



or

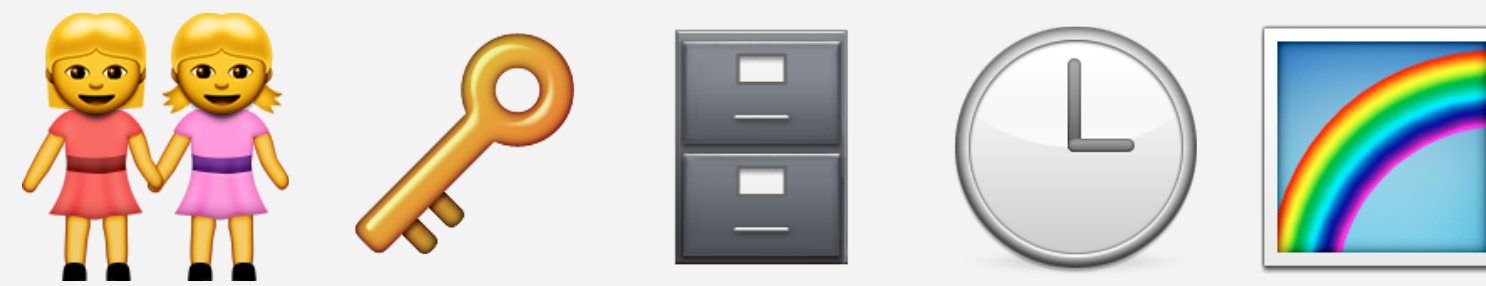
The New (Visual) Journalism



“A new visual language that is both informative and entertaining is emerging at the nexus of information graphics, illustration, and tactile design...”



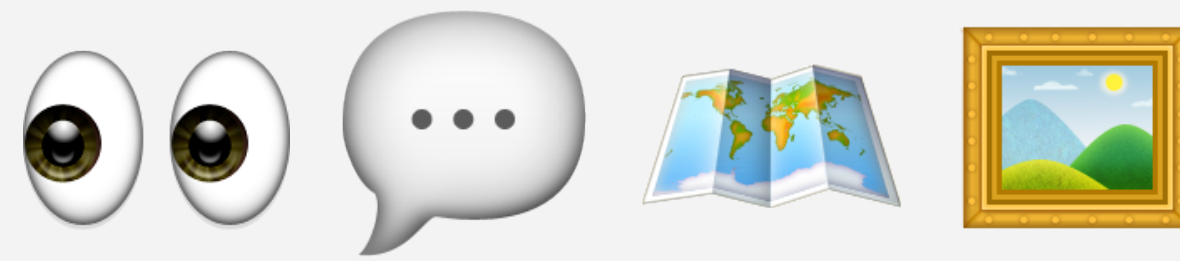
More and more data is being collected...



We can access ever more information at any time
and from any place...



The fundamental challenge now is how to extract the most valuable news, the most surprising findings, and the most relevant stories from the flood of information that is available to us...

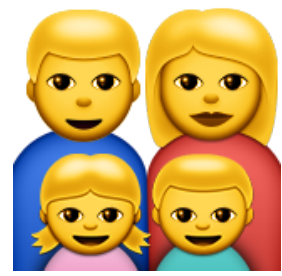


visual storytelling is to take familiar image contexts
and use them in a new way...



By penetrating meaning and creating associations, abstract correlations can be visualized in a manner that is both easy to understand and aesthetically innovative.”

–*Gestalten*



Who
readers
viewers
customers



What
brand
information
content



Where
social
brand site
syndication



When
cadence
campaign
how long



Why

Why is visual narrative the best
medium for your message?

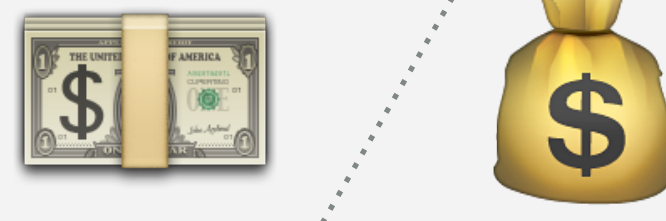
[cue existential crisis]





