

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.



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.

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.

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 SEG/D / 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 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 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 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, 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.

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
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
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:

Format of content available:

IDJ Article published in Information Design Journal

M Vision Plus Monograph

ON www.iiid.eu (for IIID members only)

P Proceedings of Vision Plus Symposia

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 Keiichi 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 (ID+, 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)
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)
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)
A Republic of Information Designers. V+4. P.

Madeleine Bujatti (University of Applied Sciences Augsburg, DE)
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. Carpmán (Carpmán 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+4. 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)
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)
Scaling Large Amounts of Information for Human Use: Case Studies in Communication at Fitch, Inc V+4. P.

Mo Degen (ChangeAgency, Köln/Cologne, DE)
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)
Achieving a Higher Socioeconomic Level – information design that helps people understand how to do it. V+13. ON/IDJ 17.3.
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)
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 (IIID, Vienna, AT)
SOMS Substituting/Optimizing (variable) Message Signs for the Trans European Road Network. V+12. ON.

Veronika Egger (is design / IIID, Vienna, AT)
IIID Summer Academy – Design learning in a new context. V+10. ON.
Inclusive Information Design for Mobility. V+11. ON.
Using Visual Contrast for Effective, Inclusive Environments. V+12. ON/IDJ 16.3.
IIID, 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.
Engaging Citizens with Animated Statistics: From Neurath to Gampinder. 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, Schllins, AT)
Corporate Design and Typography for the Use of Amateur Typographers. V+3. M.

Martijn Geerdes (Senior designer, Bureau Mikseenaar, 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.

Mariá González de Cossio (Universidad Autónoma Metropolitana, MX)
Achieving a Higher Socioeconomic Level – information design that helps people understand how to do it. V+13. ON/IDJ 17.3.
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 Girdher (National Institute of Design, Ahmedabad, IN)
Designing Educational Material for Vulnerable Groups - Concerns of Visual Literacy in Rural Areas. V+14.

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 Guttman (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 Hefetter** (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)
Evaluating Information Design on the Web Through Analyzing the User's Experience. V+4. P.
- Matthew Holloway** (Healthcon, 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 Group, 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.
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.
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: Forum, 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 Kempter** (FH Voralberg, 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 Klauer** (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 Sudios 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 Figures of Information Design. V+5.
Harper's Index inspiration -Translating figures into emotional information. V+12. ON.
Mapping the Net. V+3. M.
- Sally Levine** (Boston Architectural Center, USA) together with Anders Nereim
Ki@sk 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 Expansion of Qualitative Information: a case study on fertility rates. V+13. ON/IDJ 17.3.
- Karin Loglicsi** (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** (Henriem Ludlow Schmidt, London, UK)
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- 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.
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Geocity – a global observer as an interaction process. V+13. ON.
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Ki@sk Design and the Receipt of Information by the (re)Public. V+4. P.
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www.holland.com:
Building an inclusive Internet platform. V+10. ON.
The UN World Tourism Organization (UNWTO) Destination Web Watch. V+12. ON.
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Accessing tourist information on the move. V+10. ON.
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Wanting to be as famous as the mountain – The design of a new railway brand. V+10. ON.
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- Elizabeth Pastor** (humantific, NY, USA)
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Designing information products for public spaces. V+12. ON.
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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)
Mapping the world / Digital qualities of everyday life. V+12. ON.

IIID Projects and Publications

Free content at <http://www.iiid.eu/public-library>

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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

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”.

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 (bm:vit) 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

Client: IIP Institute of Intellectual Property, Japan, 2002, unpublished. Summary: www.iip.or.jp/e/e_summary/pdf/detail2001/e13_02.pdf

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.

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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

Based on presentations of Vision Plus 7, 1999, Tokyo. Published (Japanese, English) by IID Japan, 2002, ISBN 7661-1290-3, sold out

Information Design Source Book

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

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

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 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, Wien/Vienna 2006
2. Barrierfree information for public transport, Wien/Vienna 2007
3. Infoconnectivity: Intertwined information for interconnected transport networks, Wien/Vienna 2008
4. Scheduled & on-demand transport: Envisioning information driven alliances, Wien/Vienna 2009
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

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 IID 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 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

IIID

International Institute for Information Design
ZVR-Zahl: 268305057
Palfygassee 27/17, 1170 Wien/Vienna, Austria, Europe
T: +43 (0)1 4036662; F: +43 (0)1 4036662-15
E: info@iiid.net
www.iiid.net