

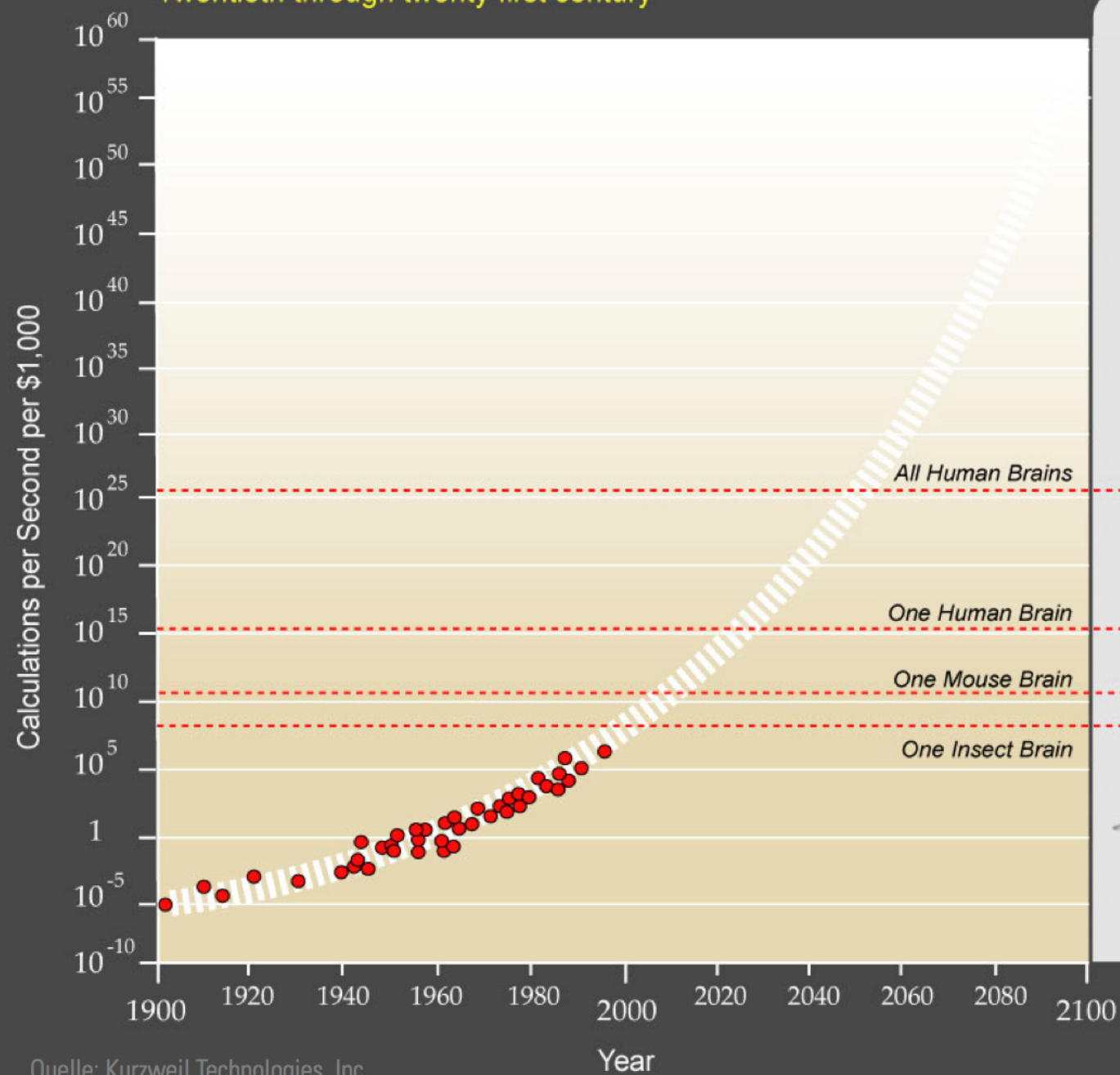


DI Florian Halm, MA
Think Design!
Interfaces, Infografiken, Leitsysteme & Co.

WUNSCHKONZERT

Exponential Growth of Computing

Twentieth through twenty first century



Logarithmic Plot



Quelle: Kurzweil Technologies, Inc.

Wie kann **Design** Menschen dabei unterstützen, sich in einer zunehmend komplexen Welt zu orientieren?



Informationsdesign (Definition STC)

Übersetzung komplexer oder unstrukturierter Daten in wert- und sinnvolle Information.



Experten



User

Information Foraging (Info-Nahrungssuche)

We **seek, gather, share** and **consume** information to a degree unapproached by other organisms. We might properly be characterized as a species of **informavores**.

(Dennet, 1991)



Information Scent



The purpose of design is to **amplify cognitive performance** not only to create interesting pictures.

... it should do for the **mind** what cars do for the **feet**.



(Card, 2008, p. 539)

Konventionen sind unsere Freunde.



A **symbol** is something, who someone intends to represent **something other** than itself. (J. DeLoache, 2004)





We wanted to design something **memorable** but **meaningless**,
so we could **educate** people as to what it means. (Charles Baldwin, 1966)

A brown cow with yellow ear tags is lying in a green field. In the background, there is a small wooden building and a steep, rocky mountain under a clear blue sky. A dark grey speech bubble is overlaid on the right side of the image.

