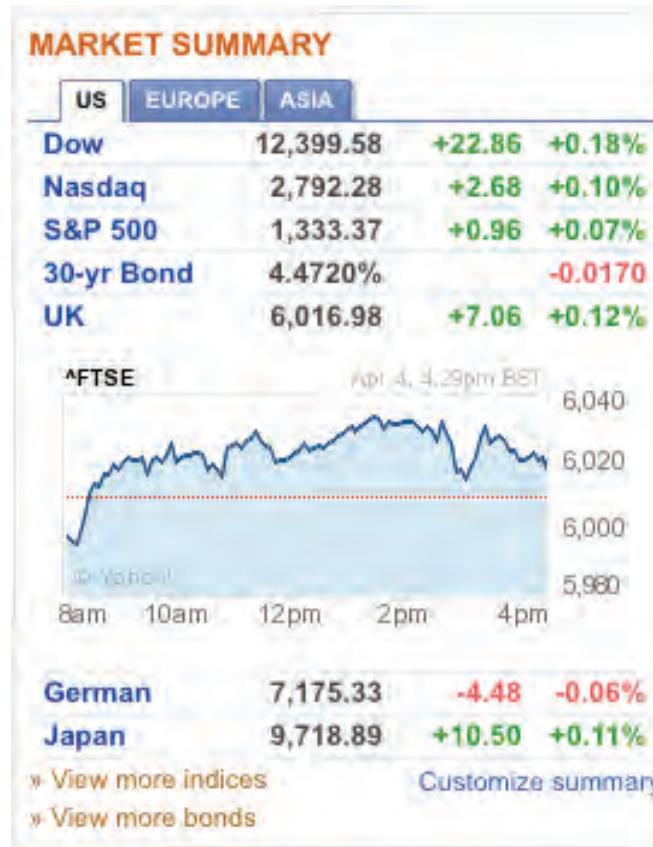




## Tom Fisher > Visual Journal > April 5 - May 17, 2011

Visual Communication HCDE 511

## 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

Home U.S. World Politics Business Sports Entertainment Health Tech & science Travel Local Weather

World environment on  msnbc.com

Search msnbc bing 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

By Jorene Barut  REUTERS

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

Share | Print | Font: 

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.



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. John Kavitter / U.S. Fish & Wildlife Service

