

# Tom Fisher > Visual Journal > April 5 - May 17, 2011



Text and Visuals



Yahoo Finance Market Summary effectively displays the index returns as text by aligning them on a grid and indicating the relationship of positive and negative numbers by using color. The graphic visual displays the trends over time.

Source: <http://finance.yahoo.com/marketupdate/overview>

Pattern



Source: [www.ghacks.net](http://www.ghacks.net)

The QR code is a two dimensional bar code that can be read by mobile phone cameras. The result of scanning the QR code takes the person to a website, phone number or sms text making it easier and faster to access information on mobile phones.

Information Visualization



This is an example of an information visualization because it displays data that is aligned on a grid and as a graphical representation by displaying data on a vertical axis (trend) and horizontal axis (over time).

Source: [www.russell.com](http://www.russell.com)

Information Art



This is a motion visual found in an elevator lobby. It is an example of information art because the data is displayed as fish images moving on an invisible grid that is not labeled. It shows a trend that is not measurable.

Source: Tom Fisher



Web page that evokes emotion

HomeU.S.**World**PoliticsBusinessSportsEntertainmentHealthTech & scienceTravelLocalWeather

World environment on msnbc.com

Search msnbc Search

# Oldest wild bird in U.S. survives tsunami

Albatross that's more than 60 years old seen alive on Pacific island with chick

Below: Discussion Related

Tweet157

Recommend581

By Jorene Barut


REUTERS

updated 3/22/2011 6:05:36 PM ET

Share | Print | Font: A + -

HONOLULU — A 60-something albatross ranked as the oldest free-flying bird has thrilled biologists by surviving a tsunami that struck the Pacific island where it nests, the U.S. Fish & Wildlife Service says.

The elderly bird named Wisdom and her recently hatched chick were spotted alive about a week after Sand Island in the Midway Atoll National [Wildlife Refuge](#) was struck by a 5-foot tidal wave unleashed by the 9.0 magnitude earthquake that hit March 11 off the coast of Japan.



John Klavitter / U.S. Fish & Wildlife Service

The oldest known wild bird in North America, a Laysan albatross, is seen with her new chick on the Midway Atoll National Wildlife Refuge in the Pacific Islands.

Login & settings

Email this to a friend

Share this on Facebook

Share this on Twitter

New comment notifications

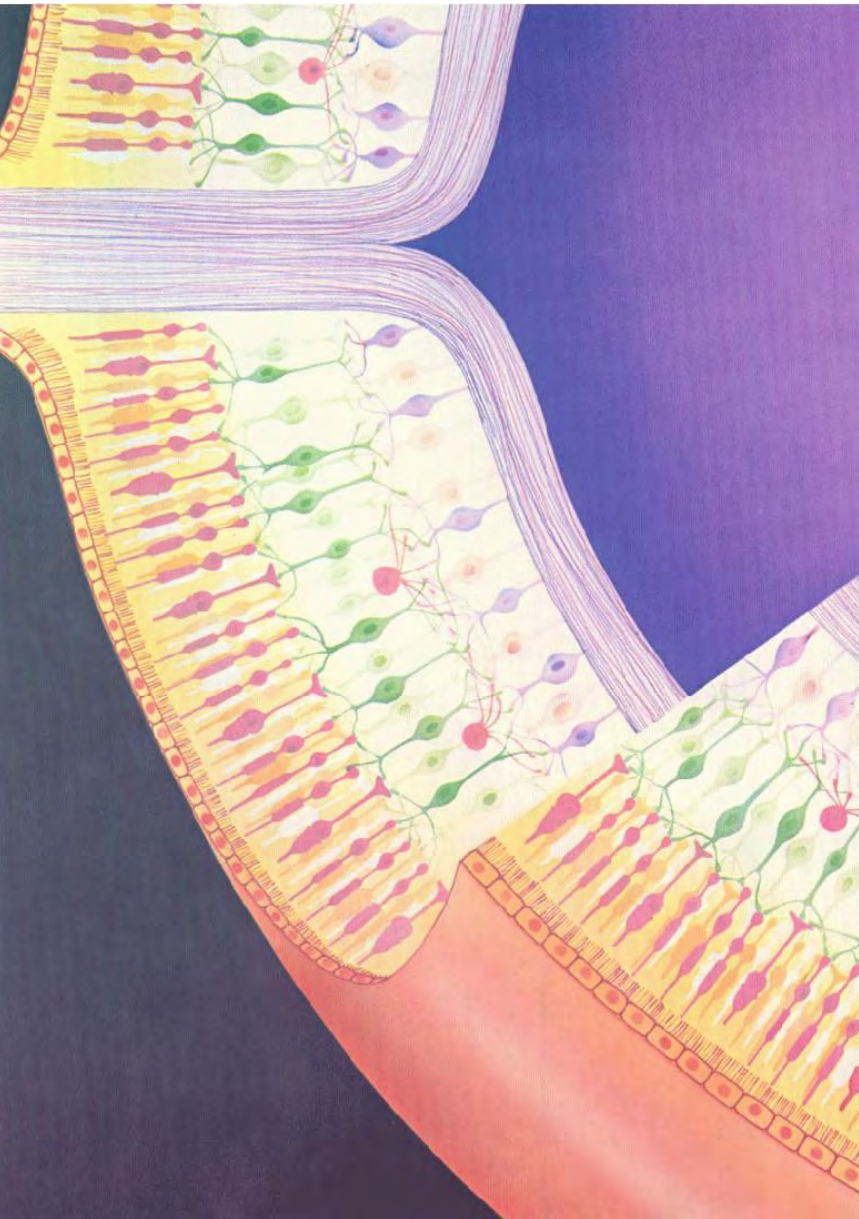
hide tools

I had read previously that large numbers of sea birds were killed when the tsunami washed over their islands. Upon reading the content of this page I feel hope that life continues to go on after a catastrophic event (tsunami).

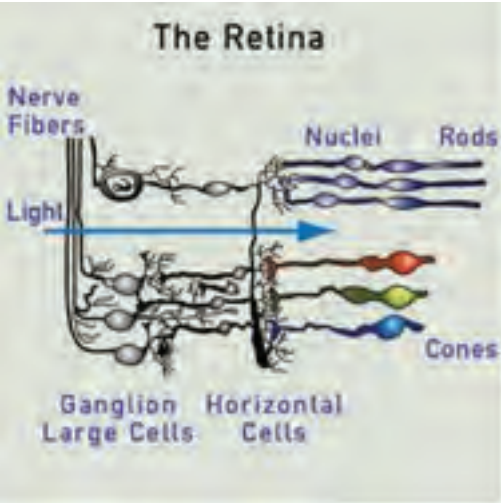
Source: msnbc.com



Representational picture



Sources:  
[www.eyedesignbook.com](http://www.eyedesignbook.com)  
<http://flightline.highline.edu>



