

**vision
plus
2007**

Vision Plus 12
Schwarzenberg
5-7 July 2007



**Information
Design**
Achieving
Measurable
Results

Vision Plus 2007

Information Design – Achieving Measurable Results

The International Institute for Information Design (IIID) is proud to announce Vision Plus, a multi-disciplinary international conference on Information Design, to be held July 5–7, 2007 at Schwarzenberg, Austria. The theme of this twelfth in the series of Vision Plus symposia is “Information Design – Achieving Measurable Results”, and explores one of the most critical issues facing communicators today:

- How and to what extent can we measure the success of a given work?
- How do we quantify the role and impact of intangibles like design?
- What techniques and technologies can be used to get measurable results?
- How are information designers building the necessary metrics into their projects?

Vision Plus will explore this challenging, complex, and controversial question from all angles. The program will present successful examples and case studies, and the sessions are structured to facilitate stimulating and provocative discussions. Some of the main topics to be covered are:

- Orientation systems and transportation information
- Web-Design and navigation systems
- Simplification of complex information in financial and health communications
- Inclusive design
- Educational initiatives: curriculum development and exchange programs

The conference will be chaired by IIID President Robert O. Swinehart, Carnegie Mellon University, Pittsburgh, USA und IIID Vice President Charles Wesley Ervin, Health Care District of Palm Beach County, Florida, USA.

For the first time parallel sessions will be held including workshops. The conference language is English.

Registration

www.iiid-visionplus.net

Participation Fee: € 470 (€ 376*)
Additional participant(s) from same office/
institution: € 352,50 (€ 282*)
Students (with student ID): € 235 (€ 188*)
(*20% reduction for payment before April 5, 2007)

The participation fee includes coffee breaks and lunch on all three days and a social event with dinner on July 5, 2007.

Speakers

Gordon Akwera, Information Design, New York, USA
José Allard, Pontificia Universidad Católica de Chile, Santiago, RCH
Ruedi Baur, Intégral Ruedi Baur et Associés, Paris/Zürich
Daniel Bickley, Web developer, Moscow, USA
Alex Bitterman, Rochester Institute of Technology, Rochester, USA
Bryce Breitenstein, Breitenstein Medical Associates, Long Beach, USA
Mikel Breitenstein, University of Wisconsin-Milwaukee, USA
Keith Bright, Keith Bright Consultants Ltd., Thatcham, GB
Janet Carpman, Carpman Grant Associates, Ann Arbor, USA
Karen Cheng, University of Washington, Seattle, USA
Jill Dacey, University of Idaho, Moscow, USA
Mario Doulis, University of Applied Sciences Northwestern Switzerland, Basel, CH
Stefan Egger, IIID, Vienna, A
Veronika Egger, isdesign, Vienna, A
Colette Jeffrey, Enterprise IG, London, GB
Guido Kempter, Fachhochschule Vorarlberg, Dornbirn, A
Krzysztof Lenk, Rhode Island School of Design, Providence, USA
Karin Nijhuis, Interimair Internet Consultancy, Utrecht, NL
Jim Northover, Lloyd Northover, London, GB
Thomas Porathe, Maelardalen University, Eskilstuna, S
Roger Remington, Rochester Institute of Technology, Rochester, USA
Hanna Risku, Danube University, Krems, A
Cori Schauer, NASA Ames Research Center, USA
Karin Siebenhandl, Danube University, Krems, A
Peter Simlinger, Simlinger Informations-Design GmbH, Vienna, A
David Sless, Communication Research Institute, Melbourne, AUS
Erik Spiekermann, SpiekermannPartners, Berlin/London/San Francisco
Paul Stiff, University of Reading, Reading, GB
Lennart Strand, Maelardalen University, Eskilstuna, S
Robert Swinehart, Carnegie Mellon University, Pittsburgh, USA
Brianna Sylver, Sylver Consulting, Chicago, USA
Bonnie Sadler Takach, University of Alberta, Edmonton, CDN
Alex Tyers, Communication Research Institute, Melbourne, AUS
Karel van der Waarde, Van der Waarde Design Research, Elewilt, B
Rupesh Vyas, National Institute of Design, Ahmedabad, IND
Victor Zwimpfer, Institute fuer Medienwissenschaften, Basel, CH

Venue

Vision Plus is held at the Angelika-Kauffmann Hall in Schwarzenberg, a picturesque alpine village in the Bregenzerwald region of Vorarlberg, Austria, bordering Switzerland (CH), Liechtenstein (FL) and Germany (D).

