

High-quality information empowers people to attain goals

The International Institute for Information Design (IIID)

world leader in information design development, was founded to advance research and practice in optimizing information and information systems for knowledge transfer in everyday life, business, education and science.



IIID is recommended by UNESCO as a partner organization for world wide co-operation on matters of information design (Resolution 4.9 of the 28th General Conference of UNESCO, 1995, Paris).

The main concern of the International Institute for Information Design is to contribute to a better understanding within the human community with respect to cultural and economic issues through high-quality visual (and other forms of) information.

High-quality information is the result of purpose-related data transformation, done by information designers.

The transforming of data into high-quality information requires designers to draw from an interdisciplinary background of – primarily – graphic design, linguistics, cognitive psychology and information & communication technology.



IIID is an Associate of the Global Project on "Measuring the Progress of Societies", hosted by the OECD.

To make information design the information society's key profession, IIID pursues the following goals:

- Engaging in R&D
- Exemplifying high-level information design practice in international/national projects
- Co-operating with international organizations like UNESCO, OECD, and Icograda
- Generating and deepening subject-related knowledge through conferences, expert fora and summer academies
- Identifying and documenting relevant standards and other useful source material
- Opening up new ways of educating information designers.

icograda
IDA

IIID is affiliated to the International Council of Graphic Design Associations (ICOGRADA) and cooperates with a number of other national and international organizations relating to information design.

IIID achieves its aims in close co-operation with its members and has established links to renowned research laboratories and universities on one hand side, and public authorities and commissioners of information design projects on the other.

A Memorandum of Understanding signed with the Taiwan Design Center regarding exchanges, promotion, research and development, talent cultivation, design consultancy and the protection, management and applications of intellectual property rights is expected to result in intensified future cooperation. Similar Memoranda are under discussion with the SEG / Society for Environmental Graphic Design (USA) and the Simplification Centre (London, UK).

IIID Award

In 2011, celebrating its 25th anniversary, IIID is recognized as the world leader in information design development. To acknowledge the best in what information design has to offer IIID has initiated an awards competition which will be held every three years, judged by renowned jury members from all parts of the world. Winners of the inaugural IIID Award, which is organized in cooperation with Axis Magazine and the Taiwan Design Center, are announced at a ceremony at the 2011 International Design Alliance Congress and presented at the related 2011 Taipei World Design Expo:
<http://iiidaward.net/>

For a list of IIID Organizational Members, Board Members, events and projects, the electronic version of this brochure and a policy paper from the IIID Director (Director's Letter), please visit www.iiid.net.

IIID Educational Initiatives

IIID Summer Academies

To confront students with real life projects, to encourage them to effectively work in teams and to enable them to experience multicultural challenges IIID has organized Summer Academies in Austria, Italy, Japan, the USA, and on the Cape Verde Islands.

MSc Traffic & Transport Information Design

A five-semester Master course developed by IIID with the support of the Austrian Federal Ministry for Transport, Innovation and Technology, based on distance teaching with blocked modules, once every semester, held on-site at the FH St.Poelten University of Applied Sciences, Austria. The course is operated under the auspices of UNESCO leading up to a MSc or Certificates of Competence for defined study components. The language of instruction is English.

Traffic & Transport Information Design not only embraces subjects like wayshowing, wayfinding and signage design, it also covers mobile devices, global navigation satellite and in-car navigation systems, real-time traffic information, danger warning, rescue and escape information, evaluation methods and contract management. The faculty consists of internationally renowned experts from 11 countries. More to be found on www.iiid.net/.

idX information design exchange

“Development of international core competencies and student and faculty exchange in information design” within the EU/US Cooperation Programme in Higher Education and Vocational Education and Training (concluded 2007).

The outcome of the project, submitted by the lead organizations IIID in Europe (also acting as the main coordinator) and the University of Idaho in the USA, in cooperation with Wayne State University, Columbia College Chicago, Mälardalen University, Bauhaus University Weimar and the Utrecht School of the Arts is available for free download on <http://www.iiid.net/Projects.aspx>: “idX / What information designers know and can do”

IIID register of courses

IIID's register of courses is being established for institutions committed to developing and promoting information design. Courses will be evaluated according to criteria developed by IIID and carried out by an expert panel nominated by the institute.

The key feature of all courses Listed and Recognised by the IIID is that they have amongst their declared aims the acquisition by students of attributes enabling them to make significant contributions to the development of effective information design outcomes.

Organisations wishing to have their courses Listed or Recognised should apply to the IIID secretariat for submission details.

IMPACT / Information Mobilizing People to Accomplish Critical Tasks

Combining the concepts of “Persona Modelling” from Alan Cooper and “The Journey” from Wally Olins, IMPACT is based on information design considerations expressed in IIID's tag line: *High-quality information empowers people to attain goals.*

IMPACT optimizes information for existing and/or potential users of a given product/service via its many interfaces, which may include information provided at websites, exhibitions, in seminars or trade journals, via user instructions, packaging, promotional material and, last but not least, the product itself.

By improving information about given products and enhancing user feed-back, IMPACT also helps to identify opportunities to raise the products' quality and sales potential.

Anticipating that IMPACT pilot projects will help to refine the method and make it an essential part of future information design practice, IIID invites both the faculty of IIID university members and theme interested practitioners to cooperate via its “IMPACT Development Forum”.

IIID conferences and VISION PLUS symposia

Since 1995 IIID has staged fourteen interdisciplinary, international symposia "Vision Plus", four of them in cooperation with Fachhochschul-Studiengänge-Vorarlberg, Austria, one with the School of Design of Carnegie Mellon University, USA, one with the Vision Plus 7 Organizing Committee at Tama Art University, Tokyo, Japan, one with Fachhochschul-Studiengänge der Wiener Wirtschaft + Werbe Akademie WIFI Wien.

Vision Plus 12 was jointly organized with Harry Metzler and Naoko Nakayama-Metzler at Schwarzenberg, Bregenzwald, Austria, Vision Plus 13 with the OECD (Organisation for Economic Co-operation and Development) in Paris and Vision Plus 14 with the National Institute of Design, Ahmedabad, India and the Institute for Information Design Japan.

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| 1995 | Götzis, Austria | 1. Design for Electronic Communication |
| 1996 | Schwarzenberg, Austria | 2. Seeing, Feeling, Understanding: Controversial Views on Developments in Communication |
| 1997 | Schwarzenberg, Austria | 3. Design on the fly: The Structuring of Information for Instant Use |
| 1998 | Pittsburgh, USA | 4. The Republic of Information / Design for Global Communication |
| 1998 | Schwarzenberg, Austria | 5. Learning Meets Information Design / Information Design Meets Learning |
| 1999 | Wien/Vienna, Austria | 6. Drawing the Process: Visual Planning and Explaining |
| 1999 | Tokyo, Japan | 7. Diversification of Minds – Conversation in Processes / Design for Communities |
| 2000 | Wien/Vienna, Austria | 8. Turning Information into Corporate Knowledge / Innovative Information Management: A Design Challenge |
| 4 | 2003 London, Great Britain | 9. Designs and Destinations / Integrated Information for Urban Transport |
| | 2003 Lech/Arlberg, Austria | 10. Tourist Information de Luxe – for All: Creating inclusive information environments / Making visitors want to come again |
| | 2005 Wien/Vienna, Austria | 11. Needs, Trends and Themes for Information Design / Developing Information Design Subject Areas |
| | 2007 Schwarzenberg, Austria | 12. Information Design – Achieving Measurable Results |
| | 2009 Paris, France | 13. DD4D Data Designed for Decisions / Enhancing social, economic and environmental progress |
| | 2010 Ahmedabad, India | 14. Communities, Healthcare, Mobility |
| | 2012 Puebla, Mexico | 15. Tentatively scheduled for 5–7 November 2012, Vision Plus 15 will be organized in cooperation with the Universidad de las Américas Puebla. The event will focus on information design education with regard to upcoming new professional challenges. |

On occasions IIID teams up with other organizations to investigate special subject matters:

infodesign ed 2002, a conference on information design education, was jointly organized by IIID and the Information Design Association (IDA), the Design Education Association (DEED) and the Information Design Network (IDN) at the University of Reading, UK.

The IIID forum, alongside the conference gave birth to the idX project (see page 3).

In 2011, under the patronage of UNESCO, IIID collaborated with the M S Swaminathan Research Foundation and the Indian Institute of Technology Bombay in the organization of **Mobile Plus / International Conference on Inclusive Growth through Mobile Applications**. Stimulated by its outcomes, the organizers agreed to extend their cooperation with regard to concrete projects aimed at enhancing sustainable rural development in India.

