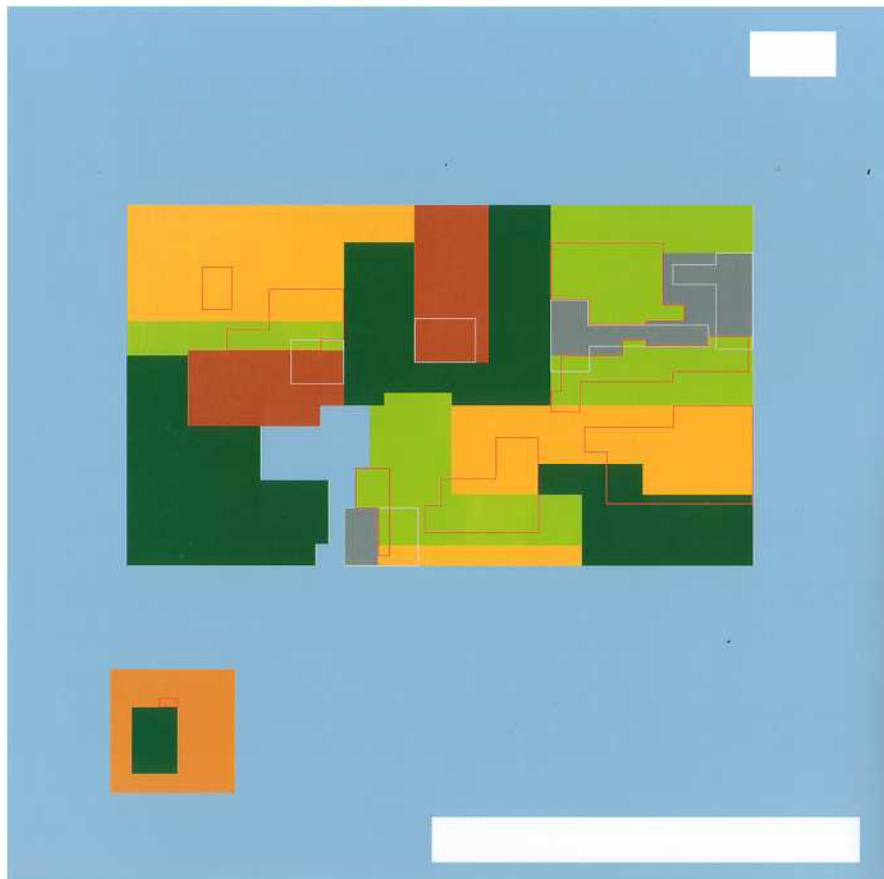
- 21 m x 21 m Arktiseis
- 35 m x 35 m Kulturland
- 41 m x 41 m Antarktiseis
- 47 m x 47 m Kulturland
- 51 m x 51 m Ackerland
- 73 m x 73 m Wiese
- 76 m x 76 m Ödland
- 90 m x 90 m Wald
- 240 m x 240 m Wasser



Arktiseis



Antarktiseis



44,6 m x 44,6 m Aufenthaltsort der Menschen
44.6 m x 44.6 m space for people



75,2 m x 75,2 m Aufenthaltsort der Nutztiere
75.2 m x 75.2 m space for livestock

BILDLICHE ABSTRAKTION

Abstraktion, die;

1. a) Begriffsbildung; b) Verallgemeinerung; c) Begriff.
2. auf zufällige Einzelheiten verzichtende, begrifflich zusammengefasste Darstellung

Eine Abstraktion ist eine vereinfachte Beschreibung, die

- sich auf die wichtigen Eigenschaften konzentriert
- unwichtige Eigenschaften weglässt
- vom Standpunkt des Betrachters abhängt.



ONE



ONE



A FEW



ONE



A FEW



THOUSANDS



ONE



A FEW



THOUSANDS



MILLIONS



ONE



A FEW



THOUSANDS



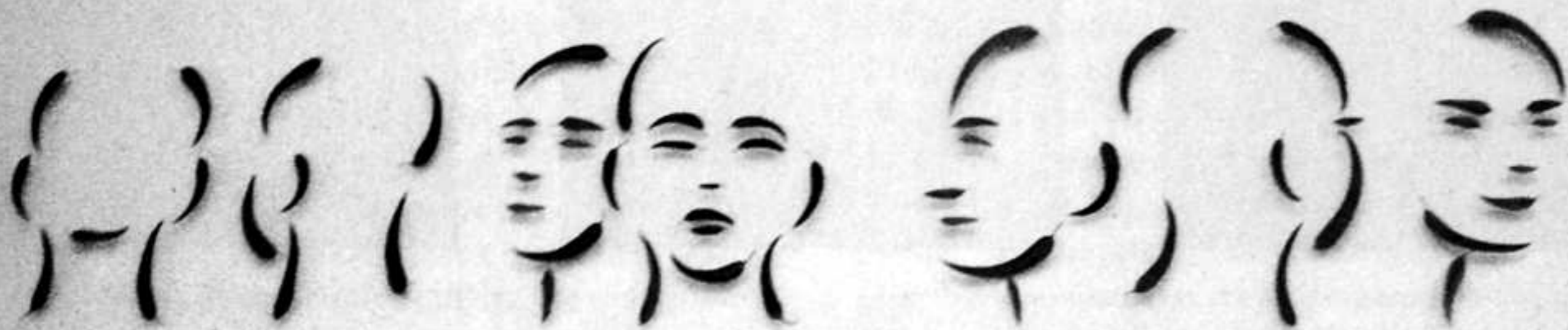
MILLIONS



(NEARLY) ALL

ABSTRAHIEREN

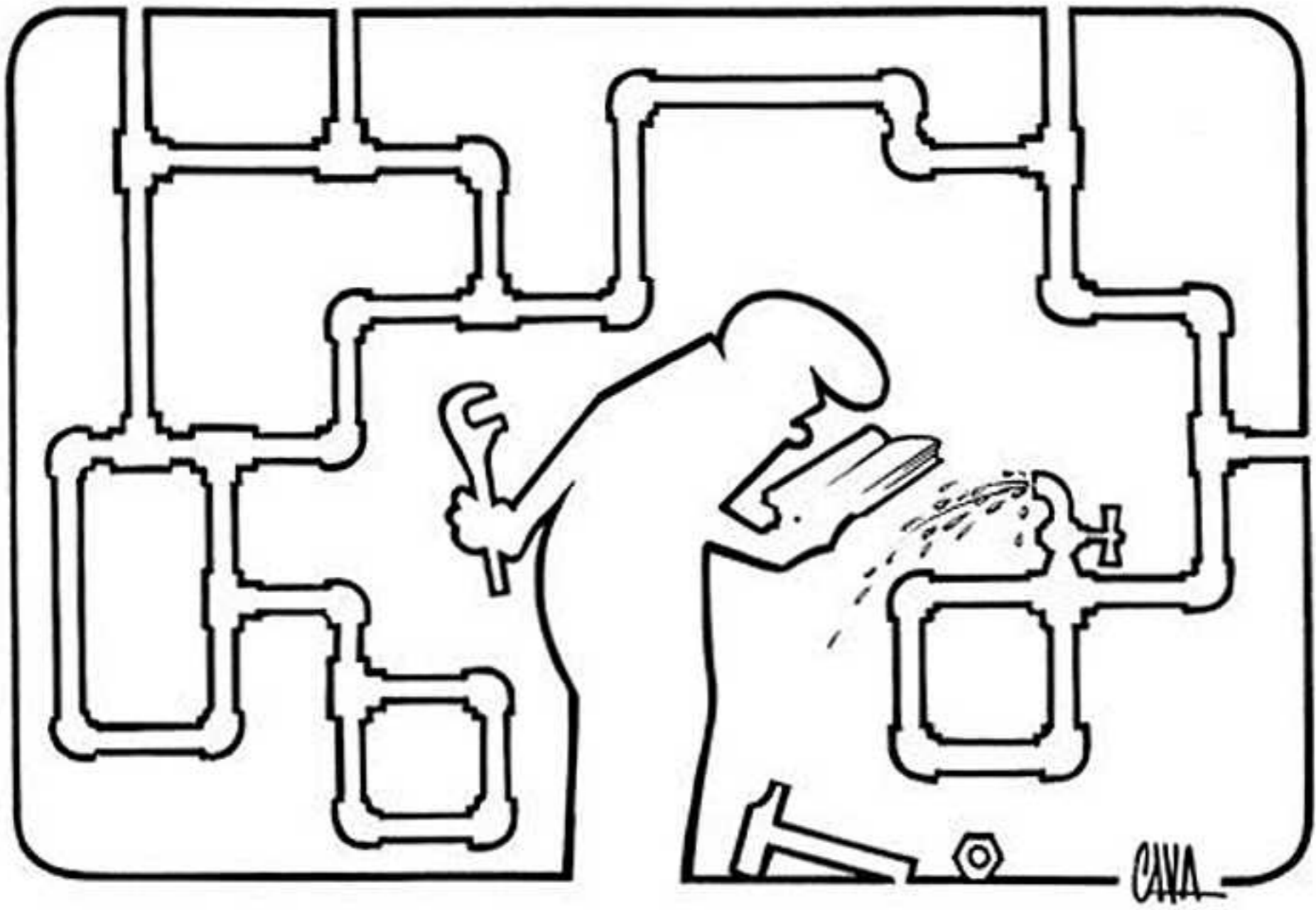
weglassen, zusammenfassen, vereinheitlichen,
verallgemeinern, vereinfachen, konzentrieren,
reduzieren, überhöhen, verdeutlichen, ...