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\*EPA estimated.  
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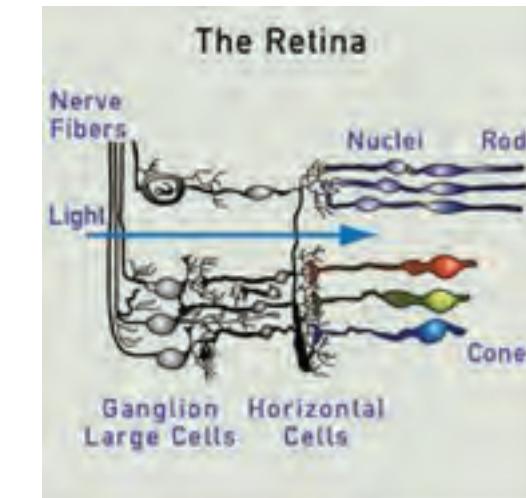
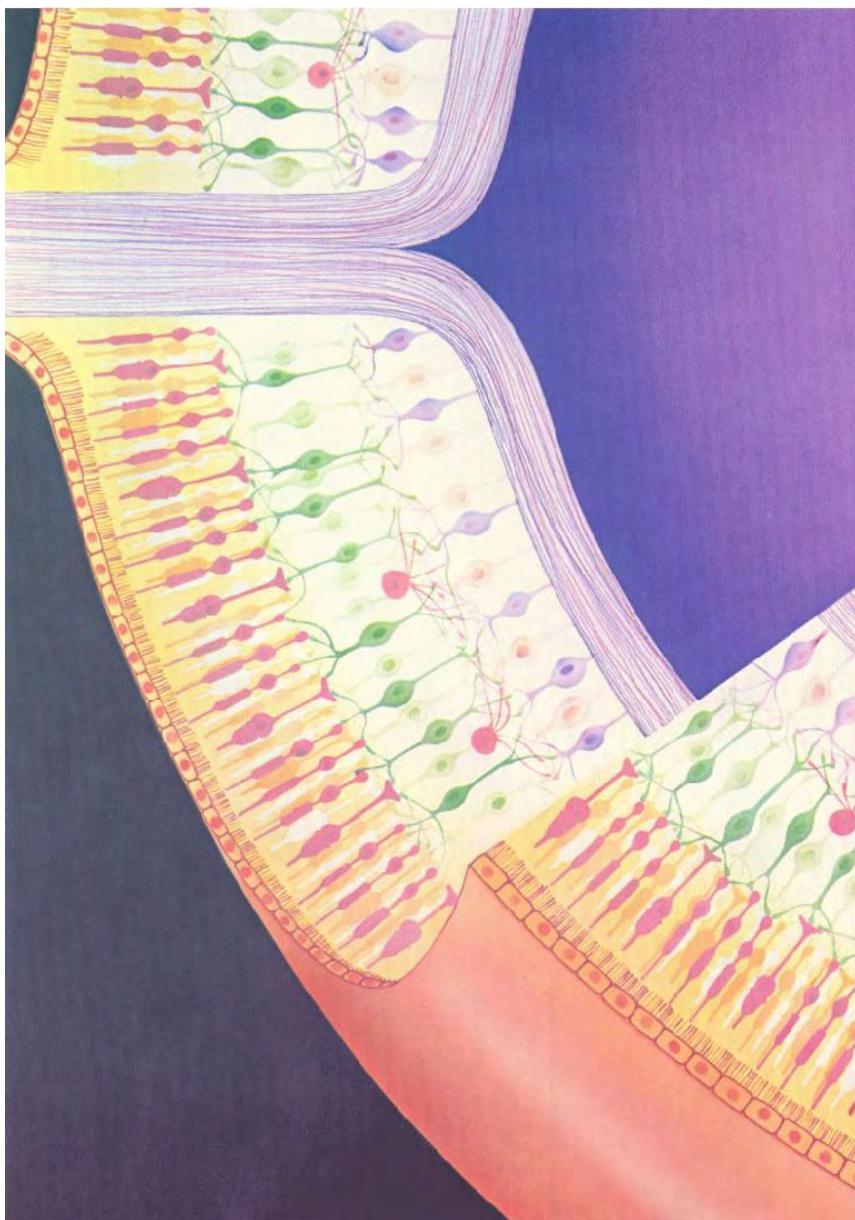
 Tweet 157  
 Recommend 581  
AdChoices

 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

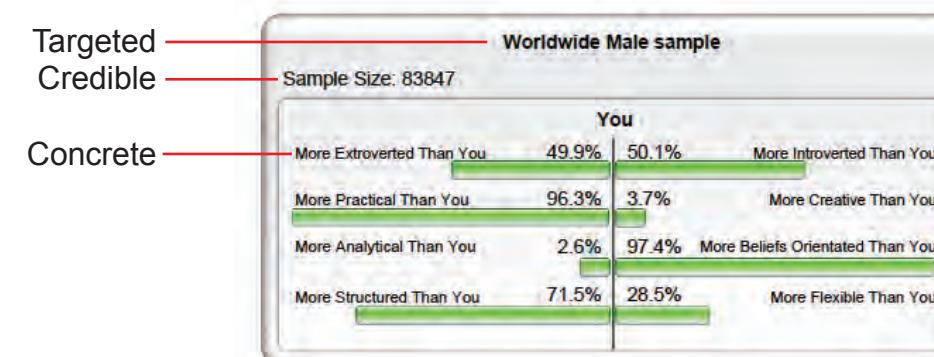


These are representational illustrations showing the location of rods, cones and ganglion cells in the retina. By using illustrations, this helps the viewer focus and understand their location in the retina by focusing on their form in a stylized way.

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



Focused: Present as much information as needed.

Targeted: Understand your audience.

True: Persuade through fact.

Credible: Provide evidence to support the idea/argument.

Concrete: Prevent misinterpretations, clear display of information.