The following speakers have presented at the Vision Plus symposia 1 to 14:

- Walter Abel** (STRATCON Management Consulting, Vienna, AT)
Intellectual Properties Management – A Project for System Based Knowledge Management in International Plant Engineering. V+8. P.
- Christiaan Adams** (Google.org, USA)
Online Mapping Tools for Data Visualization, User Engagement and Contextual Decisionmaking. V+13. ON.
- Reed Agnew** (Agnew Moyer Smith Inc., Pittsburgh, USA)
Information Space ... Who's Making the Bricks?. V+4. P.
- Christophe Aguiton** (Orange Labs R&D, FR)
Urban Mobs, Mapping Popular Emotions. V+13. ON.
- Gordon Akwera** (Information Design, Addison, New York, USA)
Design impact on New York City parking signs: Motorists pay \$600 million in parking violations!. V+12. ON/IDJ 17.2.
- José Allard** (Escuela de Diseño, Pontificia Universidad Católica de Chile, Santiago, CL)
Reconfiguring the navigation system for Santiago's new transportation plan. V+12. ON/IDJ 16.3.
- Lauralee Alben** (Alben+Faris, Santa Cruz, CA, USA)
At the Heart of Interaction Design. V+4. P.
- Leif Allmendinger** (Northern Illinois University, DeKalb, USA)
Graphic Evolution: How Cognitive Artifacts Develop. V+2. M.
Diagrammatic Literacy. V+5.
- Carlo Amati** (Ministero dello Sviluppo Economico, IT)
Operational tools for strategic decisions on public investments. V+13. ON.
- Carina Andersson** (Maelardalen University, Eskilstuna, SE)
Expressions of Information Sets. V+11. ON.
- Hisashi Aoki** (Mayor of Tachikawa, JP) together with Keichi Koyama
Visually Supported Barrierfree Communication in Tachikawa City. V+10. ON.
- Christian Arabjan-Kappacher** (Eurofunk, St Johann i. Pongau, AT)
Feeling safe even in emergencies: The Benefon mobile phone and its SOS button. V+10. ON.
- Ursula Arzmann** (Innovation factory, Oetwil, CH) together with Regina Rowland and Lynne Valek
Graphic Facilitation – a new genre in information design. V+11. ON.
- Giuseppe Attoma Pepe** (Attoma Design, Paris, FR)
Electronic Document Design for the Banque de Luxembourg. V+3. M.
Information Design for Public Transportation. V+11. ON.
750.000 travellers a day - or - How to fit lots of busy people in the same space. V+13. ON.
- Colin Banks** (Design Consultant, London, UK)
Redesigning the British Phonebooks. V+2.
- Konrad Baumann** (University of Applied Sciences Joanneum, Graz, AT)
Interaction Design. V+11. ON.
- Ruedi Baur** (Intégral Ruedi Baur et Associés; Hochschule fuer Gestaltung und Kunst, Zurich, CH)
What counts in wayshowing design. V+12. ON.
Orientation - Disorientation. V+13. ON.
- David Begg** (Chair, Commission for Integrated Transport, London, UK)
How transport issues interface with the environment, our health, the economy and society as a whole. V+9.
- Phil Berczuk** (Steer Davies Gleave, London, UK)
The Urban Dynamic Model – Dynamic use of data to aid policy development and decision making (V+13). ON.
- Jacques Bertin** (L'Ecole des Hautes Etudes en Sciences Sociales, Laboratoire de Graphique, Paris, FR)
Les Principaux Elements de la Semilogie Graphique: Theorie et Application. V+6. P.
- Heiner Benking** (The Club of Budapest + University of Ulm, DE)
Metaphors and the Mind's Eye / Mapping and Orientation in Spaces of Meaning. V+2.
- Arlene Birt** (Haberman & Associates, USA)
Background Stories: Visual Communication for Sustainability. V+13. ON.
- Alex Bitterman** (School of Design, Rochester Institute of Technology, USA)
Deconstructing the measure of disability: toward an inclusive metric for the evaluation of systems of visual communications and infographics. V+12. ON.
- Carolyn Bloomer** (Ringling School of Art and Design, Sarasota, Florida, USA)
Cultural Modes of Information Perception: China and Japan. V+4.
- Ann Booth** (University of Idaho, Moscow, USA)
Project in Progress: Document Analysis, Redesign and Assessment of a University Form. V+11. ON.
- Wendy Brawer** (Modern World Design, New York, USA)
What is a Green Map?. V+7.
- Daniel Brandao** (IDA, University of Porto, Porto, PT)
The Museum of All - Communication Practices in a Networked Participatory World. V+14. ON.
- Bryce D. Breitenstein** (Breitenstein Medical Associates, Long Beach, USA; Concentra Occupational Medical Center, Placentia, USA), together with
- Mikel P. Breitenstein** (University of Wisconsin-Milwaukee, School of Information Studies, USA)
Dilemmas of information organization and delivery in "The Attention Economy". V+12. ON.
- Carol Briam** (Zayed University, AE)
LATCh unleashed: Using Organizational Principles to Improve Data Graphics. V+13. ON.
- Keith Bright** (Keith Bright Consultants Ltd., Thatcham, UK), together with Veronika Egger
Using Visual Contrast for Effective, Inclusive Environments. V+12. ON.
- Florian Brody** (New Media Consulting, Vienna, AT; Los Angeles, USA)
New Game, New Players: The Role of the Designer. V+2.
- Tim Brown** (IDEA Product Development, London, UK)
Connected Media Appliances: Delivering Knowledge and Learning through a New Generation of Digital Devices and Services. V+5.
- Jos de Bruin** (Dutch National Institute for Public Health and the Environment, Amsterdam, NL)
together with Remko Scha
A Republic of Information Designers. V+4. P.
- Madeleine Bujatti** (University of Applied Sciences Augsburg, DE) together with Michael Stoll
Information Design at the University of Applied Sciences Augsburg (V+11). ON.
- Christopher Burke** (The University of Reading, UK)
Isotype: representing social relationships pictorially. V+13. ON/IDJ 17.3.
- Sheelagh Carpendale** (Simon Fraser University, Burnaby, CA)
The "Elastic Presentation Space". V+6. P.
- Janet R. Carpmann** (Carpman Grant Associates, Ann Arbor, USA)
Muddling along from here to there: Challenges of measuring wayfinding system effectiveness. V+12.
- Brenda Castro** (Media Lab Helsinki, University of Art and Design Helsinki, FI)
Poster (Diploma work): Collaborative Artwork System / Virtual Art Garden. V+12. ON.
- Cindy E. M. Catella** (Exploris, Raleigh, USA) together with Regina Rowland
The Design of Interactive Multimedia for Exploris: The Children's Museum about the World, Raleigh, North Carolina. V+2.
- Karen Cheng** (University of Washington, Seattle, USA)
Public health and information graphics. V+12. ON.
Information Design for Analysis and Advocacy. V+13. ON.
- Clifford M. Commanday** (2C Design, Dallas, USA) together with Roger Remington
A New Asynchronous Design History Course: 20th Century Information Design, V+4. P.
- Hilary Cottam** (Director of learning & public services, Design Council, London, UK)
The Road ahead – a project demonstrating how design can get to the heart of the strategic issues central to helping transport improve the quality of life. V+9.
- Geoff Cox** (University of Plymouth, UK)
The Digital Crowd. Some Cultural and Technological Questions on Globalization. V+4. P.
- Emmanuel Crettenand** (Ecole Cantonale d'Art du Valais / Schule fuer Gestaltung Wallis, CH)
Poster (Diploma work): Look @. V+12. ON.
- Jill Dacey** (University of Idaho, Moscow, USA)
Explaining and expanding the idX mission. V+12. ON.
- Shilpa Das** (National Institute of Design, Ahmedabad, IN)
Design and the Disabled Body - What Designers Need to Know About Disability Studies. V+14. ON.
- Eric Davis** (Fitch Inc., Boston, USA) together with Stephen Simula
Scaling Large Amounts of Information for Human Use: Case Studies in Communication at Fitch, Inc V+4. P.