Accommodation

For travel information and hotel bookings, go to www.bregenzerwald.at click “Vision Plus” and scroll all the way down to fill in the “Vision Plus-Anfrageformular”. The tourist office of Bregenzerwald will be able to help you with your individual needs.

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Vision Plus 2007

Information Design – Achieving Measurable Results

Das International Institute for Information Design (IIID) veranstaltet vom 5. bis 7. Juli 2007 ein interdisziplinäres Symposium Vision Plus in Schwarzenberg, Vorarlberg. Das Thema für dieses 12. international besetzte Symposium ist "Information Design – Achieving Measurable Results":

- Wie kann man den Erfolg eines Projekts messen?
- Anhand welcher Kriterien lässt sich die Qualität von Information feststellen?
- Wie kann man vergleichbare und messbare Resultate erzielen?
- Wie kann man objektive Maßstäbe im Designprozess einsetzen?

Vision Plus stellt sich mit diesem Thema einer aktuellen, von Wissenschaft und Wirtschaft gleichermaßen gestellten Herausforderung. Es werden erfolgreiche Beispiele und Fallstudien aus verschiedensten Bereichen des Information Design präsentiert, darunter:

- Orientierungssysteme und Verkehrsinformation
- Web-Design und Navigationssysteme
- Information Design im Finanz- und Gesundheitsbereich
- Inclusive Design
- Ausbildung und Training

Den Vorsitz führen IIID Präsident Robert O. Swinehart, Carnegie Mellon University, Pittsburgh, USA und IIID Vizepräsident Charles Wesley Ervin, Health Care District of Palm Beach County, Florida, USA.

Dieses Jahr werden erstmals parallele Sessions mit Workshops abgehalten. Die Konferenzsprache ist Englisch.

Anmeldung

www.iiid-visionplus.net

Die Teilnahmegebühr beinhaltet Mittagessen und Kaffeepausen für drei Tage und ein Social Event (Empfang mit Abendessen) am 5. Juli 2007. (*20% Ermäßigung für Frühbucher bis 5. April 2007)

€ 470 (€ 376*) Zusätzliche Teilnehmer vom selben Büro/Institut: € 352,50 (€ 282*)
Studenten (mit Studiennachweis): € 235 (€ 188*)

Sprecher

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José Allard, Pontificia Universidad Católica de Chile, Santiago, RCH
Ruedi Baur, Intégral Ruedi Baur et Associés, Paris/Zürich
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Cori Schauer, NASA Ames Research Center, USA
Karin Siebenhandl, Danube University, Krems, A
Peter Simlinger, Simlinger Informations-Design GmbH, Vienna, A
David Sless, Communication Research Institute, Melbourne, AUS
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Rupesh Vyas, National Institute of Design, Ahmedabad, IND
Victor Zwimpfer, Institute fuer Medienwissenschaften, Basel, CH

Veranstaltungsort

Vision Plus findet im Angelika-Kauffmann-Saal in Schwarzenberg, einem malerischen Dorf im Bregenzerwald statt. Schwarzenberg liegt in Vorarlberg, Österreich, nahe der Grenze zu Deutschland und der Schweiz.

Unterkunft

Für Hotel- und Zimmerbuchungen, das "Vision Plus-Anfrageformular", zu finden im www.bregenzerwald.at unter "Vision Plus" ganz unten ausfüllen und abschicken.

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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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Vision Plus 12 at Schwarzenberg: "Information Design - Achieving Measurable Results"

5 - 7 July 2007, Schwarzenberg, Bregenzwald, Austria

Programme

(Numbers after start times indicate speaking time + time for discussions = total time in minutes allocated for each speaker)

Thursday, 5 July 07

9:30 30 min.	Opening
Session 1:	
Information Design Essentials for Measurable Results	
10:00 10 min.	Introduction from the Chair: Prof. Robert O. Swinehart, School of Design, Carnegie Mellon University, Pittsburgh, USA; IIID President
10:10 35+10=45 min.	Keynote: David Sless, Director, Communication Research Institute, North Fitzroy, Melbourne, AUS; IIID Vice President: <u>Measuring professional services in information design: what business can expect and what education should deliver</u>
10:50 20+5=25 min.	Prof. R. Roger Remington, Massimo and Lella Vignelli Distinguished Professor of Design, Rochester Institute of Technology, Rochester, USA; IIID Board Member: <u>An Historic view of Measurement in Information Design: Will Burtin's Gunnery Manuals</u>
11:15 30 min.	Coffee break
12:10 40+5=45 min.	Mikel P. Breitenstein, Adjunct Professor, University of Wisconsin-Milwaukee, School of Information Studies, residing in Long Beach, California, USA; Bryce D. Breitenstein, CEO, Breitenstein Medical Associates, Long Beach, California, USA; Center Medical Director, Concentra Occupational Medical Center, Placentia, California, USA: <u>Dilemmas of Information Organization and Delivery in "The Attention Economy"</u> (Presentation, 40-45 minutes for both speakers + questions to follow)
11:45 20+5=25 min.	Guido Kempter, Head, User Centred Technologies Research, FH Vorarlberg, Dornbirn, A: <u>Quantifying Joy of Use</u>
13:00 90 min.	Lunch

