IIID Vision Plus 2015

information + design = performance

Symposium Papers, Abstracts & Speaker Biographies

SYMPOSIUM PARTNERS

+ Birmingham City University (BCU)
+ International Institute for Information Design (IIID)
+ Information Design Association (IDA)

SYMPOSIUM INFORMATION

IIID Vision Plus 2015 symposium was hosted by
Birmingham City University, City Centre Campus, Birmingham, UK
3-4 September 2015

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About the Symposium

On 3rd September 2015, the International Institute of Information Design (IIID) partnered with Birmingham City University and the Information Design Association to organize the 16th international interdisciplinary symposium at the universities new Parkside Building in Birmingham UK.

The Symposium explored a wide variety of relevant and topical issues ranging from information at the beginning of the digital age, healthcare, inclusion, big data visualization, wayfinding and many other fascinating ideas relating to information, design and performance.

The event was a great success, with speakers and delegates from around the world sharing ideas across two days at the City Centre Campus, Birmingham City University. The Programme on page 4 shows the diversity of the topics and speakers.

For more information about the event, contact the IIID, or Colette Jeffrey at BCU.

Ivan Chermayeff exhibition

The Symposium coincided with a fascinating exhibition of graphic posters by Ivan Chermayeff displayed in the university's new Parkside Gallery.

About this document

The Symposium speakers were selected through a peer-review process and those people invited to speak were also invited to submit a biography, abstract and paper to be published in this document, available via the IIID website, the conference website and the BCU website. Not all speakers provided a paper, but all the biographies and abstracts have been include here.

The following papers have not been peer-reviewed, edited, or amended in any way and the opinions in the papers are those of the speaker, not the conference partners.

We hope you find the papers as informative, inspiring and thought provoking as their presentations were at the Symposium.

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Symposium Programme

THURSDAY 3 SEPTEMBER 2015

08:30–09:00   REGISTRATION

09:00–09:30   WELCOME: CLIFF ALLAN | CHAIR: NATHAN TROMANS
Vice-chancellor, Birmingham City University

09:30–10:00   GUEST SPEAKER MAT HUNTER | CHAIR: CLIVE RICHARDS
Chief Design Officer at the Design Council gives the Vision Plus 2015 keynote

address

GROUP A   WAYFINDING | CHAIR: ROB WALLER
10:00–10:20   Tim Fendley, *The future of city wayfinding*
10:20–10:40   Sue Manley + Guy Warren, *Dementia friendly wayfinding information design*
10:40–11:00   Andrew Haig, *Small screen wayfinding: an alternative to existing mobile maps*
11:00–11:10   Colette Jeffrey, *Are you lost? The interplay of information, people and*
                environment whilst wayfinding: LIGHTNING TALK
11:10–11:25   Q + A PANEL SESSION

GROUP B   IMPROVING PERFORMANCE | CHAIR: ANDREW BOAG
11:55–12:15   Jennie Schaeffer + Rikard Lindell, *Design to engage: embodied information in*
                control rooms
12:15–12:25   Helena Nagel, *Business benefits from information design:* LIGHTNING TALK
12:25–12:45   Sukanya Baksar + Rupesh Vyas, *Improving public service forms in India*
12:45–12:55   Geraldine Marshall, *Above all else show the data:* LIGHTNING TALK
12:55–13:10   Q + A PANEL SESSION

GROUP C   HISTORICAL INFORMATION | CHAIR: CAROLINE ARCHER
14:10–14:30   Martin Killeen, *Treasures of the Cadbury Research Library*
14:30–14:50   Elaine Mitchell, *Acquiring the names and knowledge of plants: the nursery*
                catalogue in the Enlightenment
14:50–15:10   David Osbaldestin, *Sanserif: face of information, instruction and industry in the*
                nineteenth century
15:10–15:25   Q + A PANEL SESSION

GROUP D   PERFORMING ARTS | CHAIR: VERONIKA EGGER
15:55–16:05   Steve Chamberlain, *Hard facts, soft fictions, silent discourse:* LIGHTNING TALK
16:05–16:40   Mary Collins, *Historical dance notation*
16:40–17:00   Pablo Munzo, *Dance notation systems viewed as a problem of information design*
17:00–17:15   Q + A PANEL SESSION

17:30–18:15   IIIDAWARD FIZZ FOR TWO | CHAIR: MARTIN FOESSLEITNER
                A get-to-know each other session, over cocktails in the Atrium
18:15–19:30   RECEPTION | CHAIR: CLIVE RICHARDS
                To include opening of the Chermayeff exhibition by Alan Powers

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FRIDAY 4 SEPTEMBER 2015

08:30–09:00   REGISTRATION

09:00–10:00   LAUREATE AWARD | CHAIR: CLIVE RICHARDS

GROUP E   INFORMATION FOR WELLBEING | CHAIR: KAREL VAN DER WAARDE
10:00–10:20   Adrian Sutherland, *Zoomable information presentation for managing patient care*
10:20–10:40   Robert Sharl, *Storytelling for the quantified self: designing information for personal health management*
10:40–11:00   Stephen Boyle, *Medication alert fatigue*
11:00–11:15   Q + A PANEL SESSION

GROUP F   PERFORMANCE ENHANCING | CHAIR: VERONIKA EGGER
11:45–12:05   Karel van der Warde, *Influence of visual information on the effects of medicine*
12:05–12:25 *instructional*   Koteshwar Chirumalla, Per Erik Eriksson, Yvonne Eriksson, *Designing*

videos using principles of multimedia learning
12:25–12:45   Rupresh Vyas, Sejal Tiwari, *Improving digital literacy through information design*
12:45–12:55   Oliver Tomlinson: LIGHTNING TALK: *Talking diagrams: how information design thinking can help win business*
12:55–13:10   Q + A PANEL SESSION

GROUP G   SYMBOLS AND STANDARDS | CHAIR: PETER SIMLINGER
14:10–14:30   Geoffrey Peckham, *ISO symbols: the key to global safety communication*
14:30–14:50   Rodrigo Ramirez, *RutaCL: development and testing of a typeface standard for highways in Chile*
14:50–15:10   Keiichi Koyama, Hitomi Horiguchi, *Communication support board: standardization through application design*
15:10–15:25   Q + A PANEL SESSION

GROUP H LUND   PERFORMANCE: 'THE COMPLETION OF SOMETHING DESIGNED' | CHAIR: OLE
15:55–16:15   Susan Verba, Sarah Perrault, *Design for understanding: creating open-world, open-ended design experiences for undergraduates*
16:15–16:35   Sheila Pontis, Michael Babwahsingh, *Start with the basics: understanding before doing*
16:35–16:50   Q + A PANEL SESSION

16:50–17:00   REFLECTION SESSION | CHAIR: CLIVE RICHARDS

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