Mr. Linea / Osvaldo Cavandoli 1989



ORTSCHARAKTERISTIKEN

- Bebauungsstruktur und Teiligkeit
- Bespielungselemente
- Bewegungsmuster
- Intensitätszonen
- Licht- und Farbverteilung und -veränderung
- Geräuschpegel
- Klimatischer Zustand und Veränderungen
- usw.

ÜBUNG 1B

- Min. 4 Eigenschaften festlegen und beschreiben
- Aussagekräftige Reihenfolge festlegen
- Plangrundlagen in Illustrator erarbeiten
- Eigenschaften als Diagramme darstellen
- Diagramme präzisieren
- Farbgestaltung überprüfen
- Diagramme und zugehörige Legenden montieren



DIRECTIONAL SPACE

SPACE · SCALE

SPEED

SYMBOL

sign-symbol · bldg ratio

EASTERN BAZAAR



3 M.P.H.



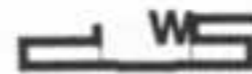
MEDIEVAL STREET



3 M.P.H.



MAIN STREET



3 M.P.H.
20 M.P.H.

W



COMMERCIAL STRIP



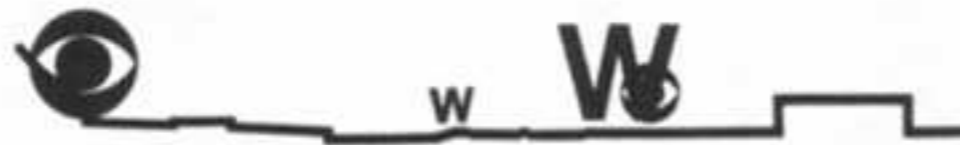
35 M.P.H.