Contextual: Clear function of the message.

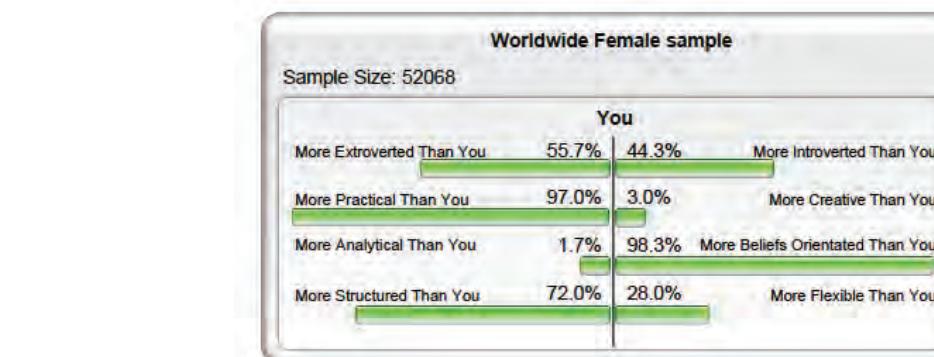
Actionable: Change how people think.

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.



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

Source: Margerison-McCann Team Management Systems

## Blue and black text legibility differences

The Russell Investments website features a black background. The header includes a logo, navigation links (United States, Contact Us, Newsroom, Careers, Client log in), a search bar, and a 'GO!' button. The main content area features a large white banner with the text 'RUSSELL NAMED A LEADING GLOBAL INVESTMENT CONSULTANT.' Below this is a green box for 'Pensions & Investments' and a chart for the 'Russell 3000 Index'. The footer contains sections for 'Latest news', 'Join us for the Russell Stability Index webcast', 'Market week in review', and links to 'Investment products', 'Investment services', 'Connect with Russell', and 'Russell research'.

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.

## Web page using blue color for text\*

A web page with a white background and blue text. It includes sections for 'Experiencing Information', 'Measuring Usability: Quantitative Usability and Statistics', and 'VC blog'. Each section contains a list of articles with their titles and publication dates.

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

Source: my.yahoo.com

## Web page using black color for text\*

A web page with a white background and black text. It includes sections for 'Experiencing Information', 'Measuring Usability: Quantitative Usability and Statistics', and 'VC blog'. Each section contains a list of articles with their titles and publication dates.

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

Searching for Truth in Beauty

I believe that all experiences share particular characteristics that make them successful—whether these are online experiences, such as websites, or real, physical ones, such as theater, meetings, parties, products, environments, buildings, etc. In order to build successful, engaging, and meaningful experiences we must understand what makes experiences wonderful in all media. Certainly, most online experiences are pale and unsatisfying in comparison to those in the rest of our life.

The development of all experiences must create solutions to problems of information creation, interaction, and, of course, sensorial media (the visual, audible, tactile, and other sensory displays) that form the solution that people experience. Issues of understanding and meaning (information) and usability and appropriateness (interaction) are cerebral solutions that are only expressible with very sensory components. However, the real problems—and the most interesting solutions—lie in these cognitive processes and not in the beauty of the finished experience. This isn't to say that beautiful experiences aren't important, but beauty without purpose is, ultimately, meaningless.

**Biography**  
Nathan Shedroff

**Experience**

I am one of the pioneers in Experience Design, an approach to design that encompasses multiple senses and requirements and explores common characteristics in all media that make experiences successful, as well as related fields: Interaction Design and Information Design. I speak and teach internationally and have written extensively on design and business issues, including [Experience Design 1](#) and [Making Meaning](#). I'm a serial entrepreneur, works in several media, and consults strategically for companies to build better, more meaningful experiences for their customers.

Lately, I have spent a lot of time building strategies for start-ups and established firms using a variety of online technologies to deliver new solutions that enhance and evolve their online brand, develop new offerings, and enhance their customer relationships. I also consult on corporate strategies for sustainability since earning my MBA in Sustainable Management.

I [speak](#) at conferences and [teach](#) internationally.