Session 2:
Measurable results I

14:30 5 min.	Introduction from the Chair: Charles Wesley Ervin, Communication and Public Affairs Specialist, Health Care District of Palm Beach County, Florida, USA; Board Member, Communication Research Institute, AUS; IIID Vice President	
14:35 25+5=30 min.	Prof. Robert O. Swinehart, School of Design, Carnegie Mellon University, Pittsburgh, USA; IIID President: <u>Moving your Mail: A case study on the design of the official Mail Forwarding and Change of Address Order for the US Post Office</u>	
15:05 25+10=35 min.	Karel van der Waarde, Van der Waarde Design Research, Elewijt, B; IIID Board Member: <u>Measuring the quality of information about medicines: is design really benign?</u>	
15:40 40 min.	Coffee break	
	Parallel sessions:	
	1. Print & Screen	2. Space & Navigation
16:20 25+5=30 min.	Krzysztof Lenk, Professor, Department of Graphic Design. Rhode Island School of Design, Providence, USA: <u>Harper's Index Inspiration - Translating figures into emotional information</u>	Gordon Akwera, Creative Director, Information Design, Addison, New York, USA: <u>Design Impact on New York City Parking Signs: Motorists pay \$600 million in parking violations!</u>
16:40 25+10=35 min.	Mario Doulis, Professor for Interface Design at the University of Applied Sciences Northwestern Switzerland, Basel, CH; Victor Zwimpfer, Pro*Doc Intermedial Aesthetik at the ifm (Institut fuer Medienwissenschaften); Basel, CH: <u>Mapping the world / Digital qualities of everyday life</u>	Rupesh Vyas, Coordinator of Information and Digital Design, National Institute of Design, Paldi, Ahmedabad, IND: <u>Designing information products for public spaces</u>
17:20 40 min.	Panel discussion / workshop: Chair: Jim Northover, Founder and chairman of Lloyd Northover, a member company of the Media Square plc group, London, GB: <u>What does the information design tell us about the organisation that is behind the communication?</u>	
18:00	End of Session 2	
19:30	Social event	

Friday, 6 July 07

Session 3:		
Measurable results II		
9:15 5 min.	Introduction from the Chair: Charles Wesley Ervin	
9:20 35+10=45 min.	Alex Tyers, Senior Research Associate, Communication Research Institute, North Fitzroy, Melbourne, AUS: <u>Performance-based design for money and medicine – how measuring a design’s performance can accelerate the design process and deliver superior design outcomes</u>	
10:05 40+10=50 min.	Cori Schauer, NASA Ames Research Center / QSS Group, Inc., Mountain View, California, US Brianna Sylver, president, Sylver Consulting, Chicago, Illinois USA: <u>Building measurement into qualitative research without having to crunch numbers</u> Section 1: Project types and research techniques Section 2: Key metrics of a successful research project	
10:55 40 min.	Coffee break	
	Parallel sessions:	
	1. Print & Screen	2. Space & Navigation
11:35	Workshop, 85 min.: Cori Schauer, NASA Ames Research Center / QSS Group, Inc., Mountain View, California, USA Brianna Sylver, President, Sylver Consulting, Chicago, Illinois, USA: <u>Building measurement into qualitative research without having to crunch numbers</u>	Workshop, 55 min.: Prof. Keith Bright, Keith Bright Consultants Ltd., Thatcham, GB, and Veronika Egger, Principal, is design, Wien/Vienna, A; IIID Board Member (Treasurer): <u>Visual contrast for the design of effective orientation</u>
12:30	Section 3: An interactive, design research exercise Section 4: A group debrief	Presentation, 30 min.: Thomas Porathe, Manager, Maelardalen User Experience Lab, Dept. of Innovation, Design and Product Development, Maelardalen University, Eskilstuna, S: <u>Measuring effective map design for right guidance: an experiment comparing electronic map display principles</u>
13:00 90 min.	Lunch	