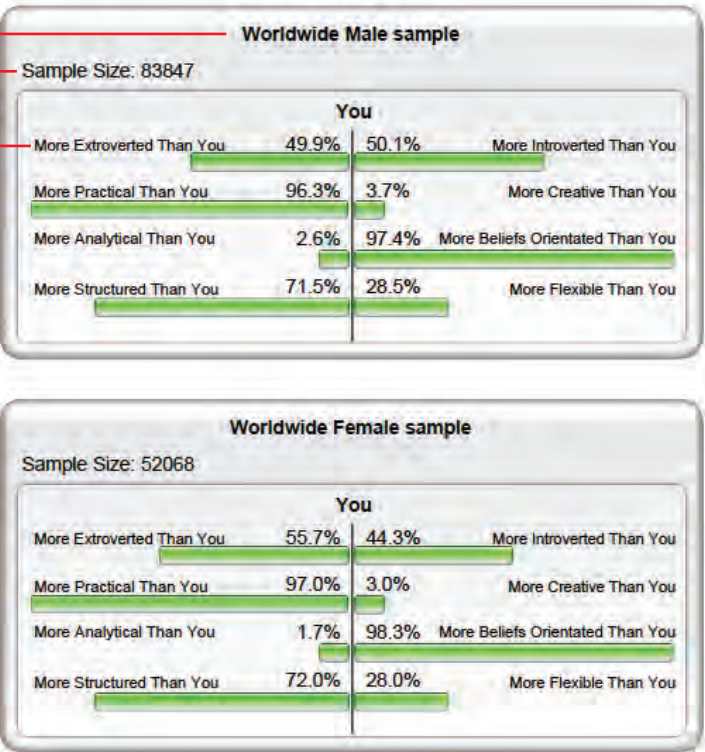
These are representational illustrations showing the location of rods, cones and ganglean cells in the retina. By using illustrations, this helps the viewer focus and understand their location in the retina by focusing on their form in a stylized way.

Analogical picture



This example is understandable by the viewer if they have an idea of the map of the city, heat maps that show frequency of tweet locations on the map, and how tweeting works from mobile devices.  
Source: Tom Fisher

Targeted  
Credible  
Concrete

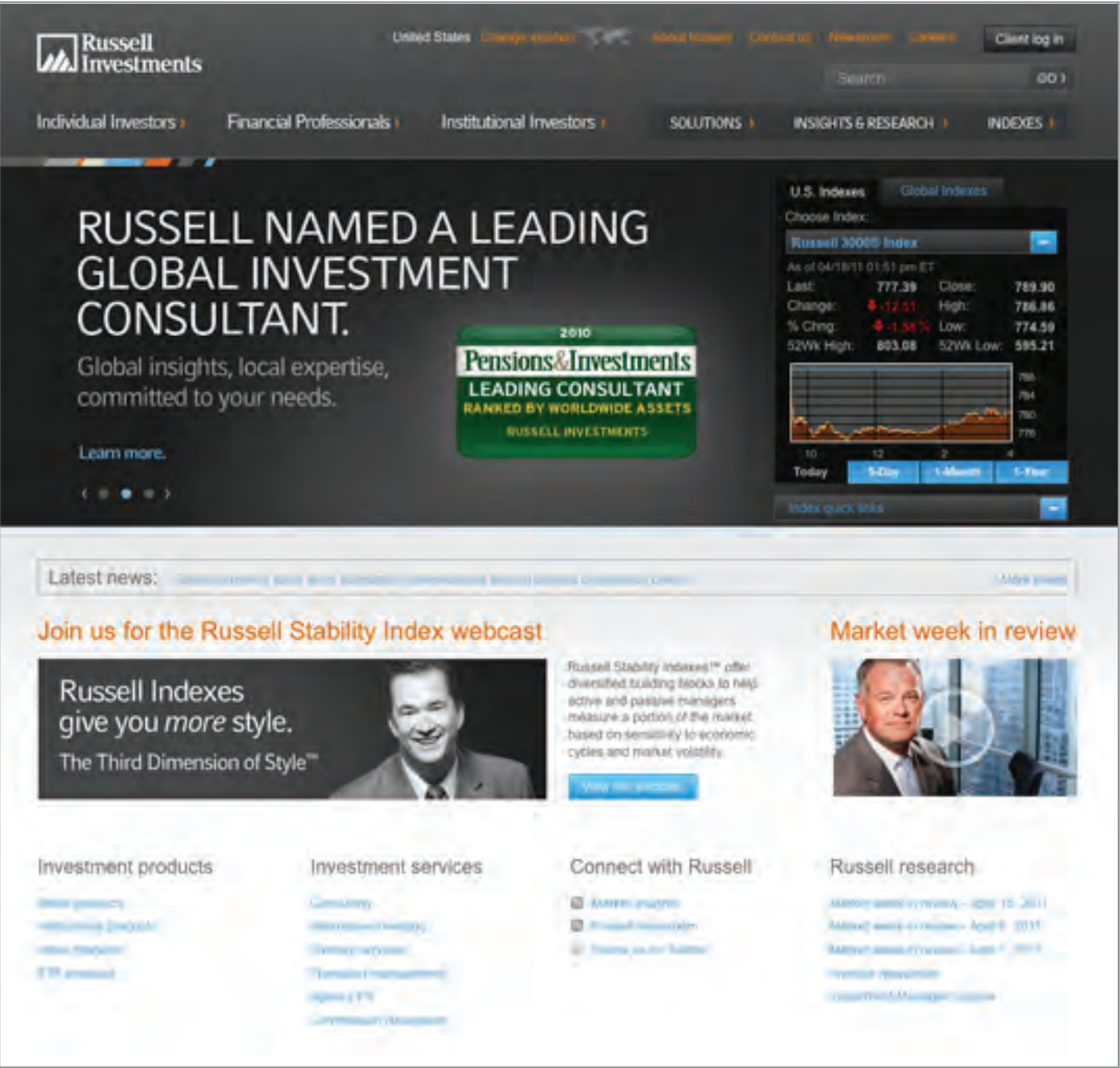


Source: Margerison-McCann Team Manaagement Systems

- Focused: Present as much information as needed.
- Targeted: Understand your audience.
- True: Persuade through fact.
- Credible: Provide evidence to support the idea/argument.
- Concrete: Prevend misinterpretations, clear display of information.
- Contextual: Clear function of the message.
- Actionable: Change how people think.
- Narrative: Meaningful sequence of information.
- Sequential: Guides users.
- Unified: Looks alike, integrated images, words and text.
- Engaging: What to do with the information. How to respond.