- Mo Degen** (ChangeAgency, Köln/Cologne, DE), together with Fritz Rainer Pabel
The Learning Organization: Keeping Knowledge Management Vital – Winning Mindshare in a Changing Business World. V+8. P.
- Maria De Lourdes Fuentes** (Universidad Autónoma Metropolitana, MX)
together with María González de Cossio
Achieving a Higher Socioeconomic Level – information design that helps people understand how to do it. V+13. ON/IDJ 17.3.
together with María González de Cossio
Visualising Complex Data - Interactive Tools to Create Awareness. V+14. ON.
- Megha Desai** (Self Employed Women's Association "SEWA", Ahmedabad, IN)
Social Networking: SEWA's Sister To Sister Initiative For Rebuilding Afghanistan. V+14. ON.
- Mario Doulis** (New Media, Merz-Akademie Stuttgart, DE; Interface Design, University of Applied Sciences Northwestern Switzerland, Basel, CH) together with Victor Zwimpfer
Mapping the world / Digital qualities of everyday life. V+12. ON.
- Koray Duhbaci** (Interactive Media Department, Yildiz Technical University, Istanbul, TR)
An innovative events planner for tourists on a time budget. V+10. ON.
- Pamela Ebert Flattau** (IDA Science and Technology Policy Institute, USA)
Opportunities and Challenges for Measuring Changes in Public Safety and Security in Urban Areas. Topical Field: Telling the Story of Trends in Urban Crime. V+13. ON.
- Kurt J. Egger** (Egger & Lerch, Goetzis, Vorarlberg, AT)
"Magnet": Online-Information Made Accessible in a User-Friendly Way. V+1.
- Stefan Egger** (IID, Vienna, AT) together with Karin Siebenhandl and Peter Simlinger
SOMS Substituting/Optimizing (variable) Message Signs for the Trans European Road Network. V+12. ON.
- Veronika Egger** (is design / IID, Vienna, AT)
IID Summer Academy – Design learning in a new context. V+10. ON.
Inclusive Information Design for Mobility. V+11. ON.
together with Keith Bright (Keith Bright Consultants Ltd., Thatcham, UK)
Using Visual Contrast for Effective, Inclusive Environments. V+12. ON/IDJ 16.3.
IID, India and Information Design. V+14. ON.
- Yuri Engelhardt** (University of Amsterdam, NL)
Meaningful Space: How Graphics Use Space to Convey Information. V+4. P.
Cognitive Issues in Design for Learning. V+5.
together with Raul Niño Zambrano
Engaging Citizens with Animated Statistics: From Neurath to Gapminder. V+13. ON.
- Christa Erhart** (Christian Doppler Clinic, Department of Geriatrics, Salzburg, AT)
Designing information for elderly tourists: what information designers should take into consideration. V+10. ON.
- Yvonne Eriksson** (Maelardalen University, SE)
Visualization of statistics. V+13. ON.
- Wes Ervin** (Information Design Associates, New York, USA)
Promoting the Practice of Information Design. V+2.
Financial Information on the Fly. V+3. M.
Intellectual Branding: Rethinking Corporate Identity for the Knowledge Economy. V+8. P.
Financial Communication. V+11. ON.
- Tim Fendley** (Founder, Applied Information Group, London, UK)
Bristol Legible City. V+9.
- Innes Ferguson** (Head of Design, Transport for London, UK)
Mind the Gaps. V+9.
- Florian Fischer** (Corporate Designer, Berlin, DE)
Just in Time Visualization. V+6. P.
- Seth Flaxman** (Ecole Polytechnique Fédérale de Lausanne, CH)
Visualizing Global Cities: A Dynamic Tool for Exploring Indices of Cities. V+13. ON/IDJ 17.3.
- Jorge Frascara** (University of Alberta/University of Venice, CA/IT)
New Observations on Cognition and Attention. V+4. P.
Diagrams, Complexity and Thinking Patterns. V+6. P.
Data, information, significance, decisions and traffic injuries. V+13. ON.
- Charly Frech** (MetaDesign AG, Berlin, DE)
The Company as a Community. V+7.
- Jon Freach** (insightOut, Austin, USA)
Participatory Design at Texas Instruments. V+8.
- Benjamin J. Fry** (MIT Media Laboratory, Cambridge, MA, USA)
Organic Information Design: Dynamic Sources of Information Made Accessible through Reactive and Adaptive Visualizations. V+8. P.
- Maya Indira Ganesh** (Tactical Technology Collective Bangalore, IN)
Strategies for Advocacy - How Information Design can Enhance our Communications. V+14. **Xavier Garnerin** (Latitude, Lyon, FR)
Two Electronic Applications Based on Jacques Bertin's Thinking. V+6. P.
- Reinhard Gassner** (Graphic Designer, Schlins, AT)
Corporate Design and Typography for the Use of Amateur Typographers. V+3. M.
- Martijn Geerdes** (Senior designer, Bureau Mijksenaar, Amsterdam, NL)
Problems and solutions on either side of the Atlantic. V+9.
- Andreas Geyer-Schulz** (University of Economics and Business Administration, Vienna, AT)
The Value of Information. V+1.
- Fatima Ghani** (Symbiosis Institute of Design, Pune, IN)
Design Planning and Sustainability - Community Participation. V+14. ON.
- Michael Gibson** (Milwaukee Institute of Art and Design, USA)
Establishing Relevant Contexts for Meaningful Information Exchanges. V+4. P.
- Maria Giudice** (hot - Design for Understanding, San Francisco, USA)
The Designer's Evolution. V+7.
- Tony Golsby-Smith** (Golsby-Smith Associates, Chatswood, AU)
The New Polis: Creating Coherent Communities Through the Strategic Conversation. V+4. P.
- María González de Cossio** (Universidad Autónoma Metropolitana, MX)
together with Maria De Lourdes Fuentes
Achieving a Higher Socioeconomic Level – information design that helps people understand how to do it. V+13. ON/IDJ 17.3.
together with Maria De Lourdes Fuentes
Visualising Complex Data - Interactive Tools to Create Awareness. V+14. ON.
- Kelley Gottschang** (Washtenaw Community College, Ann Arbor, USA)
Methods in Information Design. V+11. ON.
- Barry Gray** (Signing & Design Manager, Network Rail, London, UK; Chairman Sign Design Society, UK; Chairman ISO TC145 / SC1 "Public Information Symbols")
Communicating across language barriers with pictograms. V+10. ON.
- Tarun Deep Girdhar** (National Institute of Design, Ahmedabad, IN)
Designing Educational Material for Vulnerable Groups - Concerns of Visual Literacy in Rural Areas. V+14. ON.
- Sally Grisedale** (Studio Archetype, San Francisco, USA)
Designing a Graphical User Interface for Healthcare Workers in Rural India. V+4. P.
- J.P. Gupta** (Government of Gujarat State, Ahmedabad, IN)
Mobility in India - Perspective of a Regulator. V+14. ON.
- Giselher Guttmann** (University of Vienna, AT)
Learning under Self-Control: Optimizing Receptivity, Learning, and Retaining. V+5.
- Stephanie Hankey** (Tactical Technology Collective, UK)
Information Design for Advocacy and Campaigning. V+13. ON.
- Peter Hasberg** (SCOPE: EU Project Office Köln/Cologne, DE)
Scope – Advanced Transport Telematics for Europe. V+1.
- Harald Havas** (Journalist, Comics Expert, Vienna, AT)
What Information Designers May Learn from Comics. V+6. P.
- Rycharde Hawkes** (Senior research engineer, Hewlett-Packard Laboratories, Bristol, UK)
New technologies providing information for the travelling public. V+9.
- Franz Heffeter** (Institute of Tourism & Hotel Management Klessheim, Salzburg, AT)
Information Design – a success factor in the rising competition in tourism. V+10. ON.
- Regina Henze** (Visual Communication – Exhibition Design, Bad Homburg + Braunschweig University of Arts, DE)
Hands-On Science and Technology Exhibitions. V+4.
Transforming Information into Experience. Enhancing Public Understanding of Science and Technology – The Potential of Themed Exhibitions as a Medium for Sustainable and Emotional Learning. V+11. ON.