Session 4:
Measurable results III

14:30 5 min.	Introduction from the Chair: Charles Wesley Ervin	
14:35 30+10=40	Alex Bitterman, Assistant Professor, School of Design, Rochester Institute of Technology, Rochester, USA: <u>Deconstructing the measure of disability: toward an inclusive metric for the evaluation of systems of visual communications and infographics</u>	
	Parallel sessions:	
	1. Print & Screen	2. Space & Navigation
15:15	20+5=25 min. Karen Cheng, Associate Professor, Chair of Visual Communication Design, University of Washington, Seattle, USA: <u>Public health and information graphics</u>	55 min. Stefan Egger, R&D Assistant, IIID, Wien/Vienna, A; Karin Siebenhandl, Course director, Researcher, Center for Knowledge and Information Management, Danube University Krems / University of Continuing Education, Krems, A; Peter Simlinger, Principal, Simlinger Informations-Design GmbH, Wien/Vienna, A; Director IIID, Wien/Vienna, A; Prof. Erik Spiekermann, Spiekermann Partners AG, Berlin, D; former IIID President: <u>SOMS "Substituting/Optimizing (variable) Message Signs for the Trans European Road Network"</u>
15:40	25+5=30 min. Bonnie Sadler Takach, Assistant Professor, University of Alberta, Edmonton, CDN: <u>Made to measure: Design students study parents' response to visualisations of risk in child health treatments</u>	
16:10 45 min.	Coffee break	
16:55, 30+10=40 min.	Karin Nijhuis, Principal, Interimair Internet Consultancy, Utrecht, NL: <u>The United Nations World Tourism Organization (UNWTO) Destination Web Watch</u>	
17:35 20+5=25 min.	Daniel Bickley, Web developer, Moscow, Idaho, USA: <u>Assessment and re-assessment of interactive informative materials</u>	
18:00	End of Session 4	
19:30	Speakers reception for speakers and IIID members only	

Saturday, 7 July 07

Session 5:

Measurable results: information design for wayshowing

9:00 5 min.	Introduction from the Chair: Charles Wesley Ervin
9:05 35+10=45 min.	Ruedi Baur, Intégral Ruedi Baur et Associés, Zurich; Institut fuer Design, Hochschule fuer Gestaltung und Kunst, Zurich, CH: <u>What counts in wayshowing design</u>
9:50 30+10=40 min.	Paul Stiff, Director of the MA course in Information Design, The University of Reading, Reading, GB: <u>Telling and showing everyday journeys: graphic support for wayfinding</u>
10:30 40 min.	Coffee break
11:10 30+10=40 min.	Janet R. Carpman, Partner, Carpman Grant Associates, Wayfinding Consultants, Ann Arbor, USA: <u>Muddling along from here to there: Challenges of measuring wayfinding system effectiveness</u>
11:50, 30+10=40 min.	Colette Jeffrey, Wayfinding Design Director, Enterprise IG, London, GB: <u>The theory and difficulties of measuring the effectiveness of a wayfinding system</u>
12:30 25+5=30	Prof. José Allard, Escuela de Diseño, Pontificia Universidad Católica de Chile, Providencia, Santiago, RCH: <u>Reconfiguring the navigation system for Santiago's new transportation plan</u>
13:00 90 min.	Lunch

Session 6:**Information design: What education can/should deliver**

14:30 5 min.	Introduction from the Chair: Prof. Robert O. Swinehart, School of Design, Carnegie Mellon University, Pittsburgh, USA; IIID President
14:35 85 min.	Panel discussion: Prof. Jill Dacey, Chair, Department of Art, University of Idaho, Moscow, USA; IIID Board Member: <u>Explaining and expanding the idX mission</u> idX = 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 Lennart Strand, Senior lecturer, Department of Innovation, Design and Product Development, Maelardalen University, Eskilstuna, S: <u>The birth of the virtual Information Design University</u> Prof. Hanna Risku, Head, Department for Knowledge and Communication Management, DUK Danube University Krems / University of Continuing Education, Krems, A: <u>The post-graduate DUK/IIID information design programme</u>
16:00 30 min.	Summing up Charles Wesley Ervin, Communications Public Affairs Specialist, Health Care District of Palm Beach County, Florida, USA; Board Member, Communication Research Institute, AUS; IIID Vice President
16:30 60 min.	Farewell drinks
17:30	IIID General Assembly