Blue and black text legibility differences

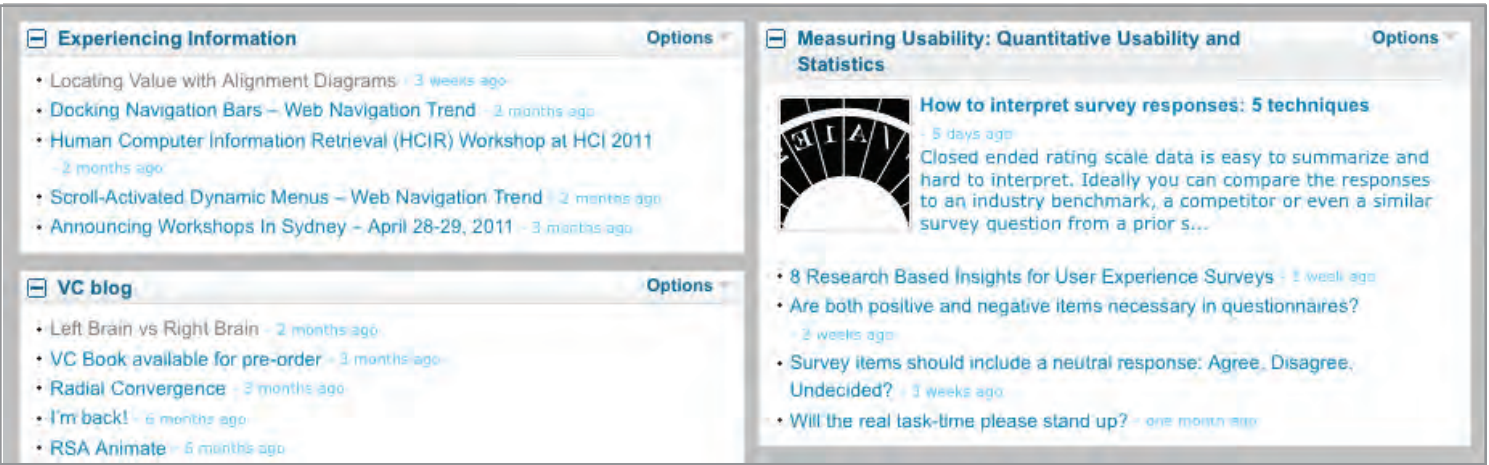


The blue links do not stand out clearly against the black background and take longer to process (read).

On the white background, the blue text does not stand out as clearly as the black text. It has less contrast.

Source: www.russell.com

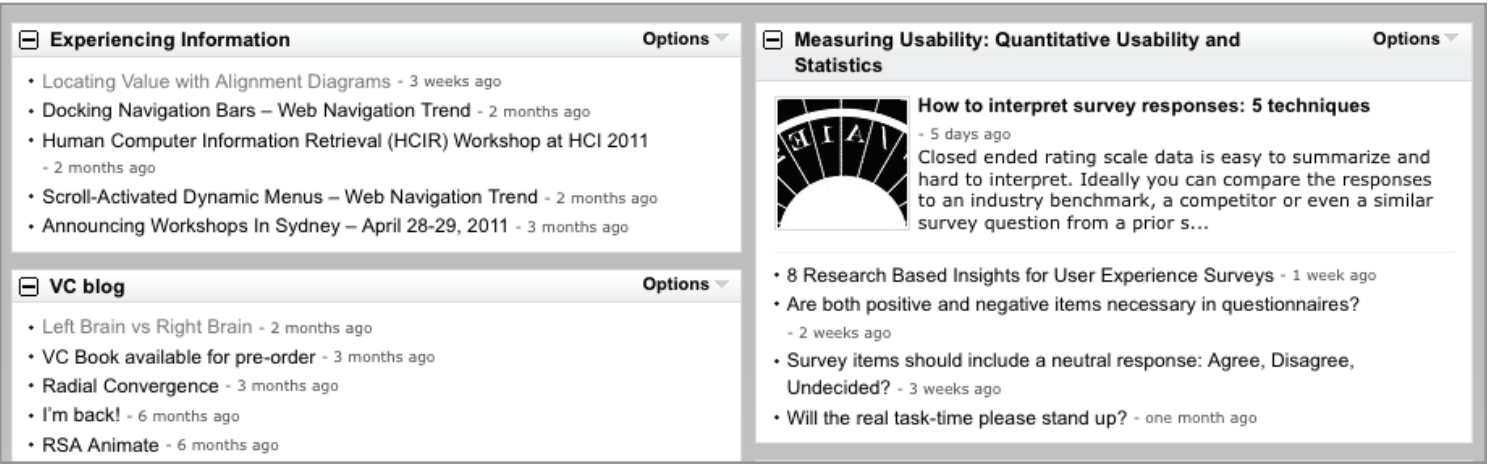
Web page using blue color for text\*



The blue tends to recede and takes more effort to read and scan.

Source: my.yahoo.com

Web page using black color for text\*



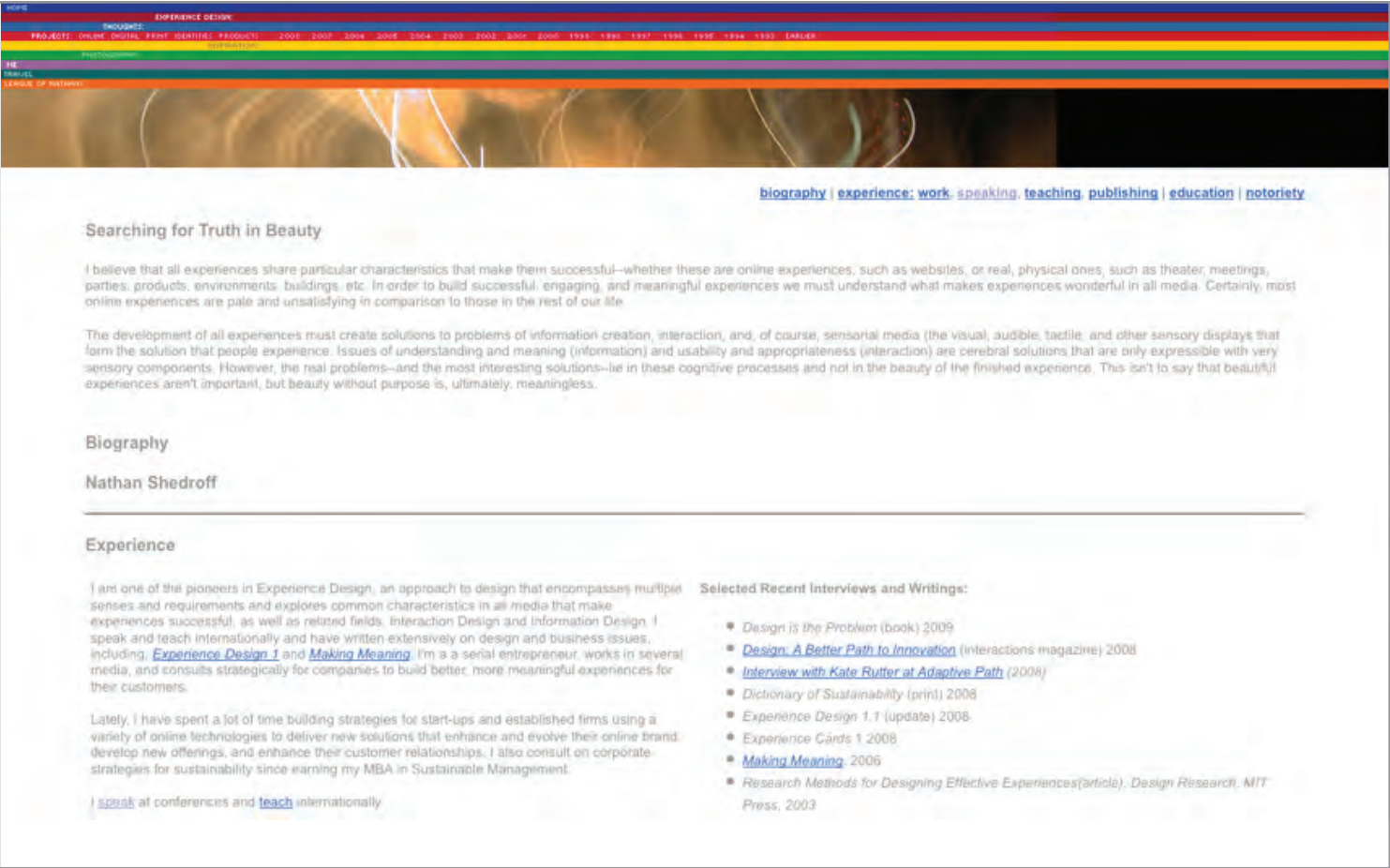
The black text stands out and is quicker to read and scan.

