High-quality information empowers people to attain goals

Peter Simlinger
Geschäftsführer/Director, International Institute for Information Design (IIID)
The International Institute for Information Design (IIID) was founded to advance research and practice in optimizing information and information systems for knowledge transfer in everyday life, business, education and science.

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.

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.

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 SEGD / 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 was organized in cooperation with Axis Magazine and the Taiwan Design Center, were 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.eu/home/about-iiid

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).

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

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

IIID Summer Academies

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

MSc Traffic & Transport Information Design

A five-semester Master course was developed by IIID with the support of the Austrian Federal Ministry for Transport, Innovation and Technology. It is based on distance learning with blocked modules once every semester held on-site at a partner University. The course will be operated under the auspices of UNESCO leading up to a MSc or Certificates of Competence for defined study components. The language of instruction will be 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.eu/iiidre/education/

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 organisations 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 at http://www.iiid.eu/iiidre/research-projects “idX – Information Design: Core Competencies”

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 for submission details: info@iiid.net.

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. It helps identify opportunities to raise the products’ quality and sales potential by improving information about given products and enhancing user feedback.

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

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  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
2003  Lech/Arlberg, Austria  10. Tourist Information de Luxe – for All: Creating inclusive information environments / Making visitors want to come again
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
2014  Vienna, Austria  15. Transforming Information
2015  Birmingham, UK  16. t.b.c. organised in cooperation with Birmingham University
2016  Taipei, Taiwan  17. t.b.c. organised in cooperation with the Taiwan University of Design
2017  Hong Kong, China  18. t.b.c. organised in cooperation with the Hong Kong Design Institute

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 and the conference resulted in 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.
The following speakers have presented at the Vision Plus symposia 1 to 14:

Carol Blyom (Delft University, NL)

Keith Bright (Keith Bright Consultants Ltd., Thatcham, UK)

Tim Brown (IDEO Product Development, London, UK)

Joost de Bruijn (Dutch Institute for Public Health and the Environment, NL)

Christopher Burke (The University of Reading, UK)

Sheelah Carpendale (Simon Fraser University, Burnaby, CA)

Renate Carpay (Carpay Grant Associates, Ann Arbor, USA)

Jacques Bertin

Leif Allmendinger (University of Idaho, Moscow, USA)

Christophe Aguiton (Auburn University, AL)

Reed Agnew

Fatima Ghani

Yuri Engelhardt (University of Amsterdam, NL)

Christa Erhart (Christian Doppler Laboratory, Department of Geriatrics, Salzburg, AT)

Yvonne Eriksson (Malmö University, SE)

Ves Ervin (Information Design Associates, New York, USA)

Keiichi Koyama

Carina Andersson

Carlo Amati

Leif Allmendinger

Christophe Aguiton

Pamela Ebert Flattau

Kurt J. Egger

Megha Desai

Maria De Lourdes Fuentes

Mo Degen

Eric Davis

Shilpa Das

Jill Dacey

Emmanuel Crettenand

Geoff Cox

Hilary Cottam

Jos de Bruin

Innes Fergusson

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Jos de Bruin

Innes Fergusson

Carlo Amati

Leif Allmendinger

Christophe Aguiton

Reed Agnew

Fatima Ghani
Kiran Sethi (Design for Change Contest, Ahmedabad, IN)

- how to test a strategy - Design for Change. V+14, ON.

Lynn Shade (sponsored by USAID, DE)

- What is International Design?. V+7

Cam Shapansky (Information DesignWorks and Opto Corporation, edinburgh, ON)

- Information Design and Information Technology – Two Worlds becoming One. V+8, P.

Pavle Sichrovsky (Slovenian Academy of Sciences and Arts, SI)

- Scaling Large Amounts of Information for Human Use: Case Studies in Communication at Fitch Inc. V+4, P.

Karin Siebenhalder (Bauhaus University Krefeld, DE)

- SOMS Substitution/Displacement (variable) Message Signs for the Trans European Road Network. V+12, ON.

Stephen Simms (Simplera Information-Design GmbH, VA, AT)

- SOMS Substitution/Displacement (variable) Message Signs for the Trans European Road Network. V+12, ON.