Hello, I am ~~V~~ !

A photograph of a white ceramic toilet in a bathroom with brown tiled walls. A piece of aged, yellowed paper is taped across the front of the toilet bowl. The paper has the words "OUT OF" in a large, bold, black serif font on the top line, and "MORDER" on the bottom line. The letter "M" in "MORDER" is written in a blue, hand-drawn, sketchy style, while the rest of the letters are in the same black serif font. The paper is slightly wrinkled and has some tears at the bottom left.

OUT OF
MORDER

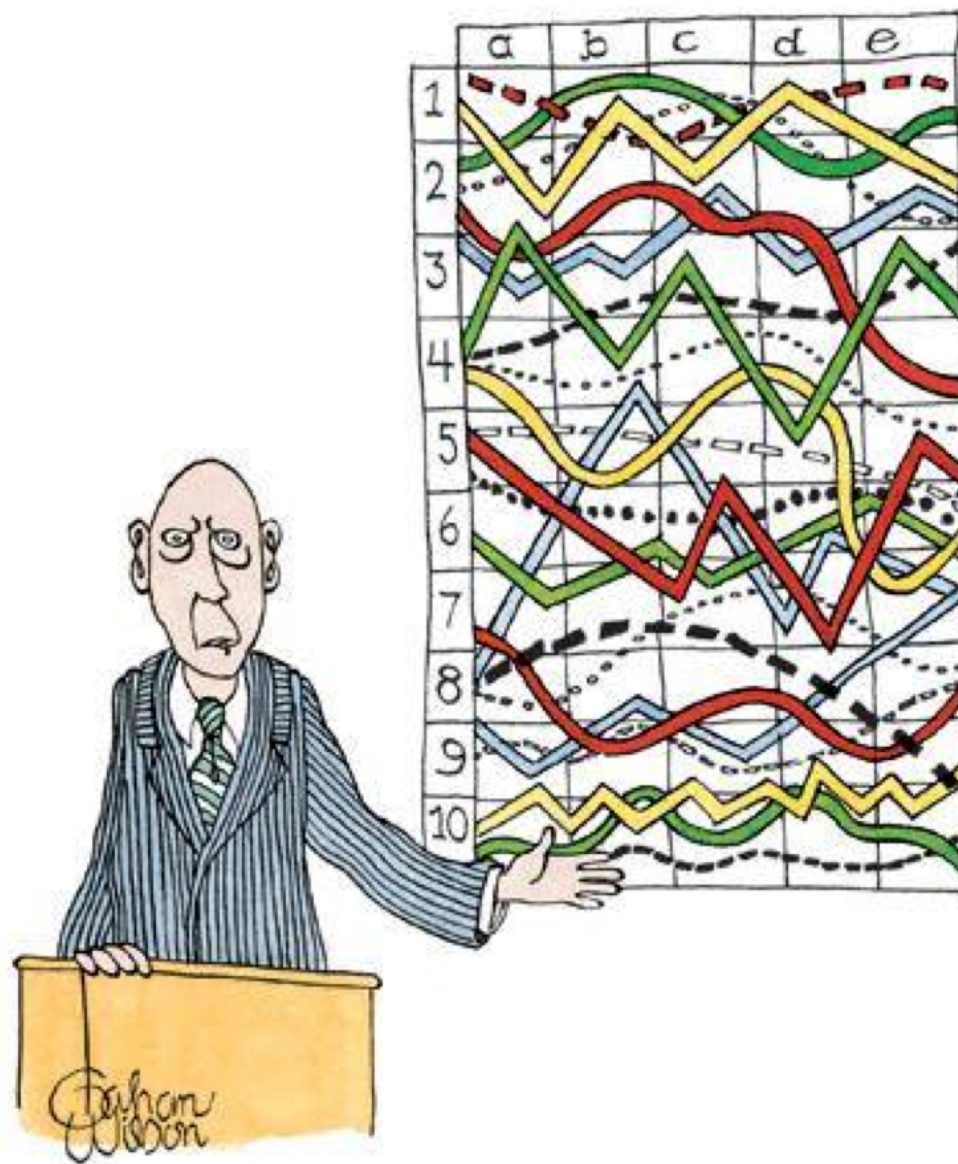
Quelle: eigene Darstellung

26 Zeichen





Quelle: Ruedi Baur



"I'll pause for a moment so you can let this information sink in."