- Nadja Herzog** (50plus Hotels, Landhotel Rupertus, Leogang, AT)
Caring for senior tourists. V+10. ON.
- Tom Hewett** (Drexel University, Philadelphia, USA)
Information, Representation & Intelligence: Using Psychological Knowledge to Improve Interaction. V+5.
- Ulrich Himsel** (Invention Machine Germany, Ingolstadt, DE)
Process Analysis with Techoptimizer™. V+6. P.
- Lara Ho** (International Rescue Committee, CI)
Cleaning up the house: a large NGO tries to unify its health indicators. V+13. ON.
- Cathy Huang** (CBI Bridge, Shanghai, CN)
Service Design - Empowering a Non-Profit's Approach to Improve Literacy in China. V+14. ON.
- Patricia Shanahan Hoffman** (TSDesign, Boston, USA) together with Nancy King
Evaluating Information Design on the Web Through Analyzing the User's Experience. V+4. P.
- Matthew Holloway** (Healtheon, Santa Clara, USA) together with Masahiro Horiuchi
Mapping Relations. V+7.
- Nigel Holmes** (Explanation Graphics, Westport, CT, USA)
A short film about the place for humour and wit in information graphics by Nigel Holmes. V+13. ON.
- Robert E. Horn** (Stanford University, San Francisco, USA)
Five Information Revolutions: Changing How We Think and Communicate in the Next Decade. V+6. P.
Can Visual Language Help Us With Some of Our Social Messes (aka "Wicked Problems")?. V+13. ON.
- Tomoko Ichikawa** (Doblin Goup, Chicago, USA)
Measuring the Economic Effect of Information Design. V+1.
- Suguru Ishizaki** (Carnegie Mellon University, Pittsburgh, USA)
Continuous Design Solutions as Emergent Behaviors of Active Agents. V+3. M.
Kinetic Typography: Expressing writing beyond the smileys. V+3. M.
together with Nobuyuki Ueda:
Naive Theories of Information Space. V+4. P.
Benefits of Teaching Programming and Computing for Information Designers. V+5.
- Colette Jeffrey** (Enterprise IG, London, UK)
Solving wayfinding problems in complex environments. V+9.
The theory and difficulties of measuring the effectiveness of a wayfinding system. V+12. ON.
- Julian Jenkins** (2nd Road, Chatswood, AU)
From Data & Measures to Meaningful Decisions - Designing Useful Information for Senior Management and Boards. V+13. ON/IDJ 17.3.
- Mikael Jern** (NCVA - National Center for Visual Analytics, SE)
Collaborative Web-enabled Geovisual Analytics applied to OECD Regional Data. V+13. ON.
- Dhaval Joshi** (Nokia Research Center, Bengaluru, IN)
Mobile Health Services for Developing Countries. V+14.
- Helen Joyce** (The Economist, UK)
Data-driven online journalism. V+13. ON.
- Paul Kahn** (Kahn+Associates, FR)
Process Visualization and Visual Planning. V+6. P.
Creating Patterns that Connect: Drawing Overview Maps of Complex Data Networks. V+13. ON/IDJ 17.3.
together with Krzysztof Lenk
Mapping the Net. V+3. M.
- Yo Kaminagai** (Design manager, Delegation for Transportation Spaces and Intermodality, RATP, Paris, FR)
Space and e-space: How to design our future mobility spaces. V+9.
- Masaru Kataoka** (Citizen's Bank, Tokyo, JP)
Mapping of Exchange within Communities. V+7.
- Elzbieta Kazmierczak** (Elka Designs, Carbondale, USA) together with Peter Storkerson
Knowledge Presentation: Form, Definition and Future Plans. V+11. ON.
- Larry Keeley** (Doblin Group, Chicago, USA)
Fast, Flat, Wired, and Weird: Perspectives on a New Economy and the Role of Designers. V+4. P.
- Guido Kemper** (FH Vorarlberg, Dornbirn, AT)
Quantifying joy of use. V+12. ON.
- Arnab Khound** (Tata Elxsi Limited "TEL", Bangalore, IN)
Health Bonus Account - A Collaborative Platform For Health Awareness. V+14.
- Nancy King** (TS Design, Boston, USA) together with Patricia Shanahan Hoffman
Evaluating Information Design on the Web Through Analyzing the User's Experience. V+4. P.
- Wilhelm Klausner** (InD initialdesign berlin, Berlin, DE)
Urban Planning and Information Design, Interdependencies of Infrastructural Design and Community Development. V+14. ON.
- Jouke Kleerebezem** (Cultural Intelligence Works, Amsterdam, NL)
Design Equals Information. V+4. P.
- Dirk Knemeyer** (Involution Studios LLC, Boston, USA)
User Experience. V+11. ON.
- Anni Koubek** (University of Applied Sciences Joanneum, Graz, AT)
Learning and Design: Issues and Experiences. V+5.
- Keiichi Koyama** (i Design inc., Tokyo, JP) together with Hisashi Aoki
Visually Supported Barrierfree Communication in Tachikawa City. V+10. ON.
- Roland Krpata** (Wiener Linien / Vienna Transport, Vienna, AT)
Creation of a barrierfree public transport network. V+10. ON.
- Fred Lakin** (The Performing Graphics Company, Palo Alto, CA, USA)
"Visual Telefacilitation": Structuring Information for Instant Use by Telegroups. V+3. M.
- Ludwig Laut** (Neue Medien Gesellschaft, Vienna, AT)
Digital Means of Information and Databanks. V+1.
- Nahm-Sik Lee** (International Design School for Advanced Studies, Seoul, KR)
Case Studies of Information Design Strategies. V+7.
- Krzysztof Lenk** (Dynamic Diagrams Inc. + Rhode Island School of Design, Providence, USA)
Learning and Understanding: The Historic Origins of Information Design. V+5.
Harper's Index inspiration - Translating figures into emotional information. V+12. ON.
together with Paul Kahn
Mapping the Net. V+3. M.
- Sally Levine** (Boston Architectural Center, USA) together with Anders Nereim
Kiosk Design and the Receipt of Information by the (re)Public. V+4. P.
- Tingyi S. Lin** (National Taiwan University of Science & Technology, TW)
The Visual Explanation of Qualitative Information: a case study on fertility rates. V+13. ON/IDJ 17.3.
- Karin Logisci** (Simplified Communications, Siegel & Gale, New York, USA)
Design Guidelines: Blueprints for Strategic Document Systems. V+3. M.
- Richard Lowe** (Curtin University of Technology, Perth, AU)
Designing for Learning: Transforming Specialist Pictorial Information into Effective Instructional Illustration. V+5.
- Chris Ludlow** (Henrion Ludlow Schmidt, London, UK)
Surprising and shocking: Learning from projects. V+9.
- Peter Lucas** (MAYA Design, Inc., Pittsburgh, USA)
CIVUM: A Geographical Information System for Everyone, The Information Commons, and the Universal Database. V+10. ON.
- Nico MacDonald** (MetaDesign, London, UK)
Pinning Down the Weightless Economy: Can Designers Count on a Digital Society? V+4.
- Maureen Mackenzie-Taylor** (Communication Research Institute of Australia, Melbourne, AU)
Designing for Understanding within a Context of Rapidly Changing Information. V+3. M.
- Leslie MacNeil** (University of Washington, USA)
Design Ethnography: Strategy for Visual Communications. V+13. ON.
- John Maeda** (MIT Media Laboratory, Cambridge, MA, USA)
Extemporaneous Electronic Document Structuring: Converting a 500 page book into an electronic version within seven days. V+3. M.
- Aaron Marcus** (Aaron Marcus Associates, Berkeley, CA, USA)
Know Biz and Show Biz: User-Interface Design for Web Applications. V+8. P.
Integrated Information Systems. V+11. ON.
Cross-Cultural User-Experience Design and Information Visualization. V+13. ON/IDJ 17.3.
- Nic Marks** (New Economics Foundation, London, UK)
National Accounts of Wellbeing. V+13. ON.
- Nuno Martins** (ID+, University of Porto, Maia, PT)
Social Networking Systems and Pediatric Cancer - The Need For Participatory Media. V+14. ON.
- Pete Matthews** (Philips Design, Eindhoven, NL)
Connecting Communities: From Drawing Board to Boardroom. V+8. P.
- Ian McLaren** (Glasgow School of Art, Glasgow, UK), together with Sophie Morrsh