W



THE STRIP



35 M.P.H.



W



SHOPPING CENTER



3 M.P.H.
50 M.P.H.



W



8. A comparative analysis of directional spaces



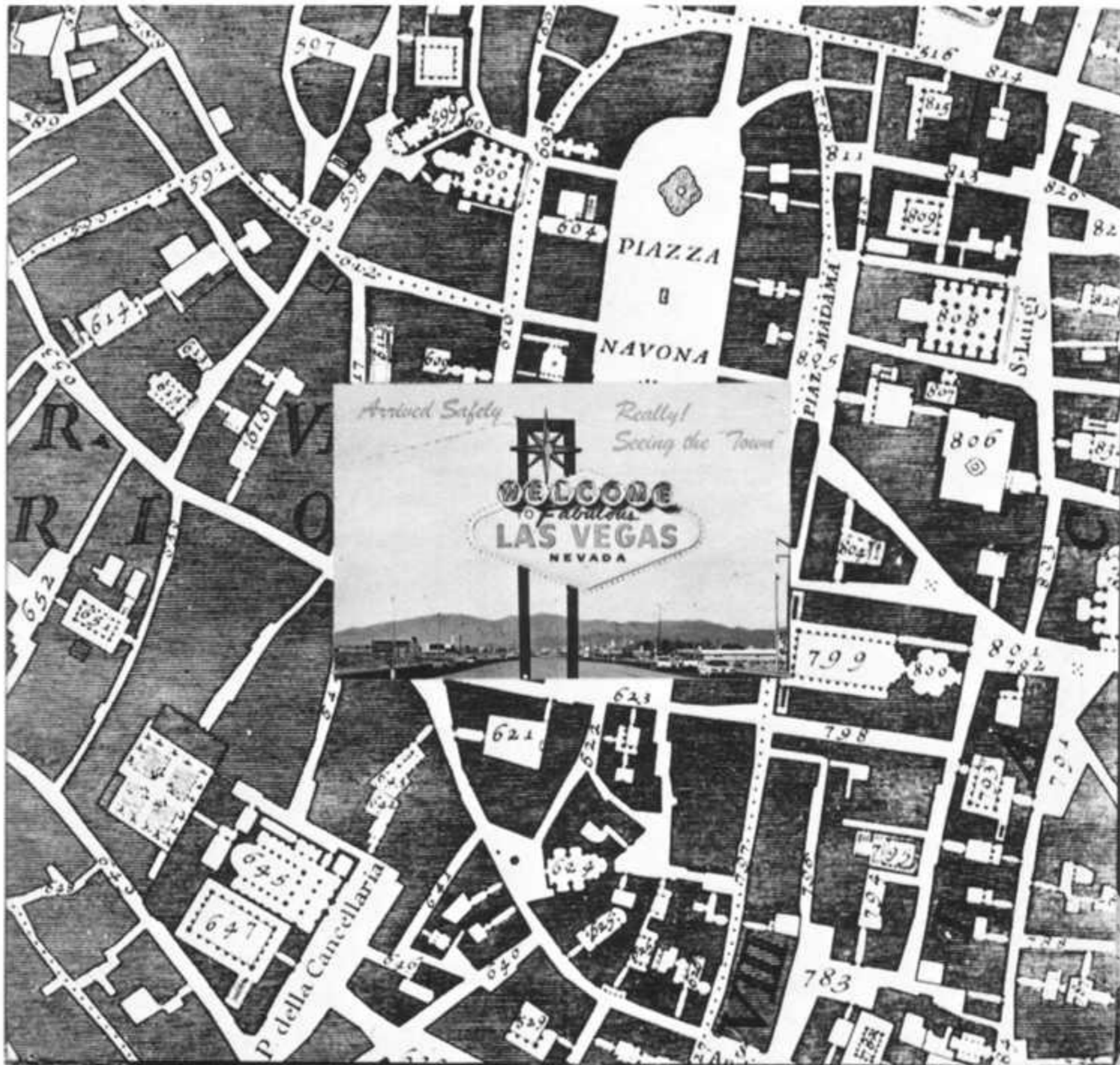
59. Caesars Palace sign