**We're highly
visual creatures**

one



**“Information is
cheap, meaning
is expensive”**

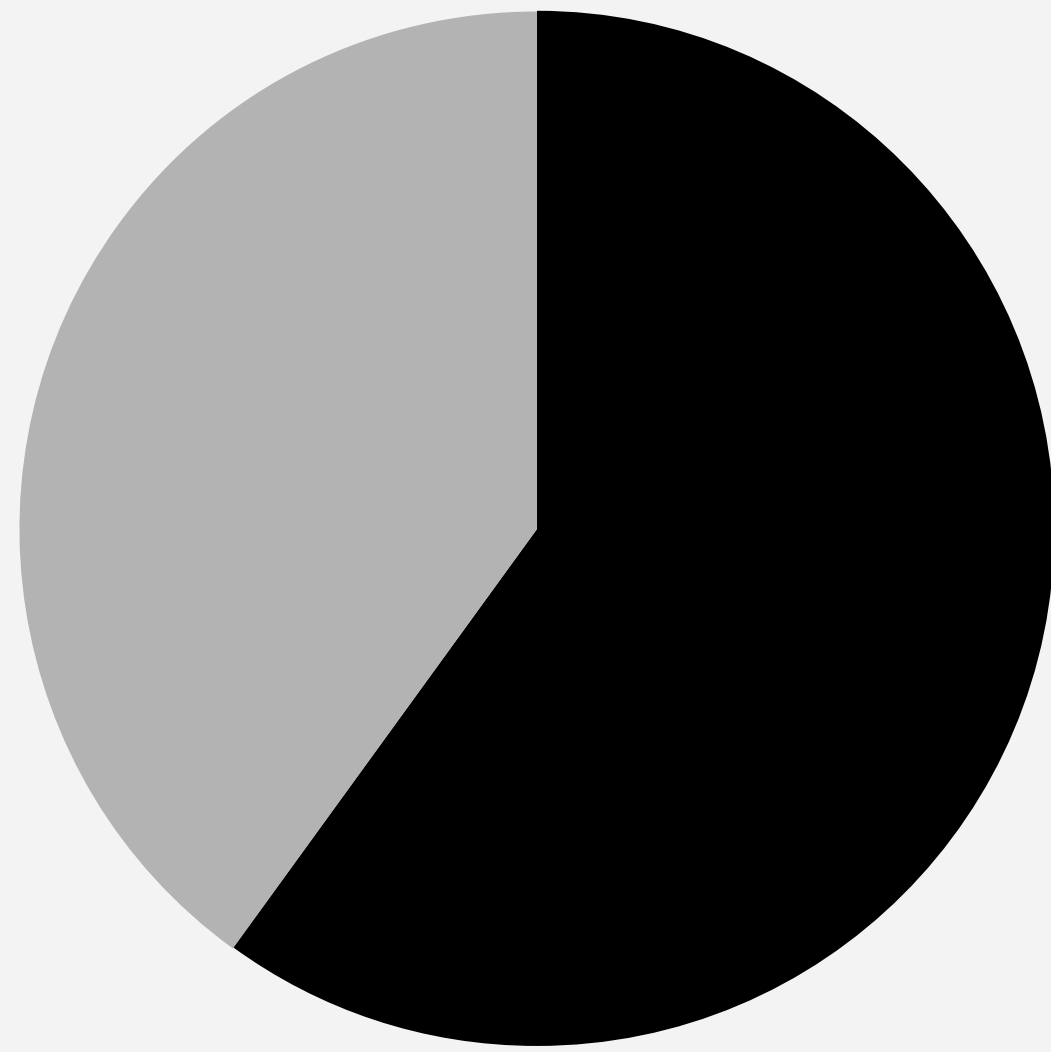
two



**Beauty is a thing
you're not finished
with yet**

three

The Pictorial Superiority Effect



60%

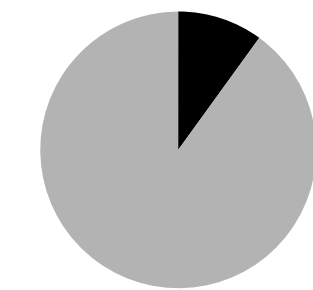
Of brain function
is involved with
image processing