Selected Recent Interviews and Writings:

- [Design is the Problem](#) (book) 2009
- [Design: A Better Path to Innovation](#) (Interactions magazine) 2008
- [Interview with Kate Rutter at Adaptive Path](#) (2008)
- [Dictionary of Sustainability](#) (print) 2008
- [Experience Design 1.1](#) (update) 2008
- [Experience Cards 1](#) 2008
- [Making Meaning](#) 2006
- [Research Methods for Designing Effective Experiences](#) (article), *Design Research*, MIT Press, 2003

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

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

## Distinct continuity #2

**Behance** NETWORK™ The Creative Professional Platform

**GALLERY** **JOBS** **MORE** **CREATIVES** **RECRUITERS**

**Gallery** **Most Appreciated Projects // All Time // Art Direction**

**CREATIVE FIELDS** Art Direction

**BROWSE**

- Featured
- Most Recent
- Most Viewed
- Most Discussed
- Most Appreciated

**TIME**

- All Time
- Today
- This Week
- This Month

**FILTER**

- Projects
- People & Teams

**NETWORKS** Behance

**GUEST CURATORS**

**See All**

**Most Appreciated Projects // All Time // Art Direction**

Project Name	By	Views	Description
Make Something Cool Every Day 2009	Brock Davis	10373	Art Direction, Design
Positive Hype	Peter Jaworowski	9672	Art Direction, Design
3.5 inch poster set	Mehmet Gozeturk	8838	Art Direction, Print Design
Avivo Corporate Identity	Dana Olenik, Avivo	5627	Art Direction, Branding
Slinkytype	Paul Hollingsworth	5384	Art Direction, Typography
Visual Identity / Sabienzia	Rene Bieder	5324	Art Direction, Branding

**BRAND ATLAS** Your guide to creating a high profile brand. Read it in a half hour. Refer to it forever. LEARN MORE ▶

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](http://www.behance.com)

### Desaturated light value for background



The screenshot shows a website with a dark teal header and a light teal footer. The main content area has a light gray background. A large image of a wind turbine is on the left. A portrait of Jon Hampson is in the center. Text on the right discusses sustainability best practices and social media. A sidebar at the bottom right contains a search bar and a 'Search' button.

**Reputation to Revenue**

B2B marketing in the world of transparency, participation, and corporate social responsibility

APR 19, 2011

**Sustainability best practices can guide social media too**

 Jon Hampson, Environment Director, for Capgemini UK, gave a great presentation last week on the [top lessons for building sustainability programs](#) at large corporations. Listening to Hampson recount the impressive strides Capgemini has made in reducing the company's environmental impact, though, I couldn't help but think about how relevant his lessons were for B2B social media, as well.

**Focus on what matters.** For Capgemini, reducing energy consumption in data centers and cutting back on business travel has proved far more consequential than other popular ideas like recycling and printing on both sides of paper. The latter are fine, but effective programs select a few priority areas, set substantial concrete objectives, and put aside the rest. As Hampson notes: "Lots of companies flounder with this, think they have to do everything even if impact is low or not aligned to major business objectives."

Social media is similar. B2B companies anxious to get started in social media often get caught up in the tools and tactics of disseminating content and building follower lists. These have their place, and what matters most will certainly vary across companies. By and large, however, what does matter most to B2B firms is using social media to deepen customer and market insight, improve internal collaboration, and strengthen engagement and trust with key customers and partners.

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

### Monochromatic color scheme



The screenshot shows a website with a black background. The logo 'Mindbox Creative Group' is in white. Below the logo, there are five categories: BRANDING, DESIGN, WEB, VIDEO, and PHOTOGRAPHY, each with a small image. A sidebar on the right shows a grid of images related to event management.

**M Mindbox**  
Creative Group

BRANDING DESIGN WEB VIDEO PHOTOGRAPHY EVENT MANAGEMENT

Colors that are a shade or tint variations of the same hue.