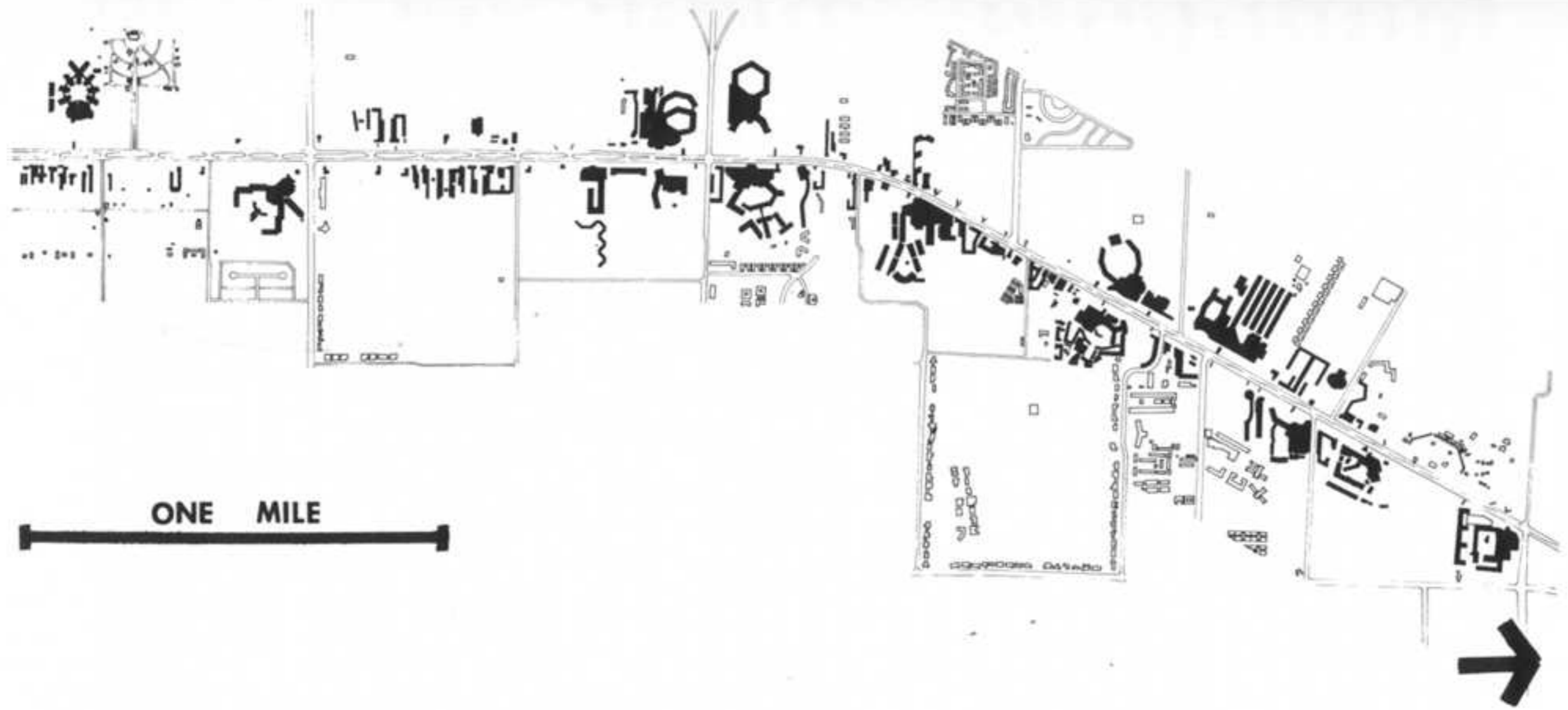
60. Piranesi's Pantheon/Caesars Palace sign



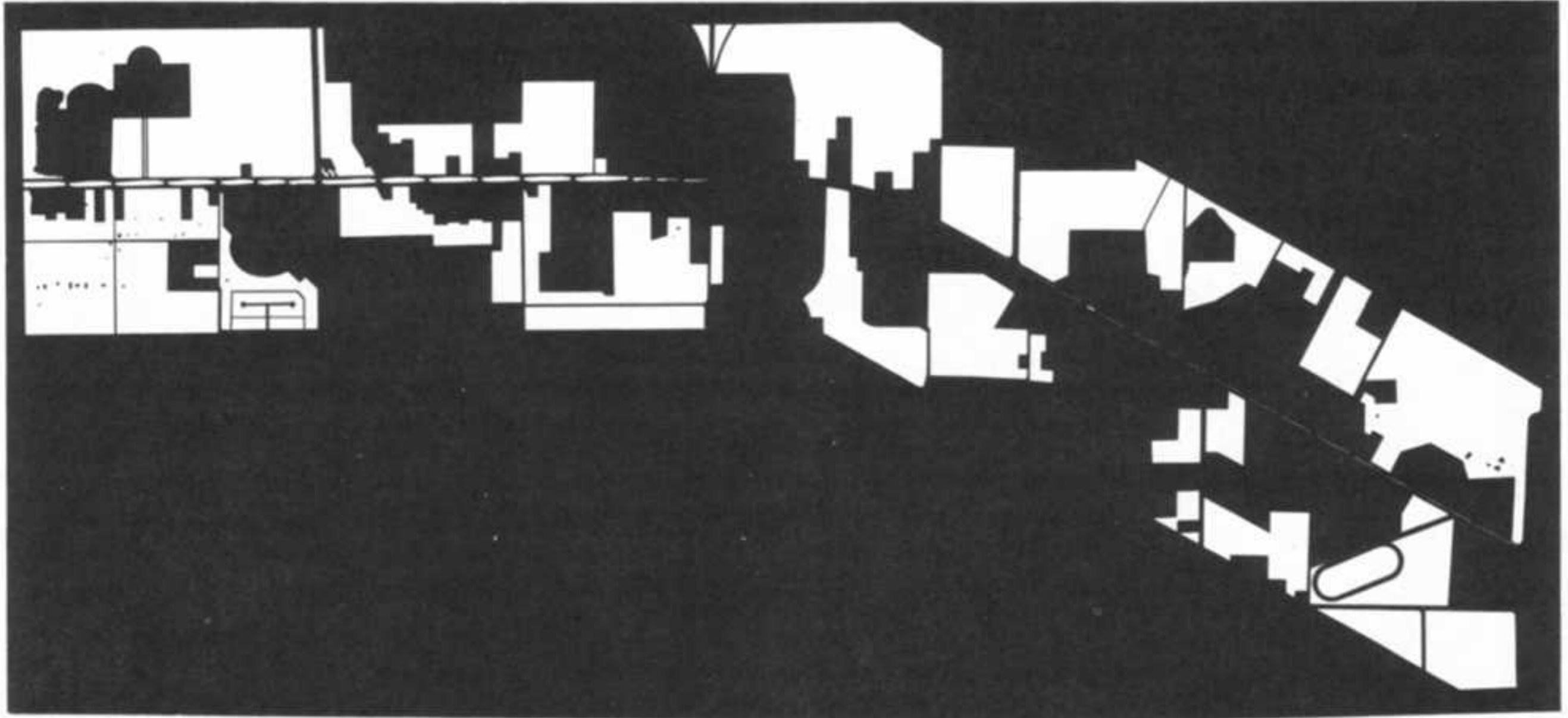
61. Caesars Palace centurions



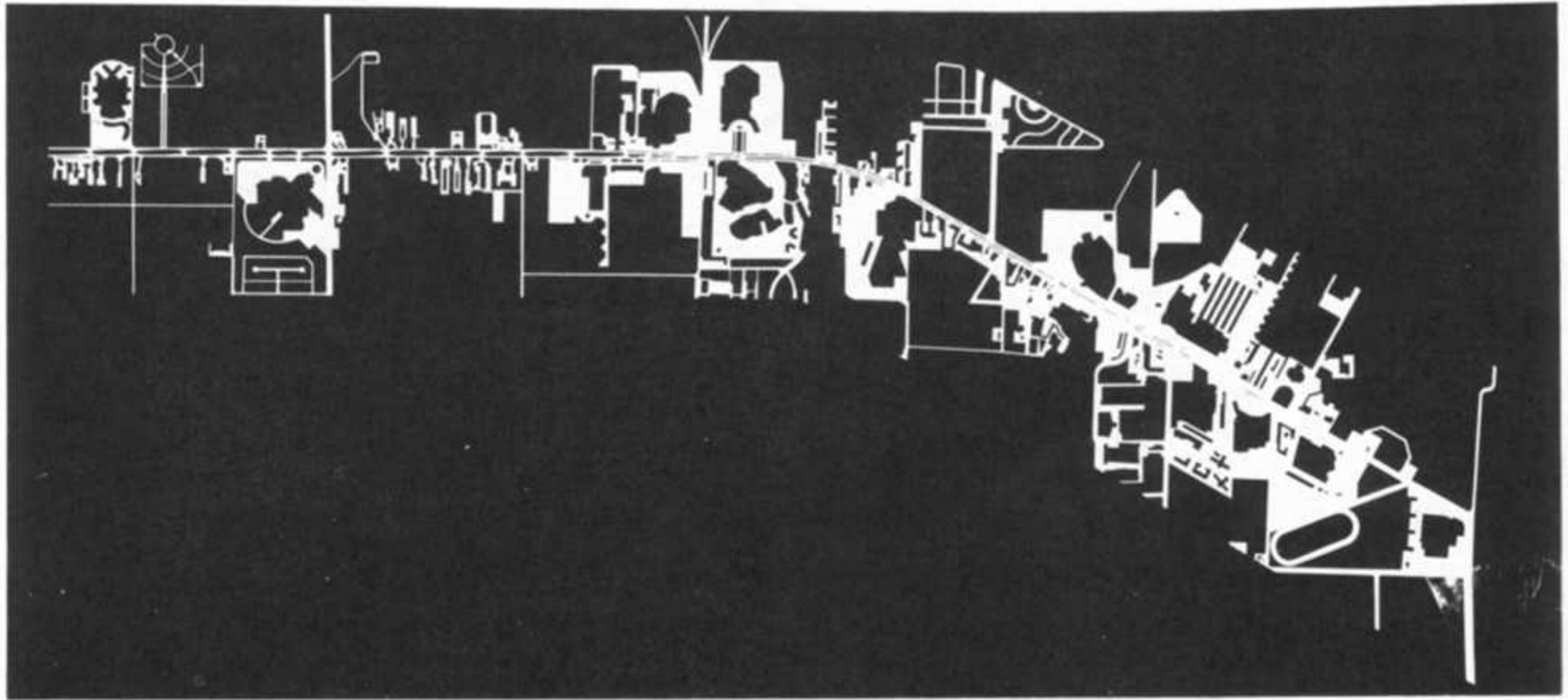
17. Nolli's Map of Rome (detail)



