

Graphics

Synopsis

This module engages with visuals that have a graphic quality to them. These could be imagery created by printmaking and photography; these could be visual representation of information and data; or these could be logos and brand identities.

Lectures

4.1 Graphic Imagery

4.2 Visual Representation of Information and Data

4.3 Logos and Brand Identities

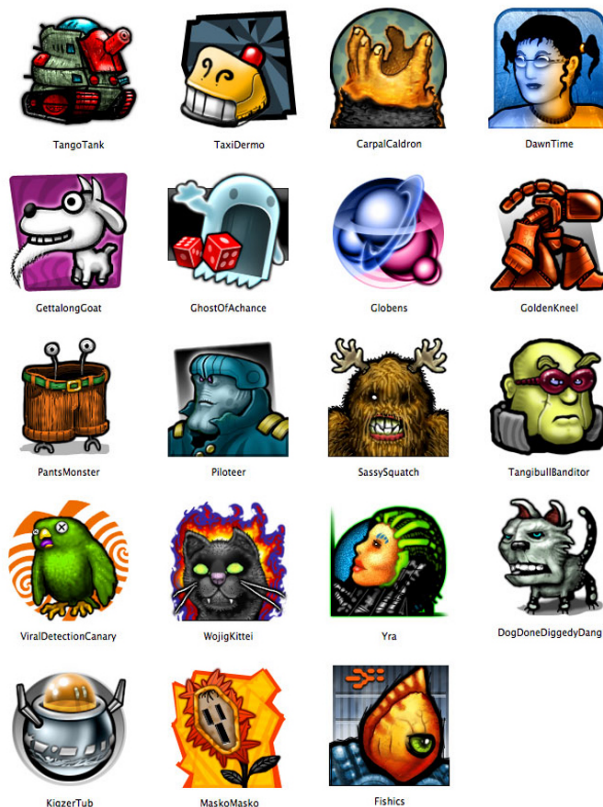


Fig 4.2.00

4.2 Visual Representation of Information and Data

Visual diagrams are powerful communication tools because they convey both meaning and context at the same time. In other words, they show how different elements and ideas relate to each other and to the overall concept. This module is designed to show how information and numerical data, abstract facts and functions may be given suitable visual expression through bar and pie-charts, flow diagrams, maps, tabulation, and information graphics.

Useful Principles for creating Diagrams

Show the data clearly

Do not get in the way of the message and let the graphic design and the visual elements overshadow the information to be communicated.

Avoid distorting what the data have to say

This is difficult to implement as visualization often requires emphasis and exaggeration in order to make the graphic engaging. However, it has to be borne in mind that this cannot be at the cost of distorting or obscuring the data,

Make large amounts of data coherent

Simplifying the data through analysis and creative visualization helps in communicating large amounts of data in a manner that can be assimilated.

Avoid junk and unnecessary ornamentation

Redundant information and visual elements that detract should be avoided.