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

## Complimentary color scheme

Russell Investments

Tom Fisher | My Profile | Sign Out

Home Reports Timesheets Manage Help

Time Expenses Pending Approval Archive

Thank you for being a Harvest customer as we enter our 5th year! We're celebrating by giving back as a community to good causes. [Learn more](#)

Timesheet for Tom Fisher

25 Apr 2011 - 01 May 2011

Day Week

	Mon Apr 25	Tue Apr 26	Wed Apr 27	Thu Apr 28	Fri Apr 29	Sat Apr 30	Sun May 01	Total
COR - 10COR Non-Billable Hours Education/Training								0.00
COR - 10COR Non-Billable Hours General Meeting								0.00
COR - 10COR Non-Billable Hours Sick Time								0.00
COR - 10COR002 R.com Updates Development								0.00
COR - 10COR002 R.com Updates UX/IA								0.00
COR - [0025] 11COR003 Office of the CEO Consulting/Meeting								0.00
IDX - [1503] 11IDX005 Guidance and assistance UX/IA								0.00
USI - 10USI022 Online Order Form UX/IA								0.00
Total								0.00
<a href="#">Save</a>		<a href="#">Submit Timesheet for Approval</a>						

Colors positioned opposite one another on the color wheel.

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

## Triad color scheme

Home My Profile Jobs Career Tools Advice Communities

Hi Thomas Diversity Help & Security Employers

monster Any Job Title Any Skills or Keywords in Any Location Advanced Search Browse Jobs

My Monster Homepage | [Add more widgets!](#)

**My Profile**

Thomas Fisher  
Information Architect and Senior Pu...  
Profile Strength: High  
Career Status: Open to new opportunities  
Last Update: 6/28/2010  
Update your profile. Add your latest career accomplishments to your profile before they're a distant memory.

[Edit Profile](#)

**My Resumes**

Information architect and designer  
Private

Information Architect and Designer2  
Private

Make a resume public so employers can find you.

[Manage resumes](#)

**My Career Goals**

New Career Goal (0)

**Recommended Jobs**

**Featured Jobs on Monster**

[Click to see more](#)

**NEW!**  
Now you can display your LinkedIn® public profile to thousands of employers on Monster.

[Add Profile](#)

**Monster Mobile Apps**  
Find jobs anywhere, anytime.

[LEARN MORE](#)

**Featured Jobs on Monster**

**Instructional...** Adobe believes in hiring the very best. We are known for our vibrant culture and our commitment to our employees. Seattle, WA

**Software Development Engineer...** Amazon Relational Database Service (Amazon RDS) is currently seeking Software Development Engineers to join our Seattle, WA team.

**Web Development & Support Manager...** Zenith Administrators is currently seeking a Web Development & Support Manager to join our Seattle, WA team.

Three hues equally positioned on the color wheel.