Effectiveness of Drawing - Appropriate Conventions, Not Style. V+6. P.
- Pamela Mead** (Fitch Inc., Boston, USA / MetaDesign, San Francisco, USA)
Time and Space: Bridging the Physical and Electronic Worlds I. V+1.
Time and Space: Bridging the Physical and Electronic Worlds II. V+2.
- Jörg Meixner** (technics4users, Hollabrunn, AT) together with Michael Stoll
Manual Design. V+11. ON.
- Mark Mentzer** (Carnegie Mellon University, Pittsburgh, USA)
Visual Narratives: Why Style Matters. V+6. P.
- Tim Metcalfe** (Chester City Council, Chester, UK)
An Accessible Chester: Promoting the Civil Liberties of Disabled People. V+10. ON.
- Hanne Meyer-Hentschel** (Meyer-Hentschel Management Consulting, Saarbrücken, DE)
Business opportunities and senior citizens. V+10. ON.
- Paul Mijksenaar** (Bureau Mijksenaar, Amsterdam + University of Technology, Delft, NL)
Visual Variables as Starting Point in Information Design. V+5.
Pictorial Maps: Combining understanding and pleasure / Examples of best practice. V+10. ON.
- Doris Mitsch** (Doris and Clancy, San Francisco, USA)
Designing for Circumstances Beyond Our Control. V+3. M.
- Shin Mizukoshi** (Tokyo University, JP)
InformationScapes. V+7.
- Bill Moggridge** (IDEO, Palo Alto, CA, USA)
Shared Interfaces. Some Case Studies of Information Design. V+7.
- Judith A. Moldenhauer** (Wayne State University, Detroit, USA)
Storytelling and the Personalization of Information. V+5.
Information Design Education. V+11. ON.
DD4me - The Students' Projects. V+13. ON.
together with Lennart Strand
Special Interest Group (SIG) for Information Design Educators: Aims and Objectives. V+12. ON.
- Per Mollerud** (Swinburne University of Technology, AU / The Oslo National Academy of Arts, NO)
How people find their way. V+9.
Wayshowing. V+11. ON.
Domesticating Data - Functional Simplicity in Information Design. V+13. ON.
- Sophie Morrsh** (Glasgow School of Art, Glasgow, UK), together with Ian McLaren
Effectiveness of Drawing - Appropriate Conventions, Not Style. V+6. P.
- Thomas Mueller** (Razorfish, New York, USA)
Liquid Typography: The Transformation of Traditional, Static Typography into a Dynamized Form Present in Time-Based and Interactive Environments. V+4. P.
- Joachim Müller-Lancé** (Kame Design, San Francisco, USA)
With Their Own Hands: Vernacular Public Design. V+7.
- Abir Mullick** (Georgia Tech, School of Industrial Design, Atlanta, USA)
Public Services: Context and Opportunities. V+14. ON.
- Fred Murrell** (Texas Instruments, Dallas, USA)
Positioning Corporations For the Future. V+2.
- Lakshmi Murthy** (Vikalpdesign and International Rural Network, Udaipur, IN)
(Other Things...) Media For Reproductive Health Communications. V+14.
- Akio Nakamata** (The Book & The Computer, Tokyo, JP)
Beyond Environments of Paper Media. V+7.
- Nicolas Naveau** (Ars Electronica Futurelab, AT)
Geocity - a global observer as an interaction process. V+13. ON.
- Anders Nereim** (Interior Architecture Department, School of Art Institute of Chicago, USA)
together with Sally Levine
Kiosk Design and the Receipt of Information by the (re)Public. V+4. P.
- Karin Nijhuis** (Interimair Internet Consultancy, Utrecht, NL)
www.holland.com: Building an inclusive Internet platform. V+10. ON.
The UN World Tourism Organization (UNWTO) Destination Web Watch. V+12. ON.
- Georg Nikfeld** (Telecommunications Research Center Vienna, AT)
Accessing tourist information on the move. V+10. ON.
- Paul J. Nini** (Ohio State University, Columbus, USA)
Typefaces and their suitability for older tourists with vision problems. V+10. ON.
- Raul Niño Zambrano** (University of Amsterdam, NL) together with Yuri Engelhardt
Engaging Citizens with Animated Statistics: From Neurath to Gapminder. V+13. ON.
- Yoshiaki Nishimura** (Sensorium, Tokyo, JP)
Designing World-Realm Experiences: The Absence of the World "Users". V+6. P.
- Jim Northover** (Lloyd Northover, member of the Media Square plc group, London, UK)
What does the information design tell us about the organisation behind the communication?. V+12. ON.
together with Bruno Schmidt
Corporate Communication / Corporate Design. V+11. ON.
- Angela Norwood** (Department of Design, York University, Toronto, CA)
Building Visual Narrative Structures through Information Design Education. V+13. ON.
- Florian Nussbaumer** (MetaDesign Swiss AG, Zurich, CH)
Wanting to be as famous as the mountain - The design of a new railway brand. V+10. ON.
- Wally Olins** (Saffron Brand Consultants, Madrid, ES / London, UK / NY, USA / Mumbai, IN / Dubai, AE)
The importance of the brand. V+9.
- Martin O'Neill** (Department of Hotel and Restaurant Management, Auburn University, AL, USA)
Access guaranteed, but just how hospitable are we? An investigation from the Western Australian hotel sector. V+10. ON.
- Noriyoshi Osumi** (NTT America, Mountain View, CA, USA)
Designing Value-added Services for e-Commerce. V+7.
- Johann Ortner** (KM Research - IP Software Systems, Vienna, AT)
What is Information? Creating Information Entities. V+8. P.
- Yukio Ota** (Tama Art University, Tokyo, JP)
LoCoS - Evolution of Intuitive Communications. V+14. ON.
- Fritz Rainer Pabel** (ChangeAgency, Köln/Cologne, DE), together with Mo Degen
The Learning Organization: Keeping Knowledge Management Vital - Winning Mindshare in a Changing Business World. V+8. P.
- Mark Palmer** (Vizmetrics Inc., Houston, TX, USA)
From Data to Results: Improving Organizational Performance through Better Visibility of Key Metrics. V+13. ON.
- Elizabeth Pastor** (humantific, NY, USA)
Understanding in the Learning Process. V+5.
Visual SenseMaking for ChangeMaking. V+13. ON.
together with Garry K. Van Patter
Conceptual Idea Modeling. V+6. P.
- Sylvie Perera** (Royal National Institute of the Blind, London, UK)
Insights gained from developing the Tiresias Typeface Family. V+10. ON.
- Rune Pettersson** (Mälardalen University, Eskilstuna, SE)
What is Information Design?. V+4. P.
Information Design and Learning. V+5.
Attention - An Information Design Perspective. V+6. P.
Turning Information into Corporate Knowledge. V+8. P.
Research in Information Design. V+11. ON.
- Ulrich Pilarczyk** (AEG Modern Information Systems, Ulm, DE)
Dynamic Information Displays for Public Transport. V+1.
- Janewit Pitayataratorn** (Virtual Enterprises Association, Vienna; Langen, DE)
Seeing, Feeling, Understanding: Enough of a Provocation? Redefining Roles of the Information Designer. V+2.
- Martin Pitt** (Peninsula Medical School, UK) together with Will Stahl-Timmins
Nice Graphics: An online, task based study of the use of information graphics to support decision-making at the National Institute of Health and Clinical Excellence (NICE) in the UK. V+13. ON.
- Tyrone Po** (J.P. Morgan, New York, USA)
Information Design and User Experience in Financial Services. V+14. ON.
- Thomas Porathe** (Mälardalen University, Eskilstuna, SE)
3-D Nautical Charts: Information Design Research on Intuitive Maps. V+11. ON.
Measuring effective map design for route guidance: an experiment comparing electronic map display principles. V+12. ON/IDJ 16.3.
- Jean François Porchez** (Porchez Typofonderie, Clamart, FR)
How Can Typefaces Improve Information Design Legibility and Style?. V+13. ON.
- Franz Pühretzmair** (Network IT to Support the Integration of People with Disabilities, Hagenberg, AT)
Designing Inclusive Web Sites. V+10. ON.