David Skopec (LogoDesign, Berlin, DE)

- Information Design in a Market of Risks. V+8, P.

OAS – Real Time Visualization of Extended Databases of Social Indicators (EUSODI). V+13, ON.

Wolfgang Skowronek (IBM / Austin, Vienna, Austria)

- A New Corporate Design for the Bauhaus Universität Weimar. V+3, M.


- Graphic Facilitation – a New Genre in Information Design. V+11, ON.

- Made to measure – Design students study parents response to visualizations of child health treatments. V+12, ON.

- Information Design For People With Chronic Pain – What Can We Learn From paper accounts. V+13, ON.

- Designing a Rule System for Usable Information. V+2.


- OVIS – Real Time Visualization of Extended Databases of Social Indicators. V+12, ON.


- Information Design and Information Technology – Two Worlds becoming One. V+8, P.

- Self-generated Data Patterns. V+13, ON.

- Data Drives and Information Addiction. V+14, ON.


- VAWI Design Today: Usage on the Fly. V+3, M.

- Mapping the world / Digital qualities of everyday life. V+12, ON.

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- Artificial Intelligence, Vienna, AT)

- Presenters of Information & Knowledge. V+8. P.

- Information Design as a Form of Communication. V+12, ON.

- Information Design and Information Technology – Two Worlds becoming One. V+8, P.

- Self-governed Data Patterns. V+13, ON.

- Data Drives and Information Addiction. V+14, ON.


- VAWI Design Today: Usage on the Fly. V+3, M.

- Information Design as a Form of Communication. V+12, ON.

- Information Design and Information Technology – Two Worlds becoming One. V+8, P.

- Self-governed Data Patterns. V+13, ON.

- Data Drives and Information Addiction. V+14, ON.

IIID Projects and Publications

Free content at http://www.iiid.eu/public-library
Members’ content: www.iiid.eu/members-only/knowledge-base

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, initiated by IIID, 2011-2014
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

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


“Proposal on unified pictograms, keywords, bilingual verbal messages and typefaces for VMS in the TERN”.

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. Buy Tern at: http://iiidre.tictail.com/

European Parking Quality Standard

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

Information Design General Literature

Free bibliography on the IIID website

IIID Expert Network Traffic & Transport Information Source Material

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

b.unt barrierefrei unterwegs – Barrierefreie Information im Verkehrssystem

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

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

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


Global Design Center Vienna

Client: City of Vienna, 2000, unpublished

IIID Safety Symbol System

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

Vision Plus (V+) Monographs

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

Vision Plus (V+) Proceedings

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

Abstracts, biographies of V+ 10, 11, 12, 13, 14 are free online, presentations for members only.

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

Report freely available from www.iiid.net/Events.aspx

BASE – Experiencing Cape Verde / Information design enhancing sustainable tourism, 2007

Report freely available from www.iiid.net/Base.aspx

Mobile Plus

International Conference on Inclusive Growth through Mobile Applications, Chennai, India, 2011
Proceedings freely available on the IIID website

Information Design Reader


Information Design Source Book

English/Japanese edition may be ordered from IID Japan: www.iidj.net
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 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 Fora Traffic & Transport Information Systems

1. Professional wayshowing for individual wayfinding through intelligent signage and beyond, Wien/Vienna 2006
2. Barrierfree information for public transport, Wien/Vienna 2007
5. Real time information in multimodal transport networks, Wien/Vienna 2010
6. Traffic, transport and social media, Wien/Vienna 2011
7. New challenges, new education, new jobs, St. Poelten, Austria 2012

IIID Expert Fora like the

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.
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.
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 membership and registration at www.iiid.eu

The following types of membership are available:

- **Corporate Membership** (more than 10 employees): 500 EUR/year
- **Small Business Membership** (up to 10 employees): 300 EUR/year
- **Academic/non-profit organization Membership**: 200 EUR/year
- **Individual Membership**: 100 EUR/year
- **Student Membership**: 20 EUR/year

Individual members benefit from a reduced subscription rate for the Information Design Journal (IDJ): A double blind peer reviewed international journal that bridges the gap between research and practice in information design.

Publisher: John Benjamins Publishing Company, Amsterdam.
www.benjamins.com/#catalog/journals/idj