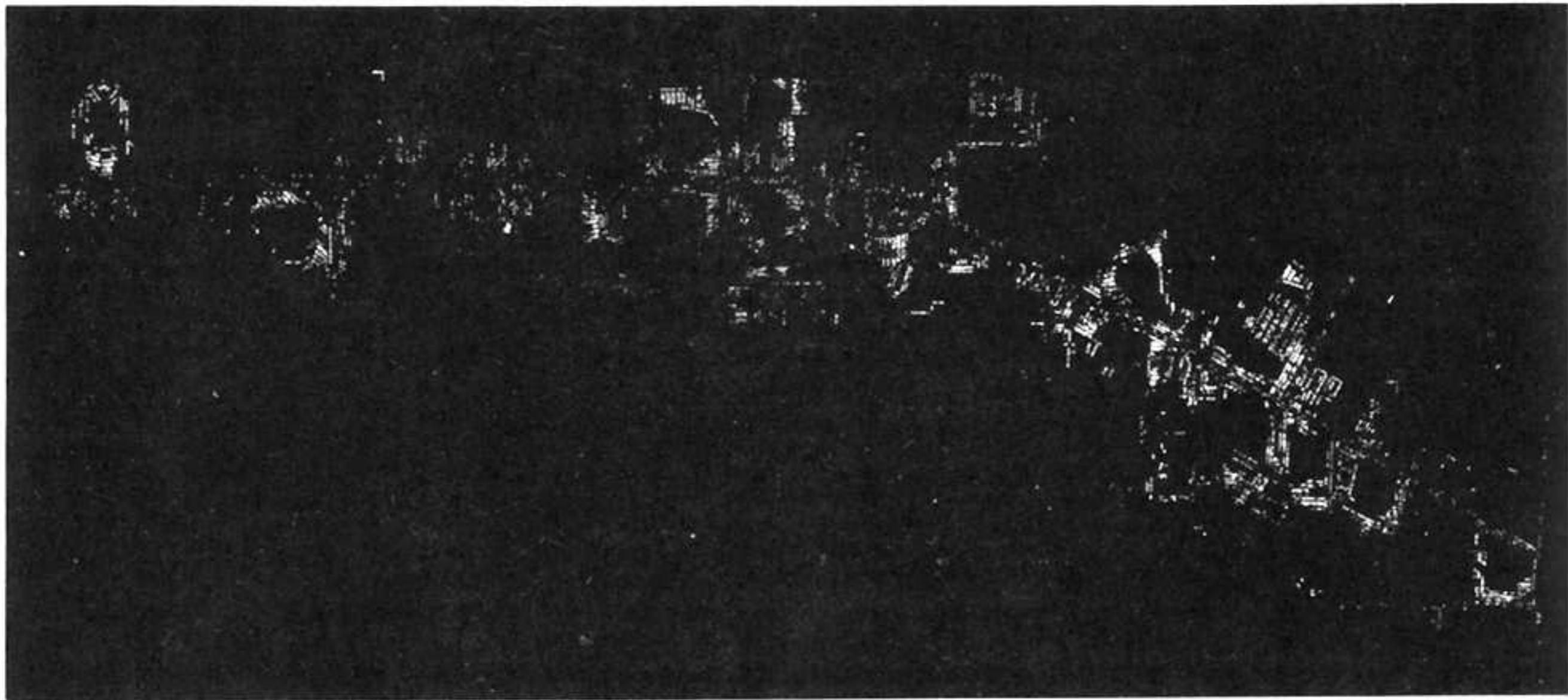
2. Map of Las Vegas Strip



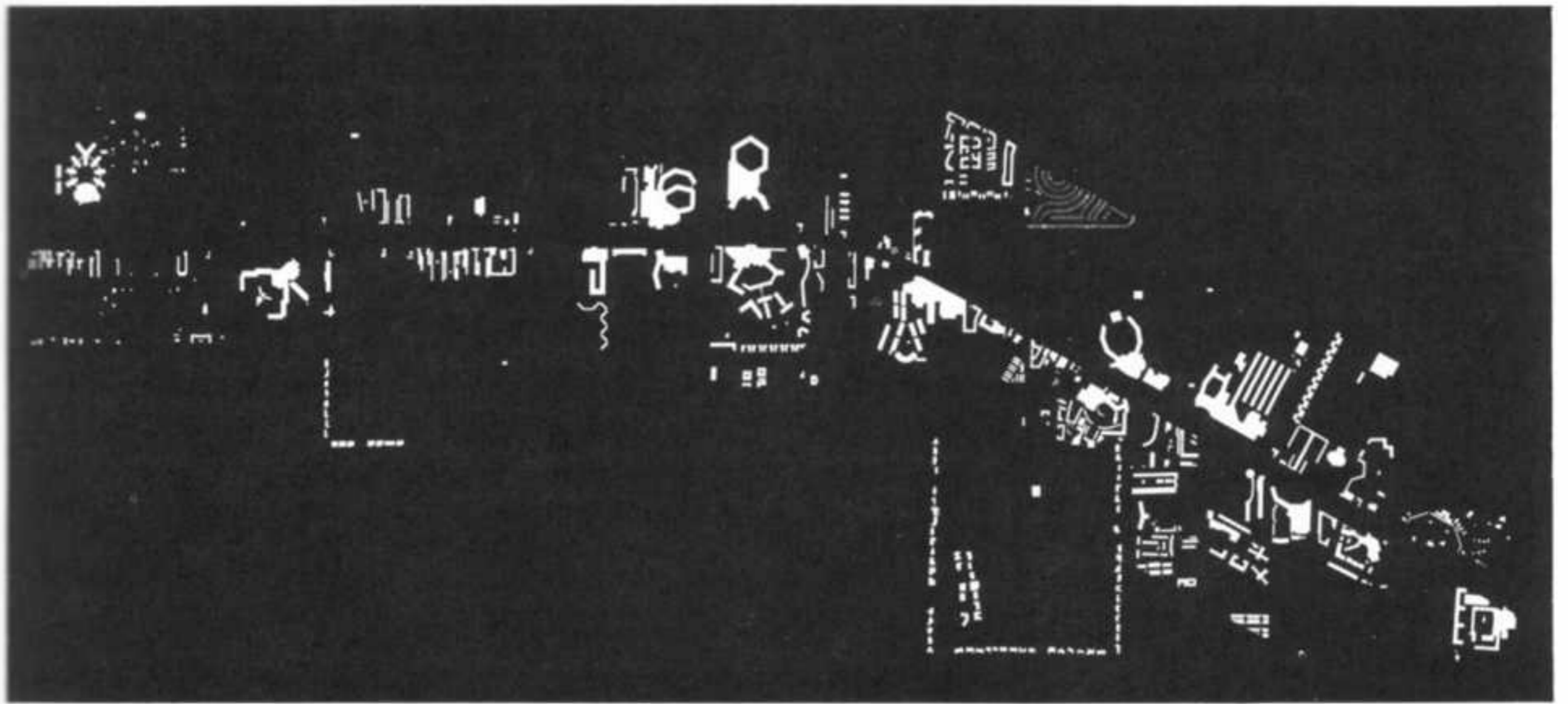
19a. Upper strip, undeveloped land



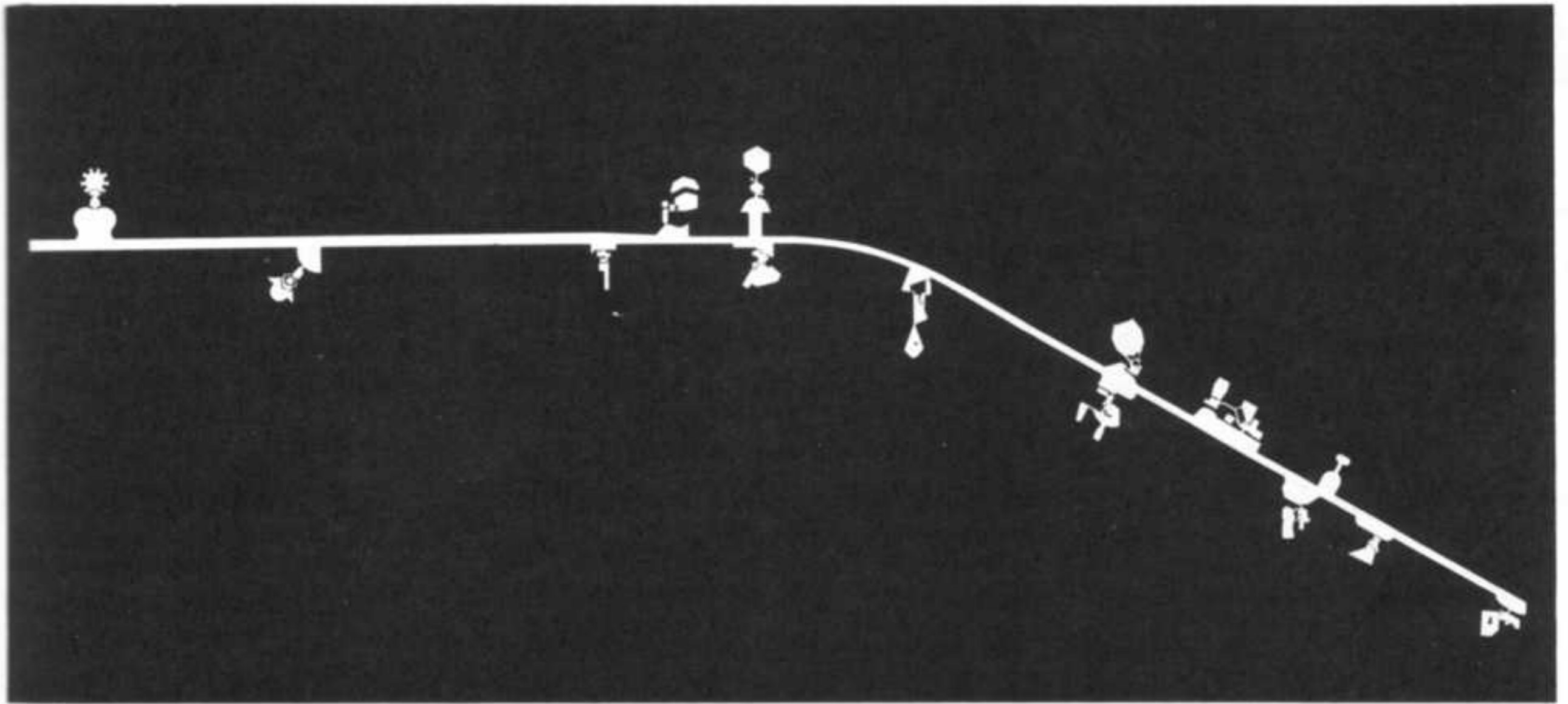
19b. Asphalt



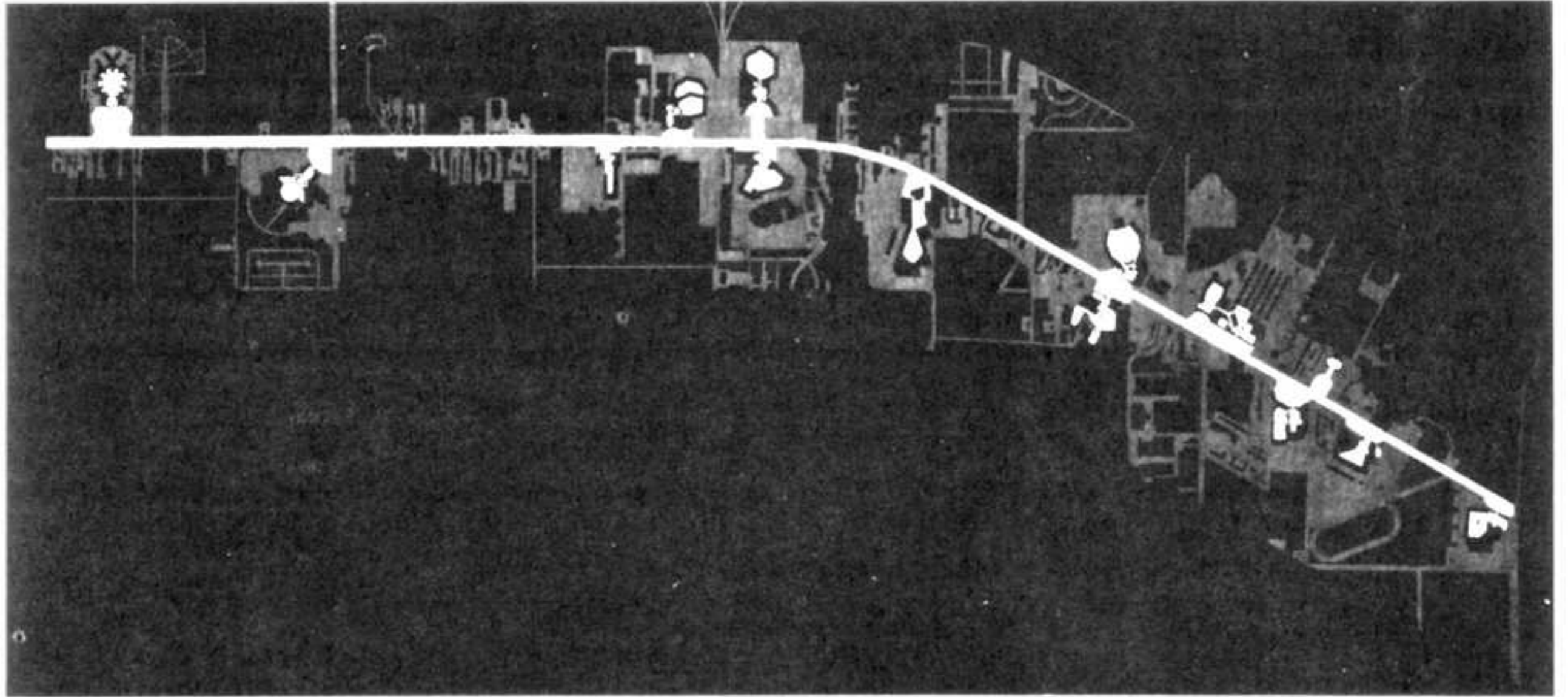
19c. Autos



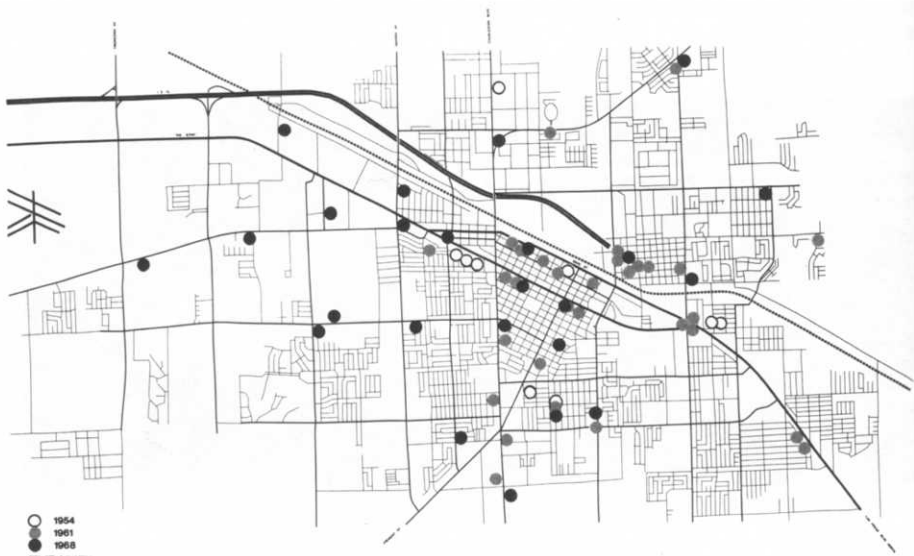
19d. Buildings



19e. Ceremonial space



20. Nolli's Las Vegas

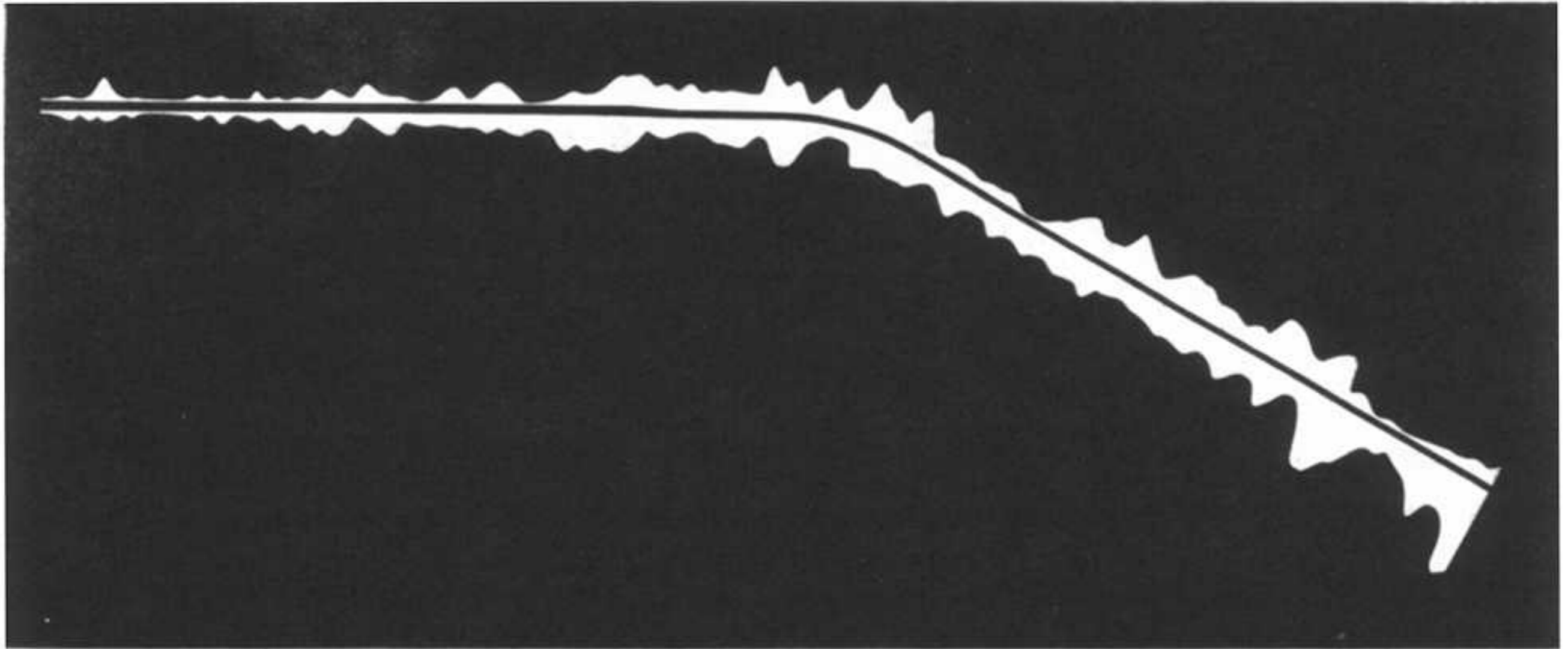


COMPARATIVE ACTIVITY PATTERNS: FOOD STORES

24-27. Maps showing comparative activity patterns: distribution of churches, food stores, wedding chapels, auto rentals