Comparing Statistics

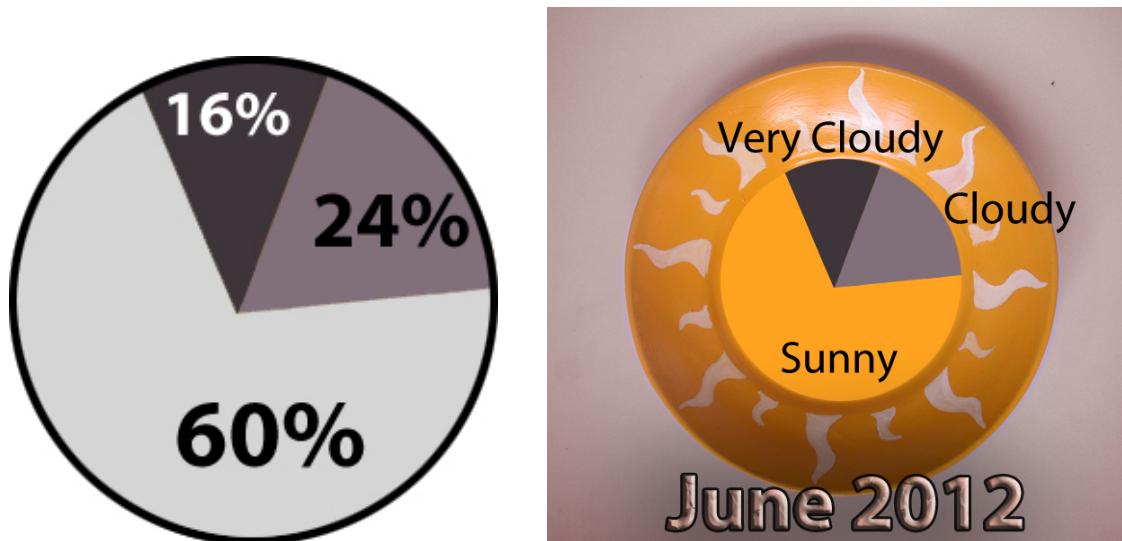


Fig.4.2.01

Both graphics above communicate information about the number of days in a month that were sunny / cloudy / very cloudy. What are the strengths and shortcomings of the two graphic diagrams?

Flow Diagrams

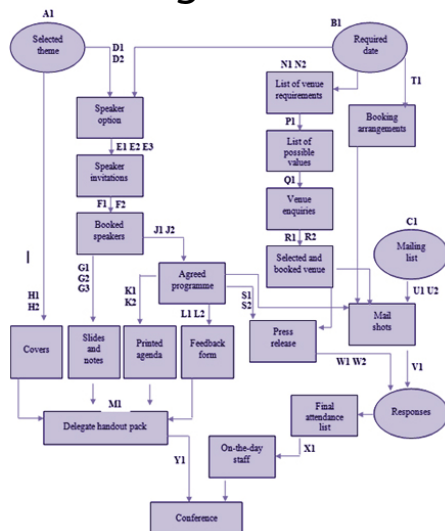


Fig.4.2.02

The diagram above show the flow of actions involved in the execution of a specific task.

Tabulations

	Monday	Tuesday	Wednesday	Thursday	Friday

Syntactics		♦	♦		♦
Representation Techniques	♦		♦	♦	
Photography		♦	♦	♦	
Visual Design		♦			
Typography	♦			♦	♦
Art, Design and Society	♦				♦

Fig.4.2.03

The use of visual elements while tabulating data can enable decoding information at a quick glance. The table above displays different course and the days of the week. It is easy to understand the course schedule at a glance.

Cartographic Diagrams



Fig.4.2.04

The route map of a metro-rail service that uses a colour coded graphic diagram to communicate information about different routes is very useful for commuters.



Fig. 4.2.05

Simplifying without losing the importance of detail, serves to make information easy to grasp. The map above provides an overview of the main roads and landmarks on the campus of IIT Bombay.

Timelines



Fig. 4.2.06a



Fig. 4.2.06b

Timelines are useful ways of communicating the history of some subject or present highlights in the evolution of some product. The timeline above uses certain pictorial elements to highlight the artistic achievements of different eras. The second version attempts to give a three-dimensional character to the timeline.

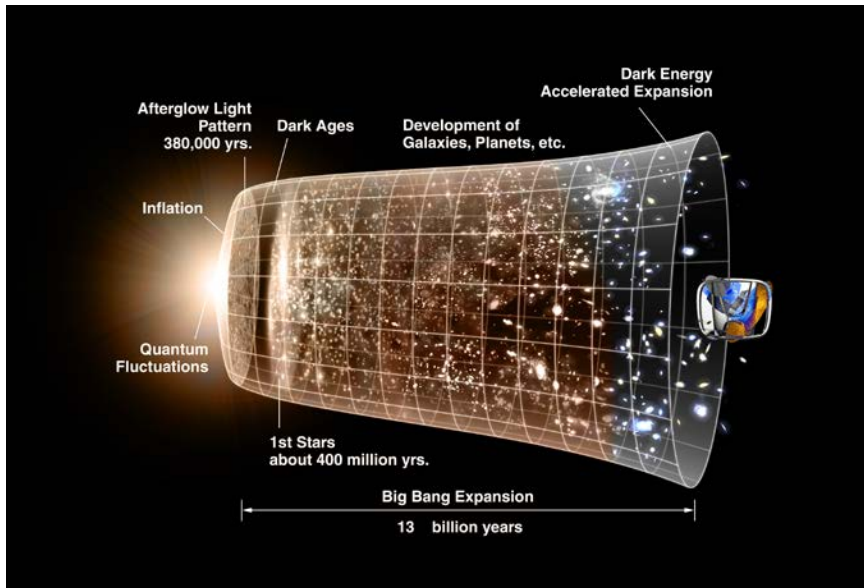


Fig. 4.2.07

The information graphic shown above depicts a theory about the evolution of the universe beginning with the Big Bang, nearly 13 billion years ago.