Source: <http://home.monster.com>

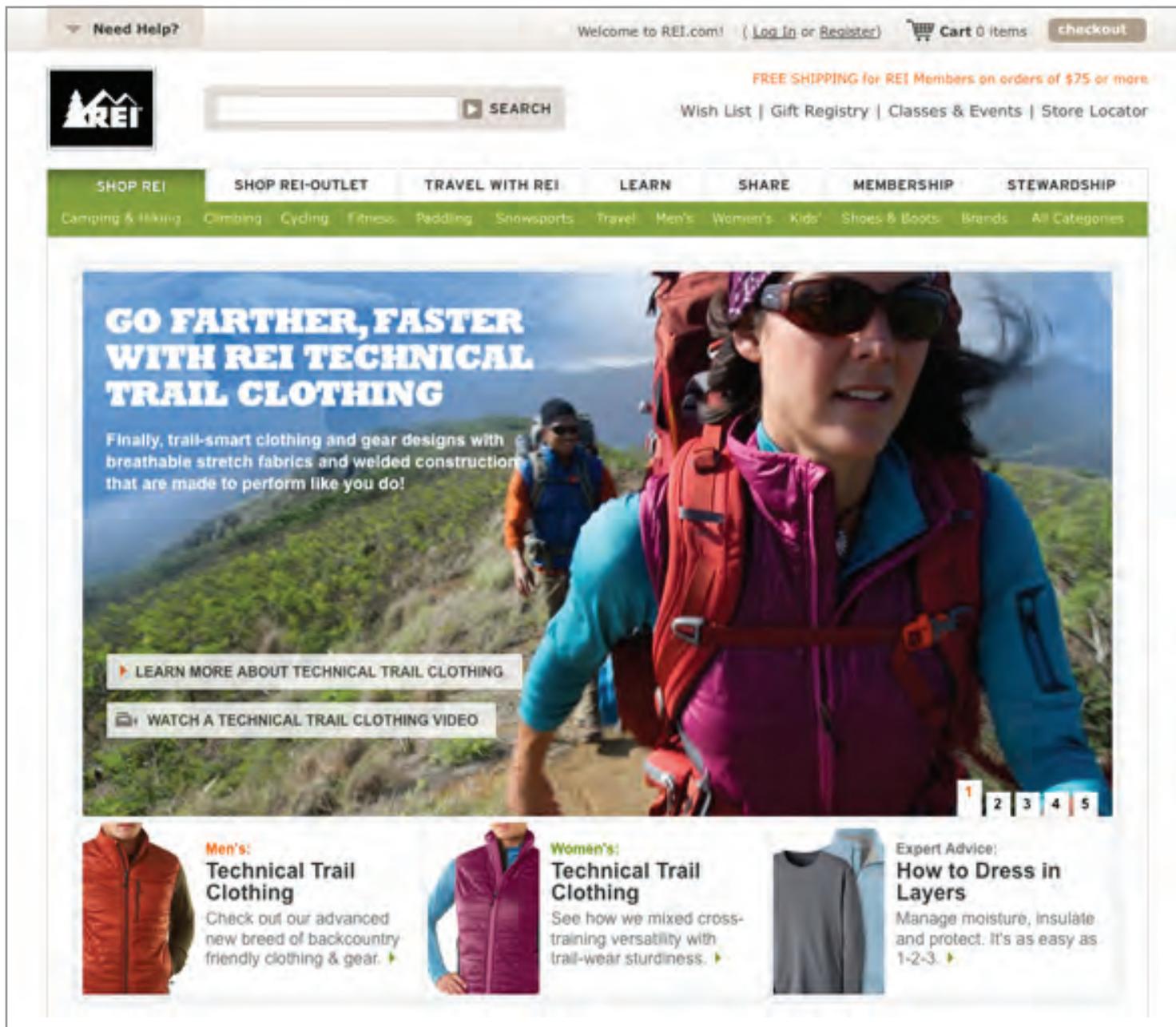
### Color grouping related elements

Source: [www.natural\\_homeremedies.com](http://www.natural_homeremedies.com)