Source: my.yahoo.com

\*For this assignment, I used a section from My Yahoo which is a customizable “portal” where I can subscribe to RSS feeds . One of the features is the ability to change the colors of the background and text elements.



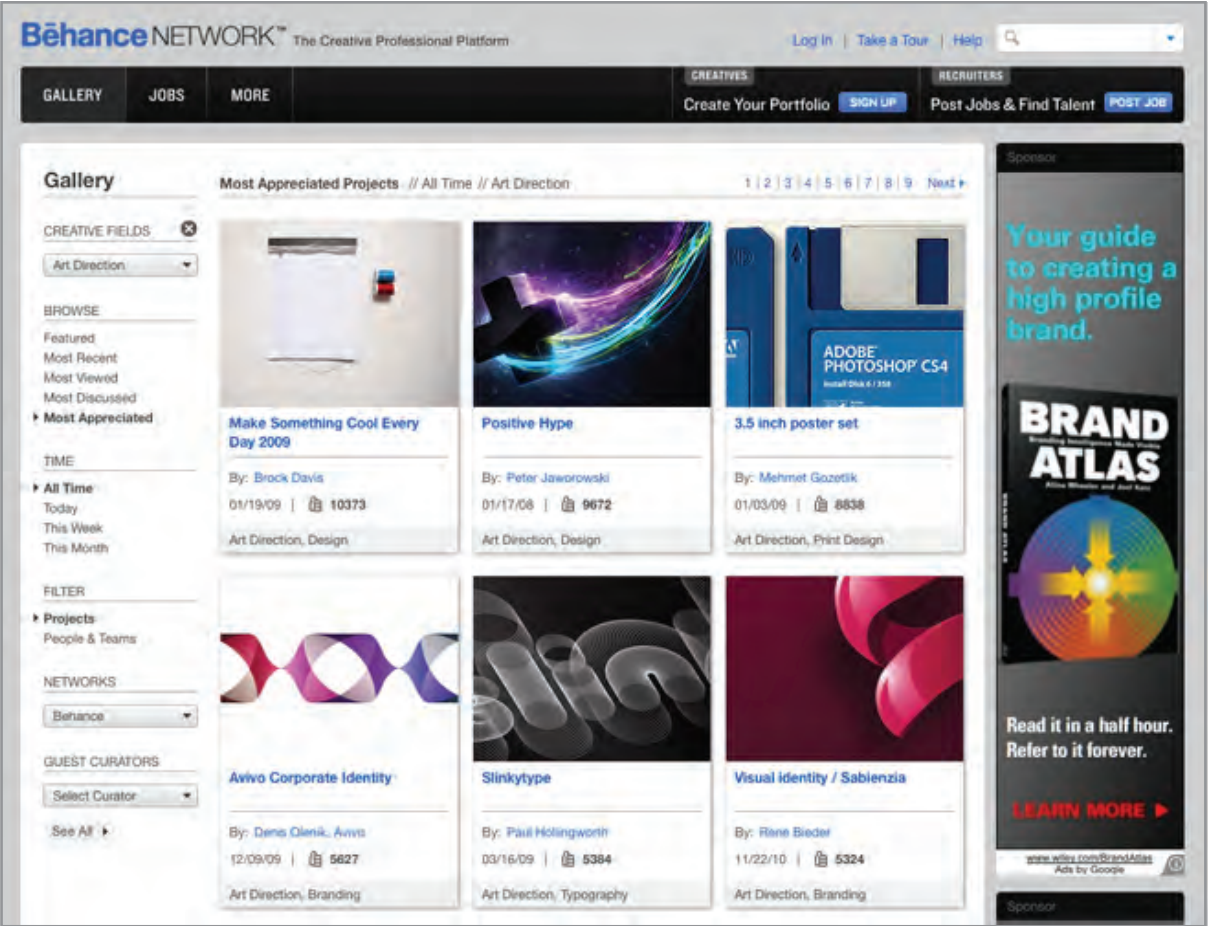
Distinct continuity #1



The navigation section of this page is clearly defined from the page content.

Source: www.nathan.com

Distinct continuity #2



The images draw attention and clearly define sections of content. The left navigation appears as a secondary emphasis by only displaying text. This area is isolated visually from the main page content.

Source: www.behance.com

Desaturated light value for background



Source: [www.reputationtorevenue.com](http://www.reputationtorevenue.com)