- David Quarmby** (Deputy Chairman Strategic Rail Authority, Board Member Transport for London, Past Chairman British Tourist Authority, London, UK)
Why good design is at the heart of integrated transport. V+9.
Tourist Information de Luxe – for All. V+10. ON.
- M.P. Ranjan** (Ahmedabad, IN)
Urban Rural Divide: Opportunities for Digital Inclusion. V+14. ON.
- Rolf F. Rehe** (Design Research International, Vienna, A; Indianapolis, USA)
From Newspaper to Online: Fast and Reader-friendly. V+3. M.
- R. Roger Remington** (Rochester Institute of Technology, USA)
An Historic view of measurement in information design: Will Burtin's Gunnery Manuals. V+12. ON.
together with Clifford Commanday
A New Asynchronous Design History Course: 20th Century Information Design. V+4. P.
- Bruce Robertson** (Diagram Visual Information Ltd, London, UK)
3000 Years of Visualisation. V+11. ON.
How Designed Data Influences Decisions. V+13. ON.
- Jon Rogers** (University of Dundee, UK)
Communality. V+14. ON.
- Jim Ridgway** (Durham University School of Education, UK)
DD4D4D – Displaying Data in 4 Dimensions – for Deconstruction, Studying students working with multivariate data to deconstruct newspaper accounts. V+13. ON.
- Hans Rosling** (Gapminder Foundation, Stockholm, SE)
How to Increase Innovation in the Use of Statistics. V+13. ON.
- Regina Rowland** (Global Syntony, San Francisco, CA, USA / Vienna, AT)
Co-creating Visual Maps for Transcultural Understanding / Workshop. V+13. ON.
together with Cindy E.M. Catella
The Design of Interactive Multimedia for Exploris: The Children's Museum about the World, Raleigh. V+2.
together with Ursula Arztmann and Lynne Valek:
Graphic Facilitation – a New Genre in Information Design. V+11. ON.
- Jim Rudolf** (MetaDesign, Berlin, DE)
Making Corporate Design Guidelines Available via the Web. V+3. M.
- Ruedi Rüegg** (Designalltag, Zürich, CH)
Global but Different. V+4.
- Job Rutgers** (Philips Design, Eindhoven, NL)
III – Intelligent Information Interfaces for Communities. V+7.
- Jay Rutherford** (Bauhaus University, Weimar, DE)
A New Corporate Design for the Bauhaus Universität Weimar. V+3. M.
Wayfinding in Large Indian Cities - Developing Signage Systems to Help with Orientation in Urban Contexts. V+14. ON.
- Bonnie Sadler Takach** (University of Alberta, Edmonton, CA)
Made to measure – Design students study parents response to visualisations of risk in child health treatments. V+12. ON.
- Elizabeth B.-N. Sanders** (SonicRim, Columbus, OH, USA)
Expanding the Scope of Information Design. From Information to Experience. V+7.
- Remko Scha** (Department of Computational Linguistics, Faculty of Humanities, University of Amsterdam, NL) together with Jos de Bruin
A Republic of Information. V+4. P.
- Cori Schauer** (University Affiliated Research Center at NASA Ames Research Center, Mountain View, USA) together with Brianna Sylvester
Building measurement into qualitative research without having to crunch numbers. V+12. ON.
- Sibylle Schlaich** (Moniteurs GmbH, Berlin, DE)
International Airports - Wayshowing as Identity. V+14.
- Bruno Schmidt** (MetaDesign Swiss AG, Zurich, CH)
Estimating and Charging. V+3. M.
Best Practice in Existing Systems. V+9.
together with Jim Northover:
Corporate Communication / Corporate Design. V+11. ON.
- Guy-A. Schockaert** (Ad hoc Design, Bruxelles/Brussel, BE)
The Role of Graphic Design in a Changing World of Communication. V+2.
- Andreas Schneider** (International Academy of Media Arts and Sciences, Gifu, JP + Institute for Information Design Japan, Tokyo, JP)
Mobile Communication. V+11. ON.
- Stefan Schwarzer** (UN Environment Programme / DEWA / GRID-Europe, Châtelaine, CH)
Innovative approaches to visualising statistical data at national and regional levels. V+13. ON.
- Gerhard Schwärzler** (Fachhochschul-Studiengänge-Vorarlberg, Dornbirn, AT)
InterMedia: A New Course of Studies at the Fachhochschul-Studiengänge-Vorarlberg. V+2.
- Akihiko Seki** (Digital Island, Kuala Lumpur, MY)
Digital Information – Some Thoughts for Consideration. V+7.
- Harpreet Seth** (Intarch International Interiors LLC, Dubai, AE)
Dubai – A shopper's paradise and its integrated information system. V+10. ON.
- Kiran Sethi** (Design for Change Contest, Ahmedabad, IN)
Hope is Not a Strategy - Design for Change. V+14. ON.
- Lynn Shade** (Adobe Systems, San Jose, USA)
What is International Design?. V+7.
- Cam Shapansky** (Information DesignWorks and Optus Corporation, Etobicoke, ON, CA)
Information Design and Information Technology – two Worlds Becoming One. V+8. P.
- Pavle Sicherl** (SICENTER and University of Ljubljana, SI)
Time distance measure offers novel perception of world disparities and of implementation of Millennium Development Goals. V+13. ON.
- Peter Simlinger** (Simlinger Informations-Design GmbH, Vienna, AT) together with Stefan Egger and Karin Siebenhandl
SOMS Substituting/Optimizing (variable) Message Signs for the Trans European Road Network. V+12. ON.
- Stephen Simula** (Fitch Inc., Boston, USA) together with Eric Davis
Scaling Large Amounts of Information for Human Use: Case Studies in Communication at Fitch Inc. V+4. P.
- Karin Siebenhandl** (Danube University Krems, AT) together with Stefan Egger and Peter Simlinger
SOMS Substituting/Optimizing (variable) Message Signs for the Trans European Road Network. V+12. ON.
- David Skopec** (kognito, Berlin, DE)
Information Design in a Market of Risks. V+8. P.
OVIS – Real Time Visualisation of Extended Databases of Social Indicators (EUS/DIDI). V+13. ON.
- Wolfgang Skowronek** (ÖBB / Austrian Railways, Vienna, AT)
Austrian Railways' Tactile Guiding System for Blind & Visually Impaired Persons on Train Platforms. V+11. ON.
- David Sless** (Communication Research Institute, Melbourne, AU)
Better Information Presentation: Satisfying Consumers. V+1. M.
Building the Bridge Across the Years and Disciplines. V+2. M.
Designing a Rule System for Usable Information. V+2.
Theory for Practice: Principles and Methods for Design on the Fly. V+3. M.
Revolution Against the Republic. V+4. P.
Between Text and Illustration. V+5.
Explanatory Drawings from a Pragmatic Point of View. V+6. P.
Forms of Knowledge – Philosophical Ideas about Knowledge and Design of Forms. V+8. P.
Benchmarking Tourist Information. V+10. ON.
Measuring professional services in information design: what business can expect and what education should deliver. V+12. ON.
Data for Decisions – The Communication Benchmarks Project. V+13. ON.
together with Karel van der Waarde
Health-related Information Design. V+11. ON.
- David Small** (MIT Media Laboratory, Cambridge, MA, USA)
Navigating a Million Words. V+4. P.
- Suzanne Snell-Tesh** (Indigo Magick, Bethesda, USA)
Infozones: ID for the Masses. V+4. P.
- Erik Spiekermann** (MetaDesign, Berlin, DE / London, UK / San Francisco, USA)
Information Design: The Profession. V+1.
What you See Is What You Read. V+4.
Open Issues in Information Design for Learning. V+5.
- Will Stahl-Timmins** (Peninsula Medical School, Universities of Exeter and Plymouth, UK)
together with Martin Pitt
NICE Graphics: An online, task based study of the use of information graphics to support decision making at the National Institute of Health and Clinical Excellence (NICE) in the GB. V+13. ON.
- Paul Stiff** (The University of Reading, UK)
Telling and showing everyday journeys: graphic support for wayfinding. V+12.
- Michael Stoll** (University of Applied Sciences Augsburg, DE) together with Jörg Meixner
Manual Design. V+11. ON.
together with Madeleine Bujatti
Information Design at the University of Applied Sciences Augsburg. V+11. ON.
- Catherine Stones** (University of Leeds, UK)
Information Design For People With Chronic Pain - What Can We Learn From the Pictures Patients Make? V+14. ON.
- Peter Storkerson** (South Illinois University, Carbondale, USA) together with Elzbieta Kazmierczak
Knowledge Presentation: Forum, Definition and Future Plans. V+11. ON.
- Lennart Strand** (Maelardalen University, Eskilstuna, SE)
The birth of the virtual Information Design University. V+12. ON.
together with Judith A. Moldenhauer (Wayne State University, Detroit, USA)
Special Interest Group (SIG) for Information Design Educators: Aims and Objectives. V+12. ON.
- Takeshi Sunaga** (Tama Art University, Tokyo, JP)
Modelling Events: Crossing the Boundaries of Object Oriented Design. V+1.
Models for New Information Design Interfaces. V+7.
- Robert O. Swinehart** (Carnegie Mellon University, Pittsburgh, USA)
Virtual Identity: The Future is Now. V+1. M.
Having An Experiential Identity. V+2.
When Design IS Learning. V+5.
Moving your mail: A case study on the design of the official Mail Forwarding and Change of Address Order for the US Post Office. V+12. ON.
- Brianna Sylvester** (Sylvester Consulting, Chicago, USA) together with Cori Schauer
Building measurement into qualitative research without having to crunch numbers. V+12. ON.
- Izumi Tanaka** (Soft Device, Tokyo, JP)
Processes of Interface Design in Software Development. V+7.
- Virginia Tiradentes Souto** (University of Brasilia, BR)
Decisions, Ideas and Context Clouds. V+13. ON/IDJ 17.3.
- John Thackara** (Netherlands Design Institute, Amsterdam, NL)
Knowledge Management and Knowledge Maps. V+5.
- Karen Thomson** (Clear Channel ADSHEL, London, UK)
Public Private Partnerships. V+9.
- Hal Thwaites** (Concordia University, Montreal, CA)
Information Design: A Biocybernetic Perspective. V+4.
- Scott Townsend** (North Carolina State University, Raleigh, USA)
Speed and Structure; Unfolding the Surface of Information. V+3. M.
- Robert Trappi** (University of Vienna / Austrian Research Institute for Artificial Intelligence, Vienna, AT)
Intelligent Software Agents as Filters, Retrievers, Organizers 6 Presenters of Information & Knowledge. V+8. P.
- Kirti Trivedi** (Indian Institute of Technology, Bombay, IN)
From Corporate Knowledge to Corporate Wisdom: Complexities of Codifying Cultures. V+8. M.
Self-generated Data Patterns. V+13. ON.
Data Traps and Information Addiction. V+14. ON.
- Manfred Tscheligi** (University of Vienna, Center for Usability Research & Engineering, Vienna, AT)
Information Manipulation Environments: Alternatives for Human Information Interaction. V+1.
WWW Design Today: Usage on the Fly?. V+3. M.
- Tomomi Tsubota** (Nihon Keizai Shimbun, Tokyo, JP)
Concepts of Information Design Strategies. V+7.
- Raymond Turner** (Raymond Turner Associates, Winchester, UK)
BAA and Heathrow Terminal 5. V+9.
- Alex Tyers** (Communication Research Institute, Melbourne, AU)
Performance-based design – how measuring a design's performance can accelerate the design process and deliver superior design outcomes. V+12. ON/IDJ 16.3.
Visualising Use - Giving People Guidance to Information Understanding. V+14. ON.
- Rachel Tym** (European Tour Operators Association, London, UK)
Quality information that makes tourism go round. V+10. ON.
- Nobuyuki Ueda** (Konan Women's University, JP) together with Suguru Ishizaki:
Naive Theories of Information Space. V+4. P.
Multimedia Unplugged: A Workshop on Learning Design at the neoMuseum, Japan. V+5.
- Lynne Valek** (Chapman University College, Orange, CA, USA)
together with Ursula Arztmann and Regina Rowland
Graphic Facilitation – a New Genre in Information Design. V+11. ON.
- Karel Van Der Waarde** (Avans University of Applied Sciences, Eindhoven, BE)
Measuring the quality of information about medicines: is design really benign?. V+12. ON/IDJ 16.3.
Medicine Information For Patients - What Can We Learn From European Developments in the Last 20 Years? V+14. ON.
together with Piet Westendorp
Designing Visual User Instructions. V+6. P.
together with David Sless
Health-related Information Design. V+11. ON.
- Garry K. Van Patter** (Donovan and Green, New York, USA) together with Elizabeth Pastor
Conceptual Idea Modeling. V+6. M.
- Leonard Verhoeff** (Human Efficiency, Utrecht, NL)
From Putting Data in Statistics to Controlling Conclusions – Decision Making With Your Eyes Only. V+13. ON.
- William L. Verplank** (Interval Research Corp., Palo Alto, CA, USA)
Tangible Interaction Design. V+7.
- Stéphane Villard** (Electricité de France, FR)
"Materializing Electricity" – can information design through objects take part in behavioural change for energy efficiency?. V+13. ON.
- Rupesh Vyas** (Information and Digital Design, National Institute of Design, Ahmedabad, IN)
Designing information products for public spaces. V+12. ON.
- Mikio Wakabayashi** (University of Tsukuba, JP)
Figures of Co-Existence: Communication and Communities. V+7.
- Robert Waller** (Information Design Unit, Newport Pagnell, UK)
Information Design: How the Disciplines Work Together. V+1.
- Alard Weisscher** (Meru Research, Delft, NL)
Applying Computer Game Techniques to Process Visualization. V+6. P.
- Piet Westendorp** (Delft University of Technology + Eindhoven University of Technology, NL)
together with Karel van der Waarde
Designing Visual User Instructions. V+6. P.
- Peter Whalley** (Knowledge Media Institute, The Open University, Milton Keynes, UK)
Dynamic Images in Educational Multimedia. V+2. M.
- Patrick Whitney** (Illinois Institute of Technology, Chicago, USA)
Interaction and Strategy. V+7.
- Dieter Willich** (Communication Design, Frankfurt/Main, DE)
Public Transport Communication: Critical Observations. V+1.
- Oliver Wrede** (Causa Formalis Informationsdesign, Köln/Cologne, DE)
Hypermediales Arbeiten im Datennetz. V+1. M.
- Patricia Wright** (Cardiff University, UK)
What if...? Designing tools to help the public make difficult decisions about health care. V+13. ON/IDJ 17.3.
- Masaaki Yoshimura** (E&C Project, Tokyo, JP)
Tactile Communication. V+2.
- Tanaka Yuzuru** (Hokkaido University, Sapporo, JP)
Knowledge Farming – Laboratory of Organic Information Matter. V+7.
- Andrew Zolli** (Interactive Media, Siegel & Gale, New York, USA)
Information Is/In the Environment: Ubiquity, Agency, and Emerging Design Practice. V+P.
- Victor Zwimpfer** (Intermedial Aesthetik, Institut fuer Medienwissenschaften, Basel, CH)
together with Mario Doulis
Mapping the world / Digital qualities of everyday life. V+12. ON.