COMPARATIVE ACTIVITY PATTERNS: WEDDING CHAPELS



13. Illumination levels on the Strip

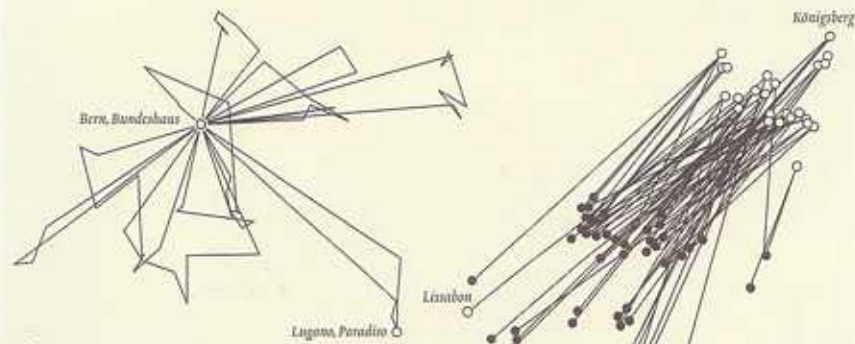


Fig. 1:
Sommerlicher Ausflug des Schweizer Bundesrates 1993-2003.

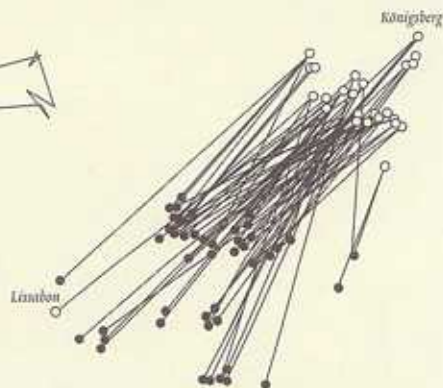


Fig. 2:
Breitfrontzug der Singdrossel in den Süden.

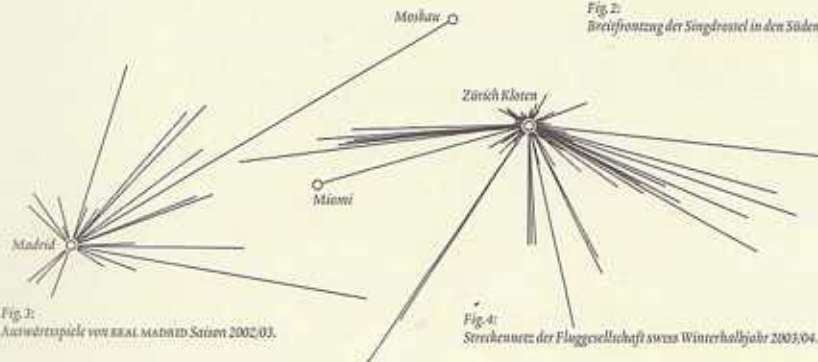


Fig. 3:
Auswärtsspiele von REAL MADRID Saison 2002/03.

Fig. 4:
Strahlennetz der Fluggesellschaft swiss Winterhalbjahr 2003/04.