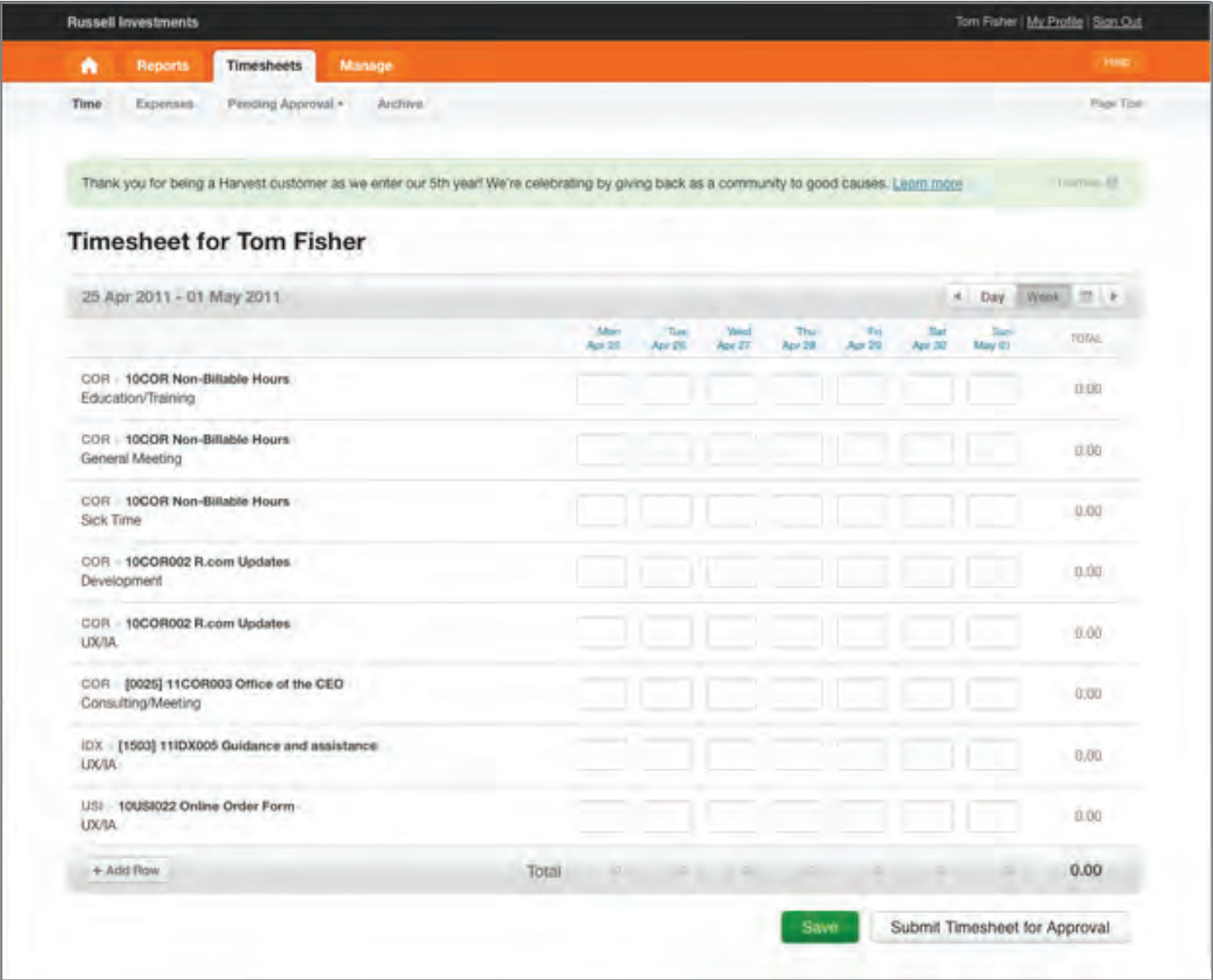
Monochromatic color scheme



Colors that are a shade or tint variations of the same hue.  
Source: [www.mindboxcreativegroup.com](http://www.mindboxcreativegroup.com)

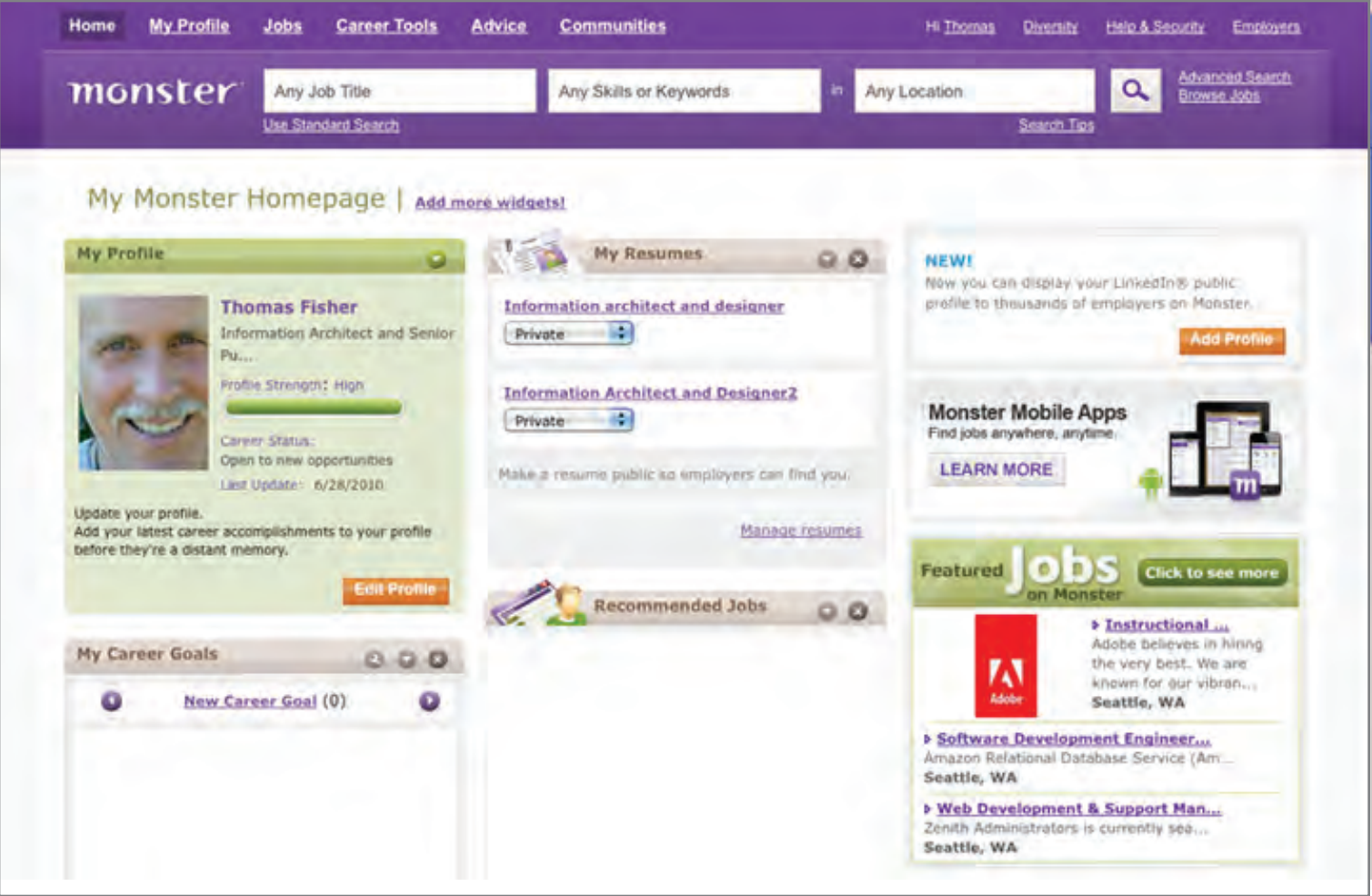


Complimentary color scheme



Colors positioned opposite one another on the color wheel.  
Source: www.reputationtorevenue.com

Triad color scheme



Three hues equally positioned on the color wheel.  
Source: http://home.monster.com