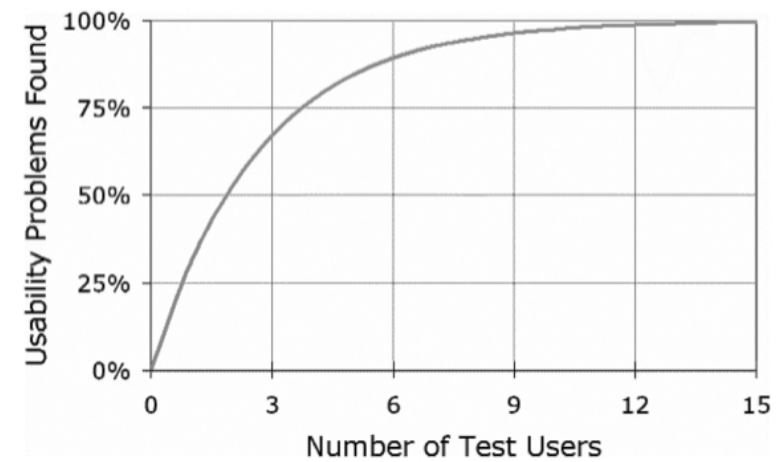
Informationsdesign for **all**





Usability Design Methods

... the **WOW** effect!



Source: Nielsen (2000a, p. 1)



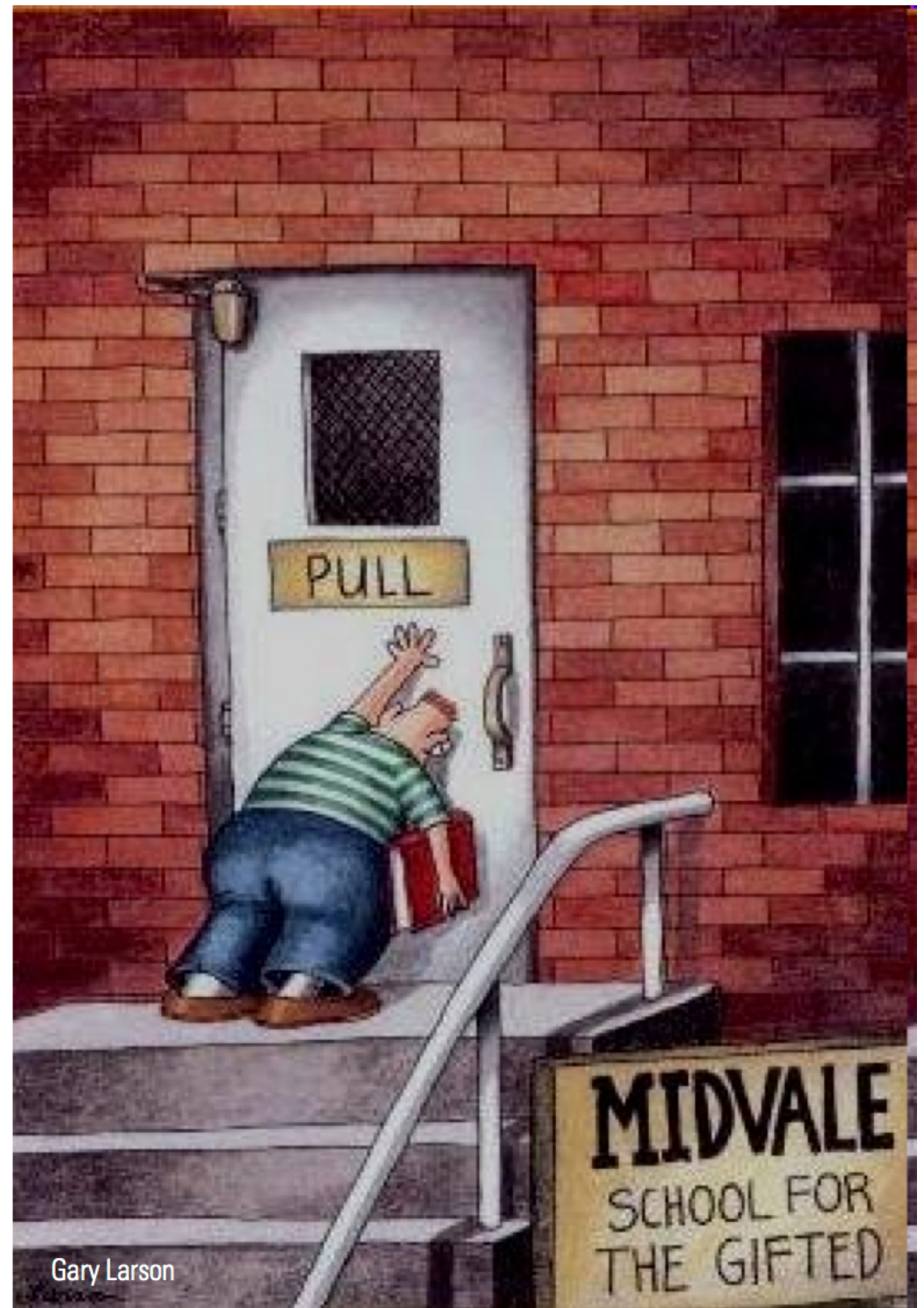
Beispiel: Websites

80% der User scannen Text*

*Quelle: <http://www.useit.com/alertbox/percent-text-read.html>

- 50 Wörter: 75 %
- 100 Wörter: 50 %
- 400 Wörter: 35%
- 1000+ Wörter: 20%

Bring the user back in.





Think
Design!

Berufsbegleitend
Studieren.

Donau-Universität Krems

Masterstudium **INFORMATIONSDSIGN**

4 Semester, berufsbegleitend

www.donau-uni.ac.at/wuk/id