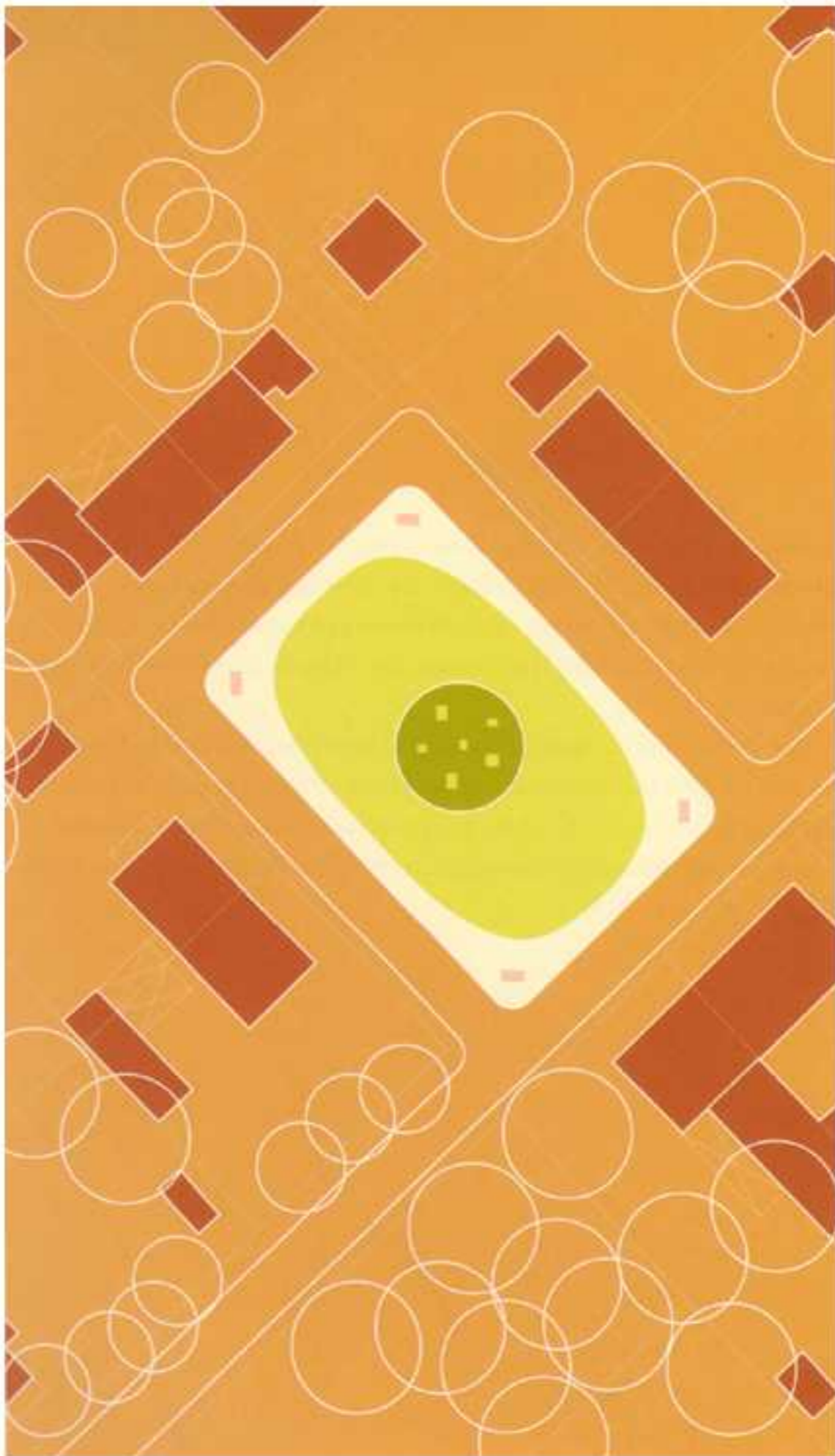
Fig. 6:
Reviere von 4 Männchen des Riffbarsches (*Abudefduf teneosus*). Jeder Fisch wurde 5 Minuten beobachtet.

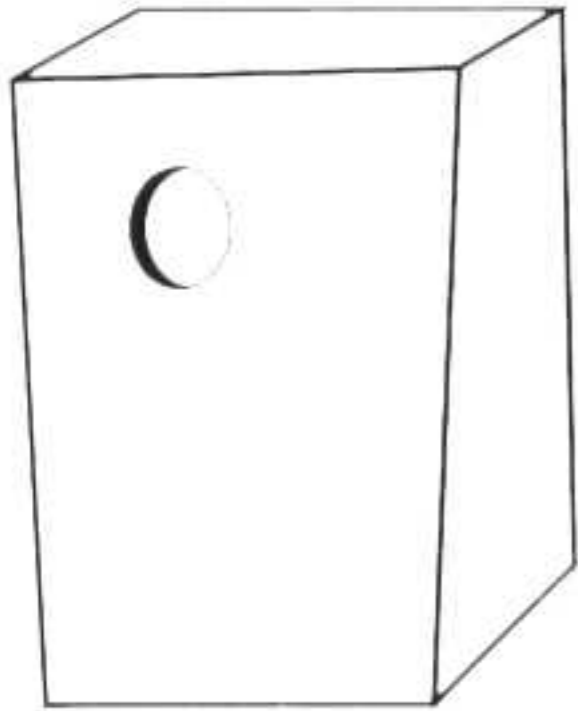


Fig. 5:
Weg eines Zürcher PIZZALITZ-Karriers (Ecke Manesse-/Schimmelstrasse) während eines Tages.



Fig. 7:
Wanderungen in Süllimburg (Niederlande) von Wimperfledermäusen (*Myotis imarginatus*) innerhalb einer Wanderstunde.