Available as

- IDJ Article published in Information Design Journal
M Vision Plus Monograph
ON Online via <http://www.iid.net/VisionPlus.aspx> (IID members only)
P Proceedings of Vision Plus Symposia

IIID Projects and Publications

IC-IC: Enhancing interconnectivity through infoconnectivity

“Enhancing interconnectivity of short and long distance transport networks through passenger focused interlinked information-connectivity”, a project of the European Commission's 7th Framework Programme for Research, Technological Development and Demonstration, coordinated by IIID. 2011–2014

<http://www.ic-ic.eu>

Twitter: @ICICfp7

Surrounding Traffic Info and Warning

Part of “Safeway2school / Integrated system for safe transportation of children to school”, a Project of the European Commission's 7th Framework Programme for Research, Technological Development and Demonstration, coordinated by VTI Statens väg och transportforskningsinstitut, Sweden. 2009–2012

<http://www.iiid.net/Safeway2School.aspx>

SOMS: Substituting/Optimizing (variable) Message Signs for the Trans European Road Network

Part of “IN-SAFETY / Infrastructure and Safety”, a Specific Targeted Research Project of the European Commission's 6th Framework Programme for Research, Technological Development and Demonstration. 2005–2008 “Proposal on unified pictograms, keywords, bilingual verbal messages and typefaces for VMS in the TERN”.

freely accessible from <http://www.iiid.net/SOMS.aspx>

Typeface “Tern” for both VMS (Variable Message Signs) and conventional sign boards, capable of displaying 23 EU languages including Greek, tested and optimized to secure enhanced legibility. In use on Dutch motorways since 2009. Replaces the current Austrian road traffic typeface.

<http://www.iiid.net/SOMS/Typeface%20Tern.aspx>

European Parking Quality Standard

Cooperation with ÖAMTC Austrian Automobile, Motorcycle and Touring Club to revive the initiative towards the European Parking Association's European Parking Quality Standard. (Ongoing)

Information Design General Literature

Free bibliography, accessible from

<http://www.iiid-expertforum.net/GeneralLiterature.aspx>

IIID Expert Network Traffic & Transport Information Source Material

Supported by the Austrian Federal Ministry for Transport, Innovation and Technology. 2006–2008

Access (for IIID members only):

<http://www.iiid-expertforum.net/SourceMaterial.aspx>

b.unt barrierefrei unterwegs – Barrierefreie Information im Verkehrssystem

Studie im Auftrag des Bundesministeriums für Verkehr, Innovation und Technologie (bm:vit) zur Vorbereitung der Programmlinie ways2go. 2007

Freely accessible from http://www.iiid.net/PDFs/Studie_b-unt_Nov07.pdf

idX information design exchange. Information Design: Core Competencies - What information designers know and can do

Development of International Core Competencies and Student and Faculty Exchange in Information Design. Project within the EU/USA Cooperation Programme in Higher Education and Vocational Education and Training. 2003–2007

<http://www.iiid.net/PDFs/idXPublication.pdf>

Guiding Motorists to Motorway Entry Ramps

Lead Organisation: Ludwig Boltzmann Institute for Accident Research, Wien/Vienna

Client: Austrian Federal Ministry for Transport, Innovation and Technology. 2001/03, unpublished.

The Legal Protection of Image Designs Indicated on the Display Screen

Client/Year: IIP Institute of Intellectual Property, Japan. 2002. Unpublished.

Summary: http://www.iip.or.jp/e/e_summary/pdf/detail2001/e13_02.pdf

Global Design Center Vienna

Client/Year: City of Vienna. 2000. Unpublished.