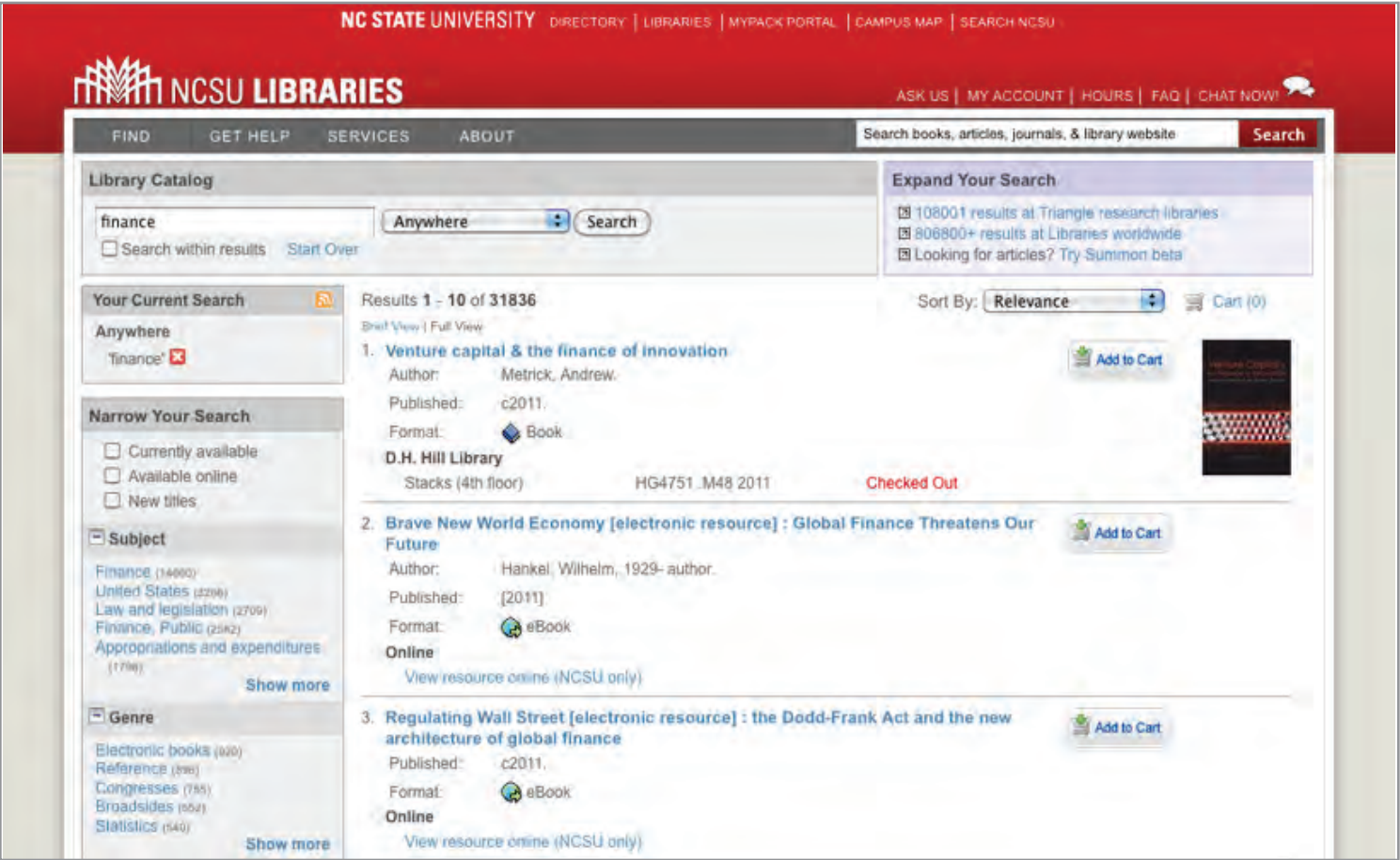


Color grouping related elements



Source: www.natural\_homeremedies.com

Proximity to group related elements



Source: www.lib.ncsu.edu.com

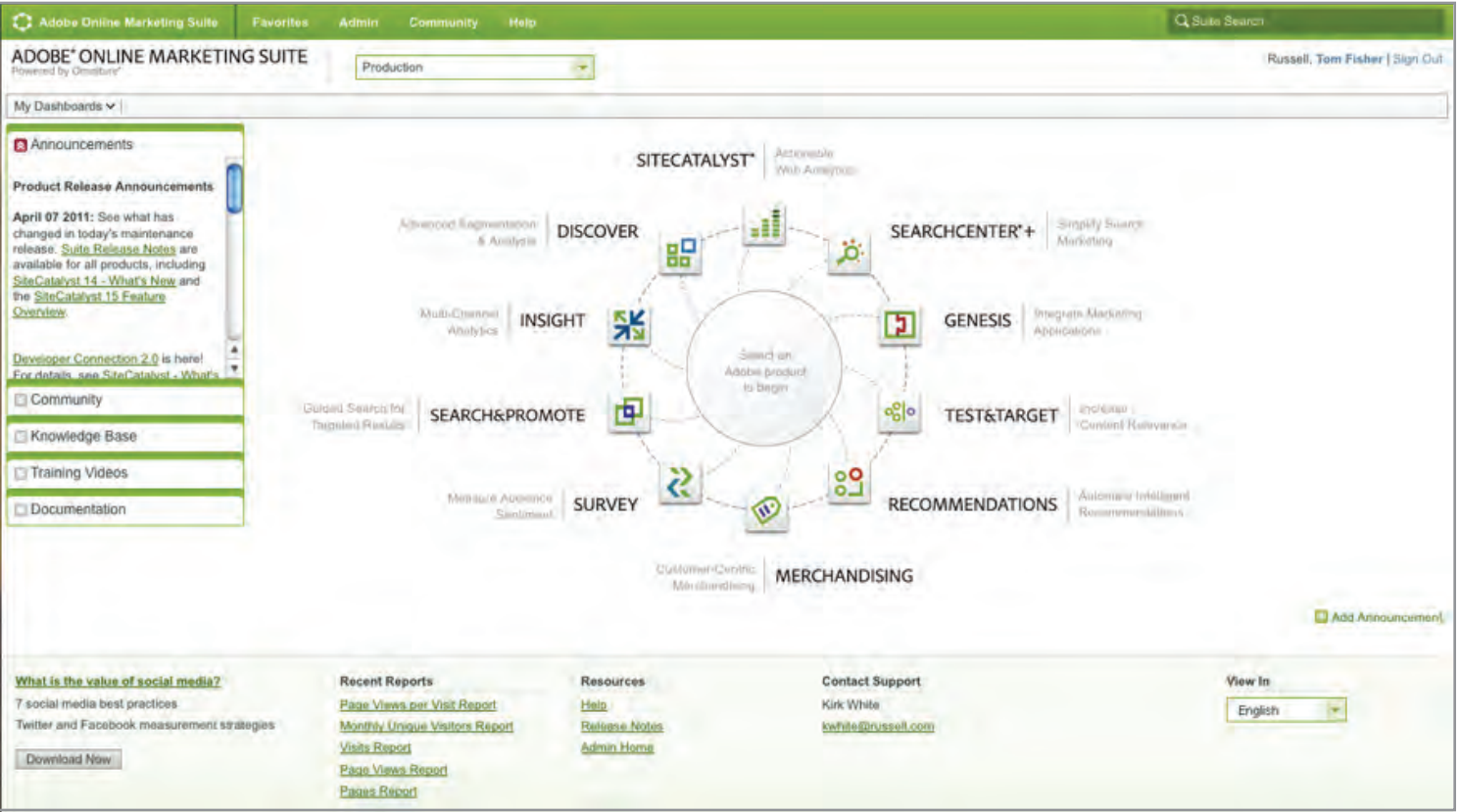


Size and contrast to group related elements



Source: www.rei.com

Contour enclosing related elements



Source: https://sc.omniture.com



Table designed for the purpose of analysis

Russell Global Indexes daily total returns

Daily total returns | [Daily values](#)

CORE INDEXES

GROWTH INDEXES

VALUE INDEXES

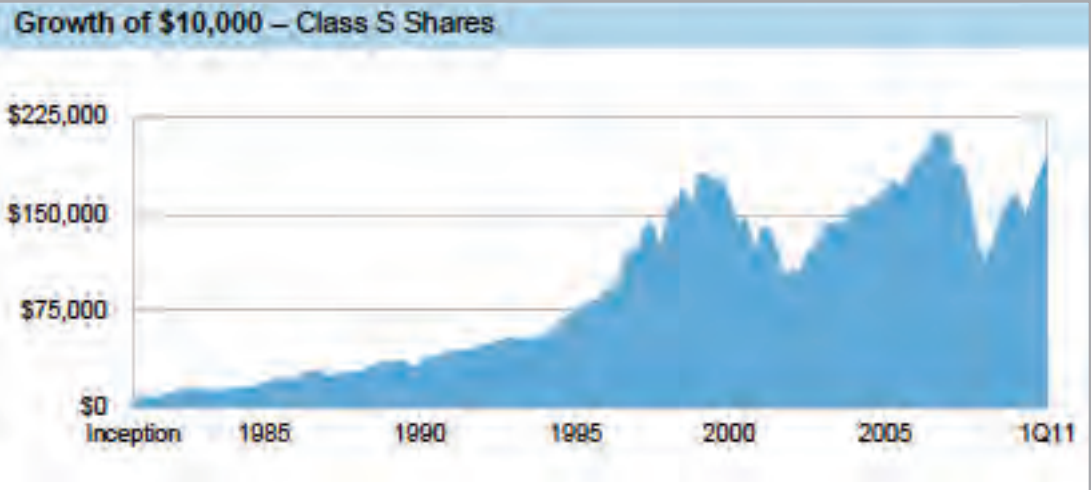
Return percentages based on \$US

[View PDF version](#)

Index name	Daily total returns			Annualized total returns			
	May 6, 2011	MTD	YTD	1 year	3 years	5 years	10 years
Global							
Russell Global	0.3	-2.2	6.5	25.1	-0.2	3.1	5.6
Russell Global Large Cap	0.3	-2.2	6.8	24.8	-0.6	3.1	5.1
Russell Global SMID	0.3	-2.2	6.6	29.5	4.1	4.9	10.3
Russell Global Small Cap	0.2	-2.5	4.4	27.6	3.4	3.5	10.2
Russell Global ex-U.S.	0.2	-2.5	5.9	27.2	-1.3	3.4	7.9
Russell Global ex-U.S. Large Cap	0.3	-2.6	6.2	27.0	-1.7	3.3	7.3
Russell Global ex-U.S. Small Cap	0.0	-1.9	3.4	28.8	2.2	4.0	12.4