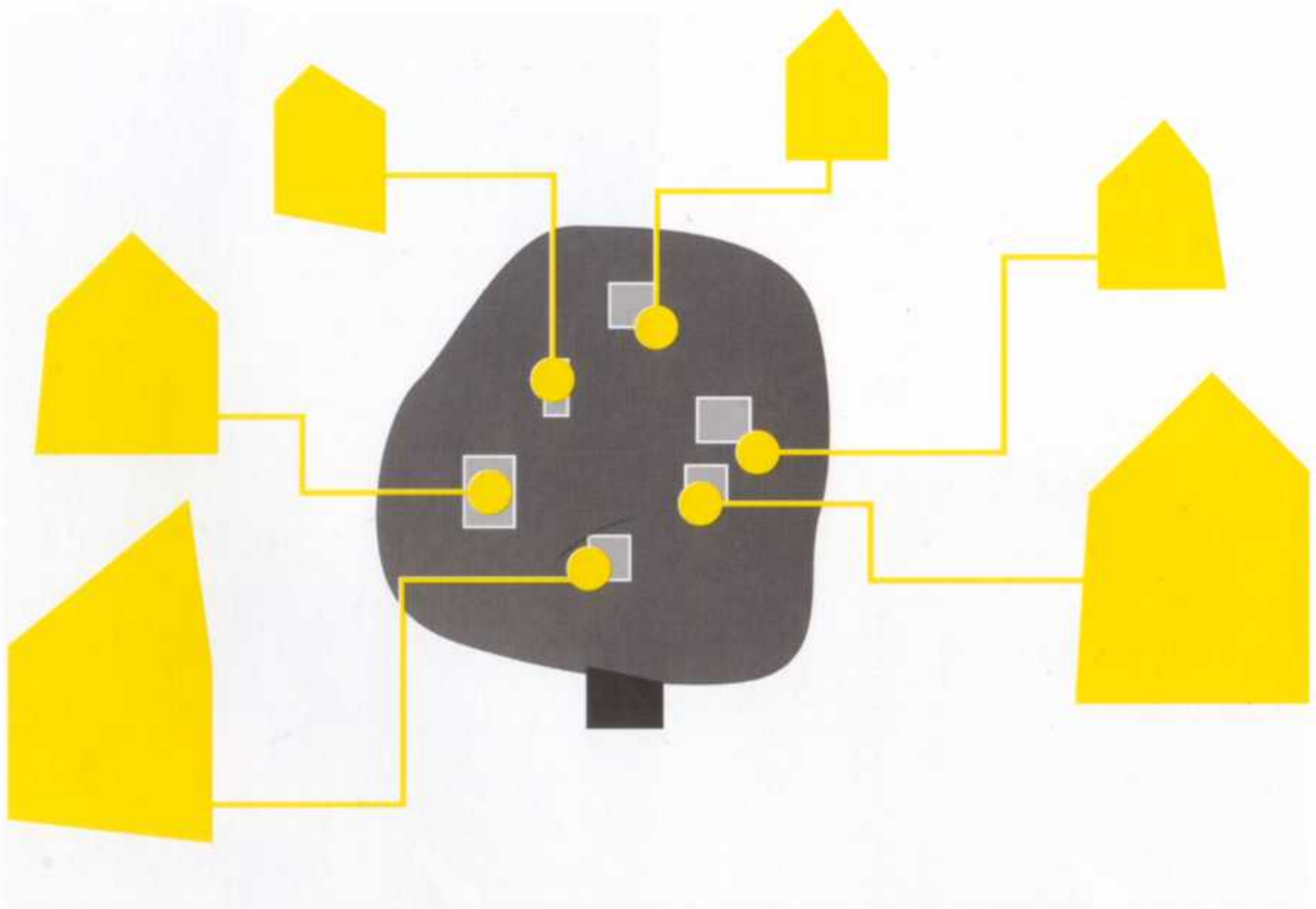


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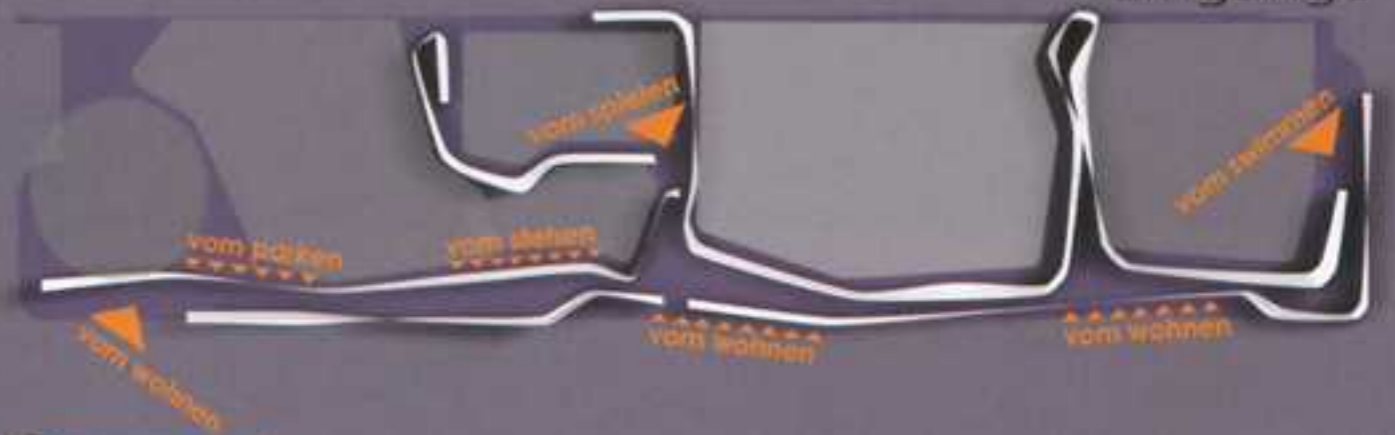
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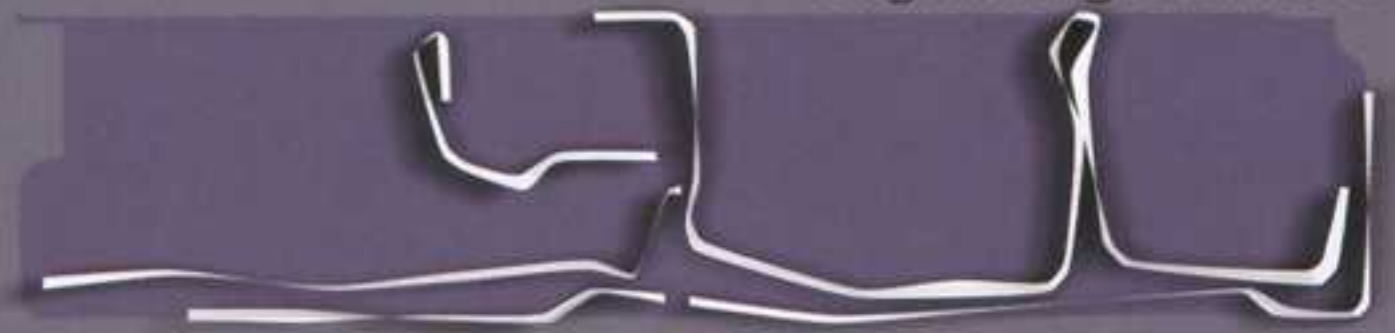
Verbindungsraum



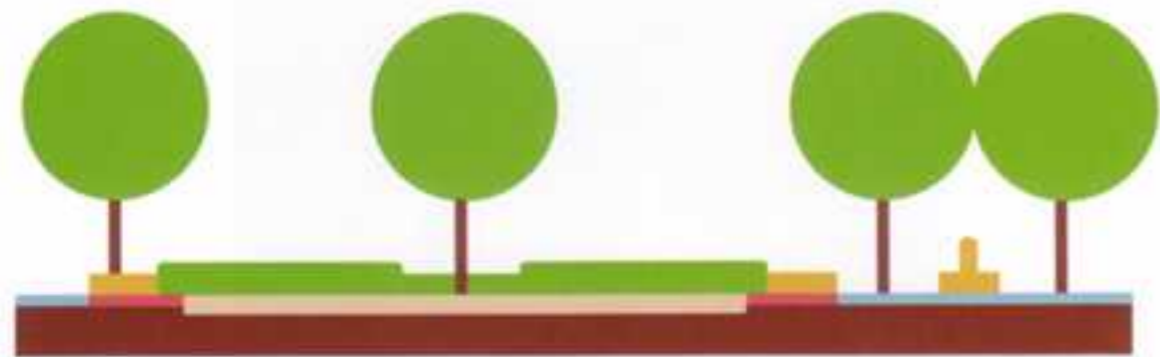
Eingänge

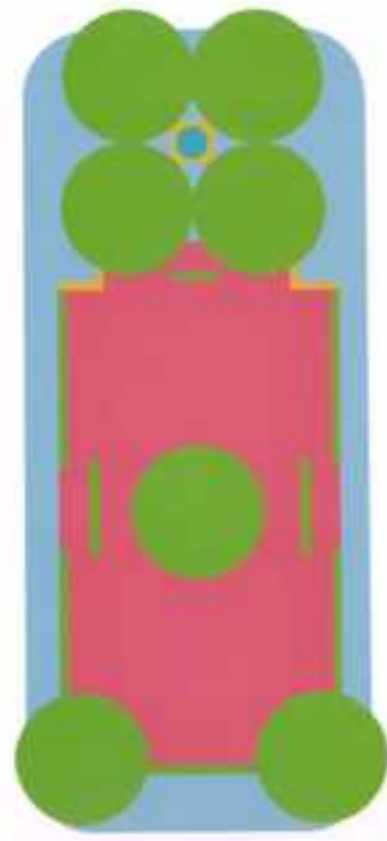
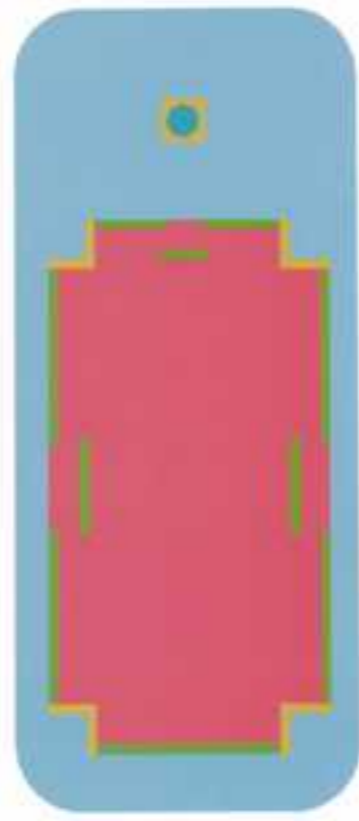
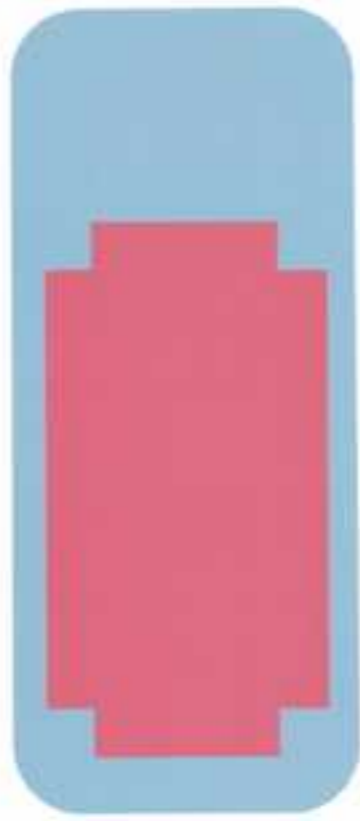


Aktivitäten



Begleitungselement





Farbiges Pflaster

Wassergebundene Decke

Fallsand

Mauer, Brunnen

Hecke, Baum

Bank

Kletter-Ei

Spielkugel

Baumring

Shelter

TERMINE

Technikeinführung Illustrator im 1.256a

Fragebeantwortung zu Übung und Illustrator im 1.256a

Informationen unter www.z31.org/hsr_vk1