IIID Safety Symbol System

The highly awarded IIID Safety Symbols System, designed by Nora Olgay, meets the American National Standards Institute (ANSI) Z535.3 Standard's comprehension testing and design criteria for safety symbols. 1995/2008

Freely accessible (with sections for members only) from

<http://www.iiid.net/SafetySymbols.aspx>

Vision Plus Monographs

21 presentations given at Vision Plus 1 to 3 have been published as monographs. Available on request from info@iiid.net.

Vision Plus Proceedings

Proceedings of Vision Plus 4, 6, 8 (paper versions) may be ordered by e-mail from info@iiid.net.

Vision Plus 14: “Communities, Healthcare, Mobility”, 13: “DD4D Data Designed for Decisions / Enhancing social, economic and environmental progress”, 12: “Information Design – Achieving Measurable Results”, 11: “Needs, Trends and Themes for Information Design / Developing Information Design Subject Areas” and 10: “Tourist Information de Luxe – for All. Creating inclusive information environments / Making visitors want to come again” abstracts, biographies (free) and presentations (members only) are accessible from <http://www.iiid-visionplus.net/>

Reports of the IIID Summer Academies “Travelling the City” Vienna 2002 and Salzburg 2003

Available from <http://www.iiid.net/Events.aspx>

Report on BASE - Experiencing Cape Verde / Information design enhancing sustainable tourism, 2007.

Freely accessible from <http://www.iiid.net/Base.aspx>

Information Design Reader

Based on presentations of Vision Plus 7, 1999, Tokyo.

Published (in Japanese and English only) by IID Japan, 2002, ISBN 7661-1290-3. Sold out.

Information Design Source Book

Compiled by IID Japan and published (bi-lingual in English and Japanese) by Graphic-Sha, Japan, 2003, ISBN 4-7661-1439-6.

Bi-lingual English/German edition published by Birkhäuser, Basel, 2005, ISBN 3-7643-7121-0.

The English/Japanese edition may be ordered from IID Japan: www.iidj.net, the English/German edition from Amazon.

Information Design Journal (IDJ)

A double blind peer reviewed international journal that bridges the gap between research and practice in information design. IIID members enjoy a reduced subscription rate.

General Editor: Peter Simlinger, Director IIID, Wien/Vienna.

Publisher: John Benjamins Publishing Company, Amsterdam.

<http://www.benjamins.com/#catalog/journals/idj>

IIID Expert Networks and Expert Fora

The prime objective of the IIID Expert Networks is the compilation of a body of knowledge.

On the to-do-list of IIID Expert Networks is the identification and compilation of

- Relevant standards
- Agreed upon source material
- Relevant tools/software
- Recommendable schools.

Moreover, IIID Expert Networks will be able to take on commissions whenever traditional ways of problem solving cannot meet upcoming challenges.

Members of the IIID Expert Networks are requested to consider the relevance of the contents to be developed for the various IIID educational initiatives.

IIID Expert Fora like the

- IIID Expert Forum **Manual Design**, organized by Prof. Rune Pettersson in 2000 and 2002 at Mälardalen University, Eskilstuna, Sweden
- IIID Expert Forum **Knowledge Presentation**, organized by Elzbieta Kazmierczak and Peter Storkerson in 2003 as part of the conference "2byTwo" (co-organizer: Institute of Design, Illinois Institute of Technology) in Chicago
- IIID Expert Forum **Financial Services**, organized by Ludwig Haskins and Wes Ervin in 2002 in New York, followed by the Expert Forum **Financial Information Design**, organized by Wes Ervin in 2005 in Boston
- IIID Expert Fora **Traffic & Transport Information Systems**
 1. Professional wayshowing for individual wayfinding through intelligent signage and beyond held at Vienna Airport 2006
 2. Barrierfree information for public transport at Bundesamtsgebäude Radetzkystraße, Vienna 2007
 3. Infoconnectivity: Intertwined information for interconnected transport networks at Tech Gate Vienna, Wien/Vienna 2008
 4. Scheduled & on-demand transport: Envisioning information driven alliances at Tech Gate Vienna, Wien/Vienna 2009
 5. Real time information in multimodal transport networks at Tech Gate Vienna, Wien/Vienna 2010
 6. Traffic, transport and social media at Tech Gate Vienna, Wien/Vienna 2011

provide unique opportunities for the systematic exchange of information and the forging of links between individuals and teams to share interests in specific information design application areas.

Thus IIID will continue to develop further information design application areas among them **Healthcare Information** and **Tourist Information**.

Definitions

as approved/confirmed by the IIDD General Assemblies 1993 and 2000

- What is Information?** Information is the result of processing, manipulating and organizing data in a way that adds to the knowledge of the person receiving it. (Definition of the idX group)
- What is Design?** Design is the identifying of a problem and the intellectual creative effort of an originator, manifesting itself in drawings or plans which include schemes and specifications.
- What is Information Design?** Information Design is the defining of the requirements governing the selecting, rendering, and transmission of information for the purpose of knowledge transfer as well as the optimization of the information with respect to these requirements.
- The qualities required of information designers** To design professionally information designers should:
1. be able to think both innovatively and systematically
 2. be as well informed as is necessary about the subject area they are working in
 3. be knowledgeable about both the communicative features of the components of visual messages and their interrelationships
 4. know the relevant customs, conventions, standards, regulations and their underlying theories
 5. be familiar with the technical requirements of the communications media, specifically visual ones
 6. be familiar with human communication capabilities with regard to perceiving, cognitive processing and responding to information using all senses
 7. be able to consider the possible benefits of the communicated information to the users
 8. be knowledgeable about the creation of pictures and text, static and animated, as well as information other than visual one for the facilitation of task related activities and how they can be balanced to achieve optimal effects
 9. be able to design information in a formal interesting and attractive way to conjure attention highly adequate to the communicative purpose of the message
 10. understand to make information and information systems interactive in such a way that adjustments governed by changing requirements can be made should this be desirable to safeguard the continuing use of the information
 11. be able to communicate effectively in both their mother tongue and English
 12. understand the capabilities of support sciences – such as cognitive psychology, linguistics, social and political sciences, computer science, statistics – and be able to co-operate with specialists to evaluate and improve the design of messages with due regard of different cultural sensitivities of the user
 13. have a detailed knowledge of the cost factors relating to the various design stages and their implementation
 14. render their services in a format that corresponds both with the value they represent to the clients and the conventions required by them
 15. behave in a responsible manner with regard to the needs of the target users and society as a whole.

IIID Membership

The continued dedication of IIID Members enables the Institute to perform and to continually enhance the scope of its activities.

In particular, IIID Members enjoy the following privileges:

- IIID Members are part of the Institute's global network of information design experts and practitioners. Members may take advantage of this opportunity for establishing business relations, exchanging and discussing their opinions, research and design experience.
- IIID Members are provided with the IIID logo for placement on their web site. This officially confirms their membership status and indicates their support for the development of information design.
- IIID Institutional and Corporate Members may nominate up to 10 staff for free IIID Individual Membership. Nominated students of IIID Schools/Universities also enjoy free IIID Individual Membership.
- IIID proudly and prominently presents the logos of its Institutional and Corporate Members on its start page and provides links to their web sites.
- IIID Members may actively participate in ongoing IIID initiatives focusing on traffic & transport information systems and subject matters under development like healthcare information.
- IIID Members may profit from participating in IIID events, most of which are offered at a reduced rate or free of charge to members.
- IIID partner universities and educators who are IIID individual members may contribute to IIID's educational activities.
- IIID members receive regular newsletters. Readers are informed about the Institute's events and activities. Related symposia, conferences and design competitions which are of interest to information designers are included.
- IIID newsletters may be a valuable resource for members for posting advertisements free of charge.
- IIID members are granted a discount on the IDJ / Information Design Journal published by John Benjamins Publishing Co., Amsterdam. The IDJ is the only scientific journal with a focus on information design.
- More about IIID can be found at www.iiid.net.



IIID is recommended by UNESCO as a partner organization for worldwide co-operation on matters of information design. Resolution 4.9 of the 28th General Conference of UNESCO, 1995, Paris

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Membership Application for Individuals

Applying for membership as

- Educator * (proof required) } Annual fee: EURO 50 + one-time registration fee EURO 10 = EURO 60
 Researcher * (proof required) }
 Designer, Consultant, etc. * Annual fee: EURO 100 + one-time registration fee EURO 10 = EURO 110
 Student * (proof required) } Annual fee: EURO 20 + one-time registration fee EURO 10 = EURO 30
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