Russell Global ex-North America	0.1	-2.3	6.0	27.2	-1.6	3.1	7.7
Russell Global ex-Japan	0.5	-2.5	7.4	26.9	0.3	3.9	6.0
Russell Global ex-U.S. ex-Japan	0.5	-3.0	7.3	31.1	-0.6	5.1	9.3

Source: www.russell.com

Annotated graph sample 1



Source: Russell Investments Core Equity Fund Factsheet 3/31/2011

Relationship depicted: Time series

Graph format: Line graph

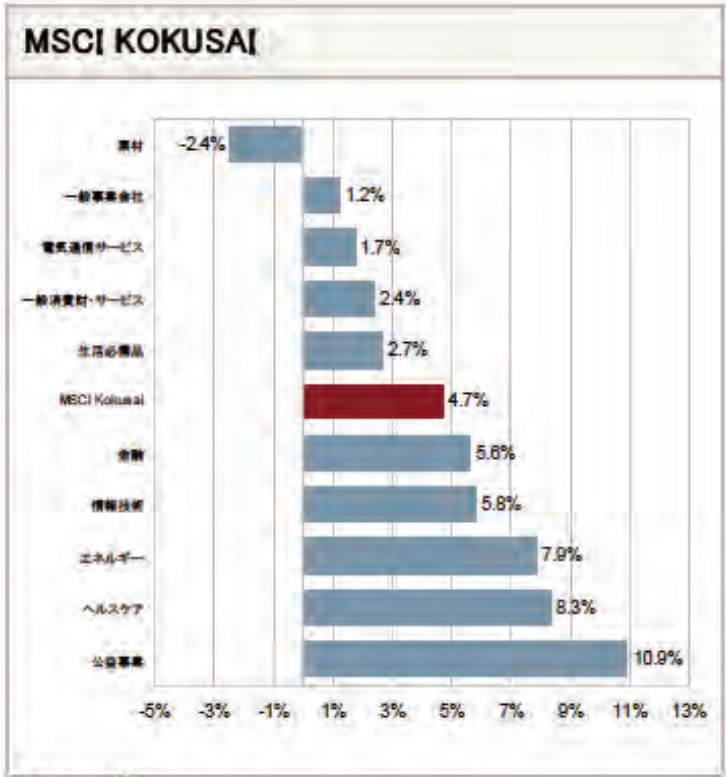
Graph appropriate to data: Yes

Level of detail: Medium

Perceptual task: Position along a common scale

Overarching question: How much \$10,000 invested in this fund will grow over time.

Annotated graph sample 2



データ： MSCI  
Source: MSCI Index

Relationship depicted: Ranking

Graph format: Horizontal bar graph

Graph appropriate to data: Yes

Level of detail: High

Perceptual task: Length judgement, position along a common scale.

Overarching question: How individual economic sectors perform compared to the MSCI Kokusai index.



Instruction set: Eudora Quick Start Guide

Quick Start Guide for Windows

Changing Eudora Modes

If you would like to change the operating mode, for example to Sponsored mode, you can do so right in the Eudora program.