### Proximity to group related elements

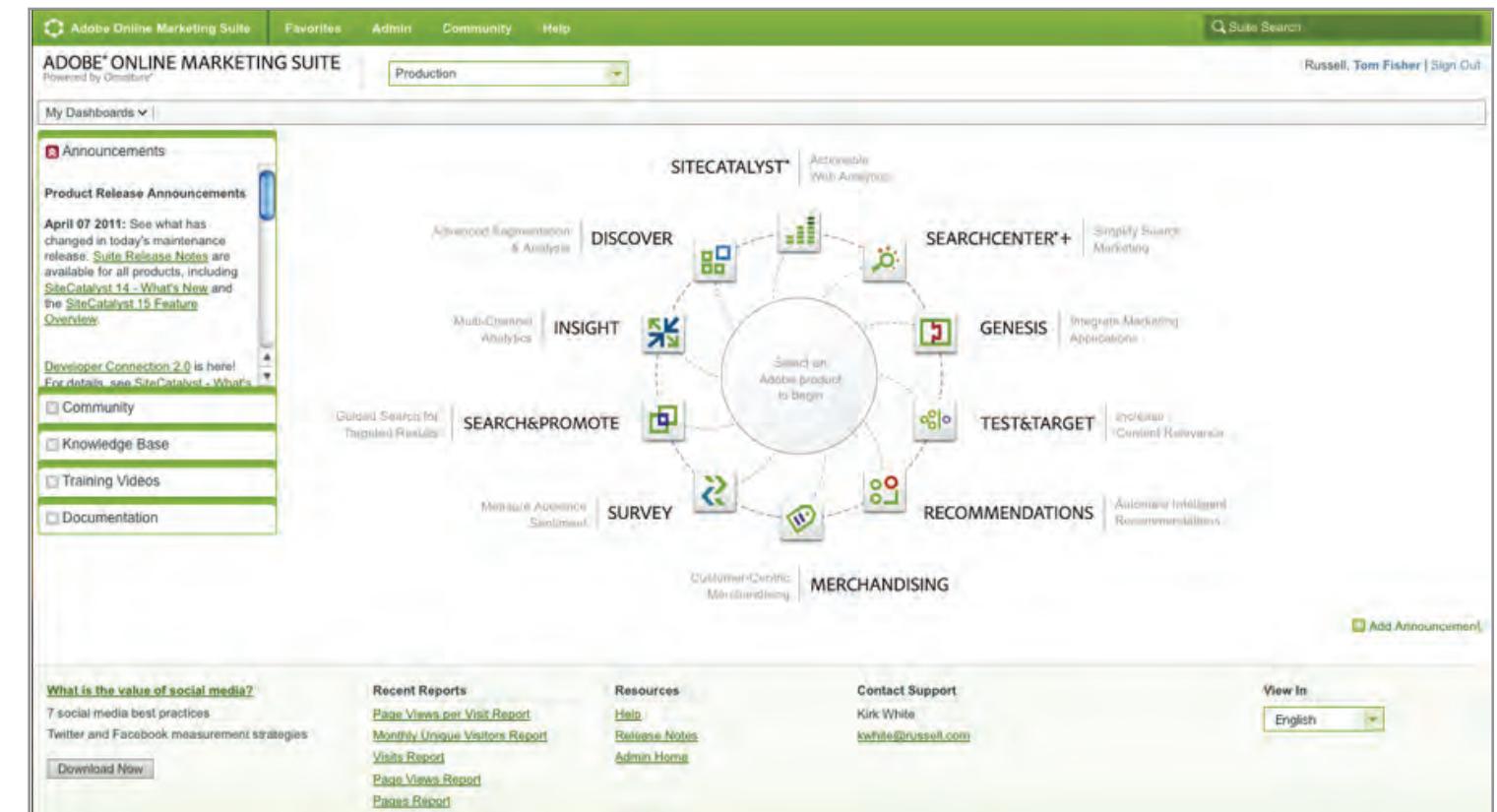
Source: [www.lib.ncsu.edu.com](http://www.lib.ncsu.edu.com)

## Size and contrast to group related elements



Source: [www.rei.com](http://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](#)

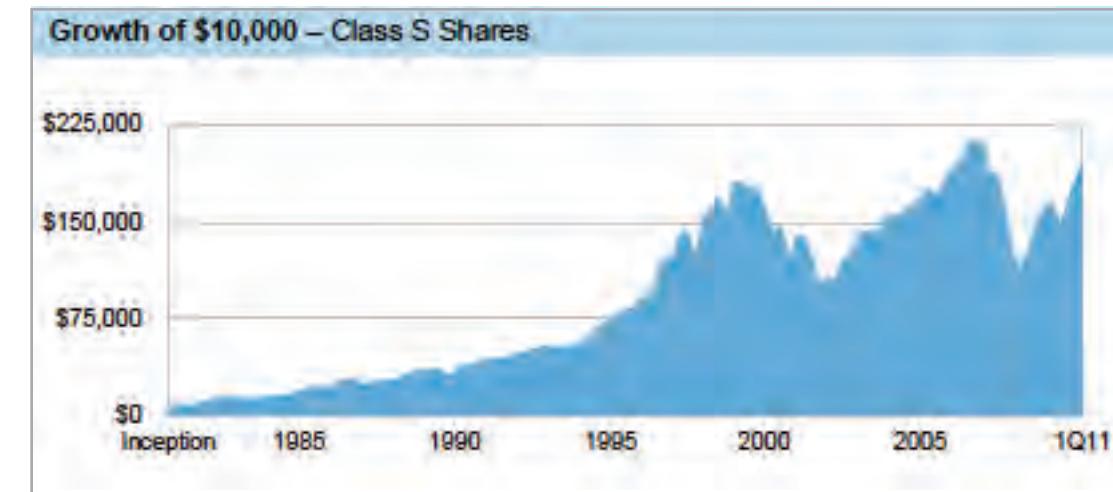
[CORE INDEXES](#) [GROWTH INDEXES](#) [VALUE INDEXES](#)