To change the Eudora operating mode after you install Eudora 7.1

1. From the Help menu, choose **Payment & Registration**.

The *Payment and Registration* window appears.

Payment and Registration Window

Payment & Registration

Which Eudora is right for you?

Sponsored Mode  
(free, with ads)

Paid Mode  
(costs money, no ads)

Light Mode  
(free, fewer features)

Keeping Current

Register with Us

Profile

Find the Latest Versions

Your Registration Information

No registration name entered

No registration code entered

Enter Your Code

Close

Go to the Eudora web site for more information

2. In the *Which Eudora is right for you?* section:

- To use Eudora in Sponsored mode, click **Sponsored Mode (free, with ads)**.  
*Eudora displays the ad window.*
- To use Eudora in Paid mode, click **Paid Mode (costs money, no ads)**.  
*Eudora displays the Eudora web site for you to purchase Eudora, or if you have previously entered a Paid code that is valid for this version, Eudora switches to Paid mode .*
- To use Eudora in Light mode, click **Light Mode (free, fewer features)**.

- What was done well
- Clear hierarchy of heading levels.
  - Indents to indicate sub sections.
  - Numbered steps.
  - Visual example of screenshot.
- What could be done better
- Change color of Heading 2 and screenshot title.
  - Change alignment of page headers and footers.

Source: <http://www.eudora.com/email/docs/>

Body copy that is not highly legible: Yale Art Department

Yale University School of Art  
1155 Chapel Street, New Haven, Connecticut  
(203) 432-2600

SEE ALSO: YALE OPEN STUDIOS ON SUNDAY, 15 MAY FROM 12 – 6 P.M.

TODAY Sunday, 05/15/11

12:00 pm  
Open Studios.  
1155 Chapel, 353 Crown Street and 36 Edgewood. noon to six. [More info.](#)

ALL-SCHOOL CALENDAR  
[ical subscriptions](#) [iCal link](#) [Questions: Linda Sanders](#)

Alvin Eisenman, Professor Emeritus Yale School of Art will have exhibit on view at the Koerner Center for Emeritus faculty. 149 Elm Street, 2nd Floor, New Haven. Exhibition on view Mondays through Fridays, May 3 to May 31 from 9:00 am until noon, 2:00 to 4:00 pm. [Additional information](#)

Announcement by: Linda Sanders  
Edit access: Sysop

Visitor: Log in  
Edit this page  
Page history  
Page last changed by: Sarah Mark Thurer  
Background by: Sarah Mark Thurer  
Page editable by: Everyone

THIS WEEK 05/15 – 05/21

TODAY

SATURDAY 05/20/11  
Photography MFA '11 Thesis Closing Reception.

TRAVEL DIRECTIONS

SEE ALSO: PROGRAM HISTORY FACILITIES GENERAL INFORMATION  
SUMMER SCHOOL OF MUSIC & ART SUMMER COURSES IN ART OPEN STUDIOS

ADMISSIONS OPEN HOUSE

The School of Art does not offer individual interviews until the applicant has passed the Preliminary Selection Jury. Instead, there will be an open-house introduction to the School at which representative members of the faculty will discuss the programs and applicants will be given a guided tour of the facilities. All applicants are encouraged to attend this briefing. The Open House will be held at the School, 1155 Chapel Street, on Thursday, November 17, 2011, from 2 p.m. to 5 p.m. Those planning to attend should notify the Office of Academic Affairs in advance by filling out [this online registration form](#). Applicants should not bring examples of their work to this meeting.

Last edited by: Patricia DeCittere  
Edit access: Sysop

Visitor: Log in  
Edit this page  
Page history  
Page last changed by: Johannes DeYoung  
Background by: Sarah Mark Thurer  
Page editable by: Everyone

- How could text be made more legible
- Remove page background images (several backgrounds were animated).
  - Remove colored boxes from text areas.
  - Develop consistent text size schema.

Source: <http://art.yale.edu/>

Headings that create an effective visual hierarchy: Journal of Information Architecture

HOME CURRENT ISSUE PAST ISSUES ABOUT FOCUS AND SCOPE CALL FOR PAPERS CONTACTS

Journal of Information Architecture

Fall 2010

Issue 2, Volume 2 of the Journal of IA

From Eric Reiss's Editorial

“The mere fact that you are reading this Journal tells me you're different. You will inherit the earth. Not because you are meek, but because you recognize the importance of information architecture.”

Read Issue 2, Volume 2 of the Journal of Information Architecture »

What is JofIA

The Journal of Information Architecture is an international peer-reviewed scholarly journal. Its aim is to facilitate the systematic development of the scientific body of knowledge in the field of information architecture.

The Journal of Information Architecture is published biannually in English and Volume 2, Issue 2 is the current issue.

Read more about the Journal »

Call for Papers

The Journal is now accepting papers for upcoming issues.

Read about our peer-review process »

Cover image

A remix of Two decorative posts, Mike Baird, released under the provisions of the CC BY SA 2.0 license.

HOME CURRENT ISSUE PAST ISSUES ABOUT FOCUS AND SCOPE CALL FOR PAPERS CONTACTS

Journal of Information Architecture

Eric Reiss - Editorial

An Information Architect by any Other Name

“After a roaring start, the dot-bomb exploded and by 2002, there was widespread distrust of any unusual business-card title from someone involved in interactive communications. Some of the leaders within our fledgling community subsequently proclaimed they were no longer information architects. Rather, they became self-styled “business analysts” and made a point of distancing themselves from the IA community. Sadly, few of these provocateurs actually knew much about business analysis and today most of them are again part of the IA scene. This is good. We need these people - particularly if they have picked up a little business savvy.”

Read the editorial online »

Download An Information Architect by any Other Name in PDF format »

Elise Conradi to\_be\_classified

This paper examines the use of the postulation approach to facet analysis to manually induce a faceted classification ontology from a folksonomy. An in-depth study of faceted classification theory is used to form a methodology based on the postulation approach, which is then used to facet analyze a dataset consisting of over 107,000 instances of 1,275 unique tags representing 76 popular non-fiction history books collected from the LibraryThing folksonomy. Preliminary results of the facet analysis indicate the manual induction of two faceted classification ontologies in the dataset: a completed ontology representing the domain of books and an incomplete ontology representing the domain of subjects within the domain of books. The grouping of tags into theoretically based facets and conceptual categories give new insight into how users describe information resources. Furthermore, the relationships discerned in the ontologies are user-generated relationships between tagged information items, representing a new form of knowledge. Practical implications of the results are discussed in terms of potential areas in which user-generated metadata can enhance faceted structures in information architecture.

Read the full article online »

Download to\_be\_classified in PDF format »

Issue 2, Vol. 2

Fall 2010

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Building an Information Architecture Checklist  
pp. 25-42

Martin Frické  
Classification, Facets, and Metaproperties  
pp. 43-65

- Consistent visual hierarchy
- Heading text sizes and colors are consistent across all pages.
  - Consistent page grid reinforces content hierarchy.

Source: <http://journalofia.org/>