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
<b>Global</b>							
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](http://www.russell.com)

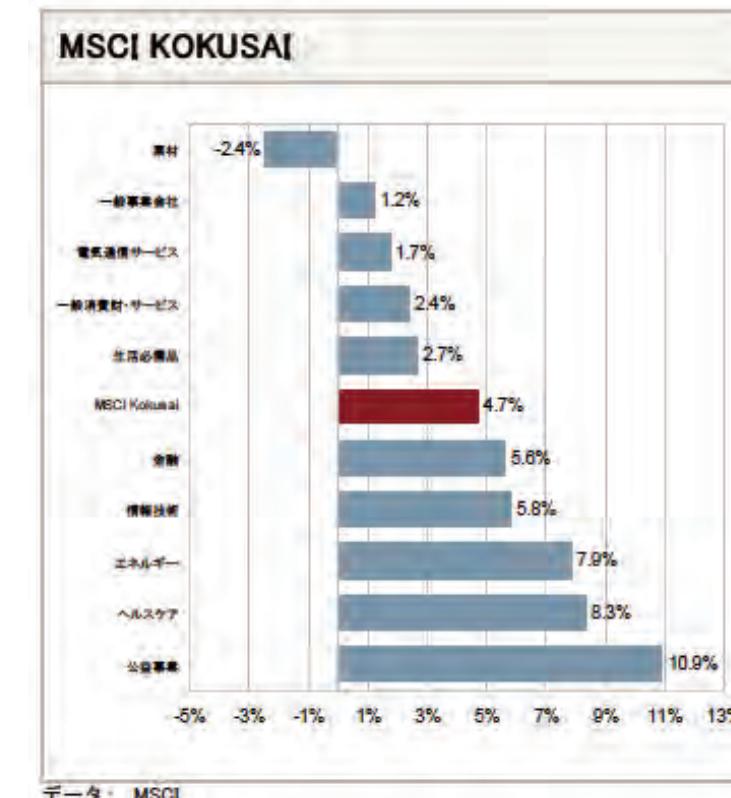
## Annotated graph sample 1



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



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

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

*The Payment and Registration window appears.*

#### *Payment and Registration Window*

- 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.

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

## What could be done better

- Change color of Heading 2 and screenshot title.
- Change alignment of page headers and footers.

## Body copy that is not highly legible: Yale Art Department



**Yale University School of Art**  
1156 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.**  
1156 Chapel, 353 Crown Street and 36 Edgewood, noon to six. [More info](#)

**THIS WEEK**  
05/15 – 05/21

**TODAY**

**SATURDAY** [ZOOM](#)  
Photography MFA '11  
Thesis Closing Reception.

**ALL-SCHOOL CALENDAR**  
[iGal](#) [subscribe](#) [JCS link](#) Questions: [Linda Sandrey](#)

**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 Sandrey  
Edit access: Sysop

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## TRAVEL DIRECTIONS

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**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, 1156 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 DeChiera  
Edit access: Sysop

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



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 CONTACT

# Journal of Information Architecture

## Eric Reiss - Editorial An Information Architect by any Other Name

*“After a rousing start, the do-bom exploded and by 2002, there was widespread distrust of any unusual business-card title from someone who called themselves an ‘Information Architect.’ 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. It 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 postulational 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 postulational approach, which is then used to facets analyze a dataset containing 75 books from the LibraryThing folksonomy, and 75 books representing 75 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 complete ontology representing the domain of books and a 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 methodology presented in this paper is used to generate 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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to\_be\_classified  
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Building an Information Architecture Checklist  
pp. 25-42

**Martin Frické**  
Classification, Facets, and MetaproPERTIES  
pp. 43-65

### Consistent visual hierarchy

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

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