Information
delivered
orally



Over 72
hours



**Only 10% is
retained**

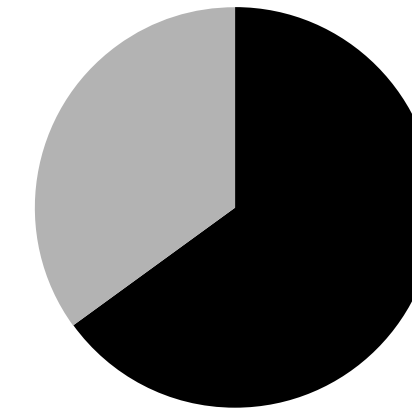




Information
delivered
with an image



Over 72
hours

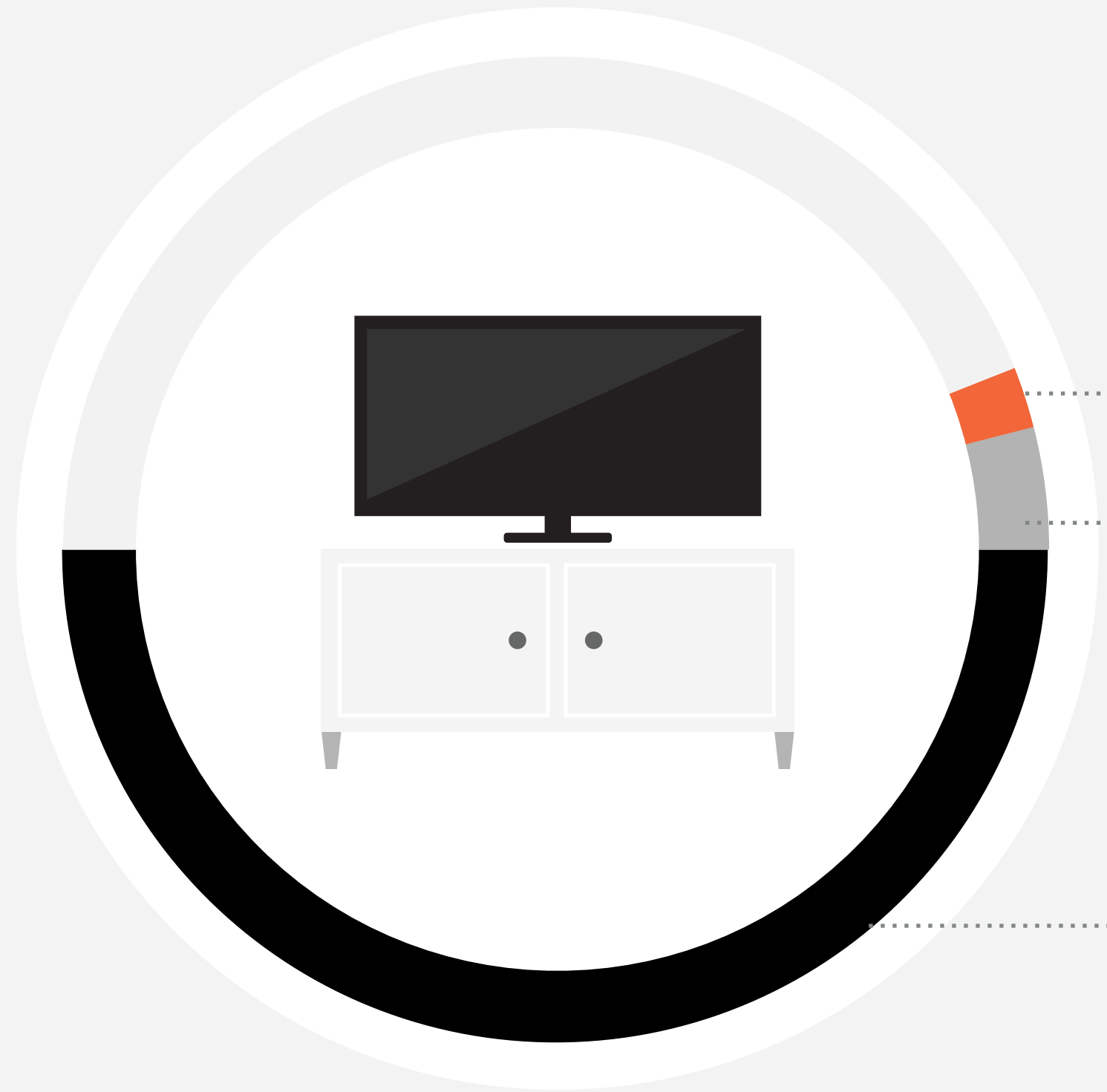


65%
is retained



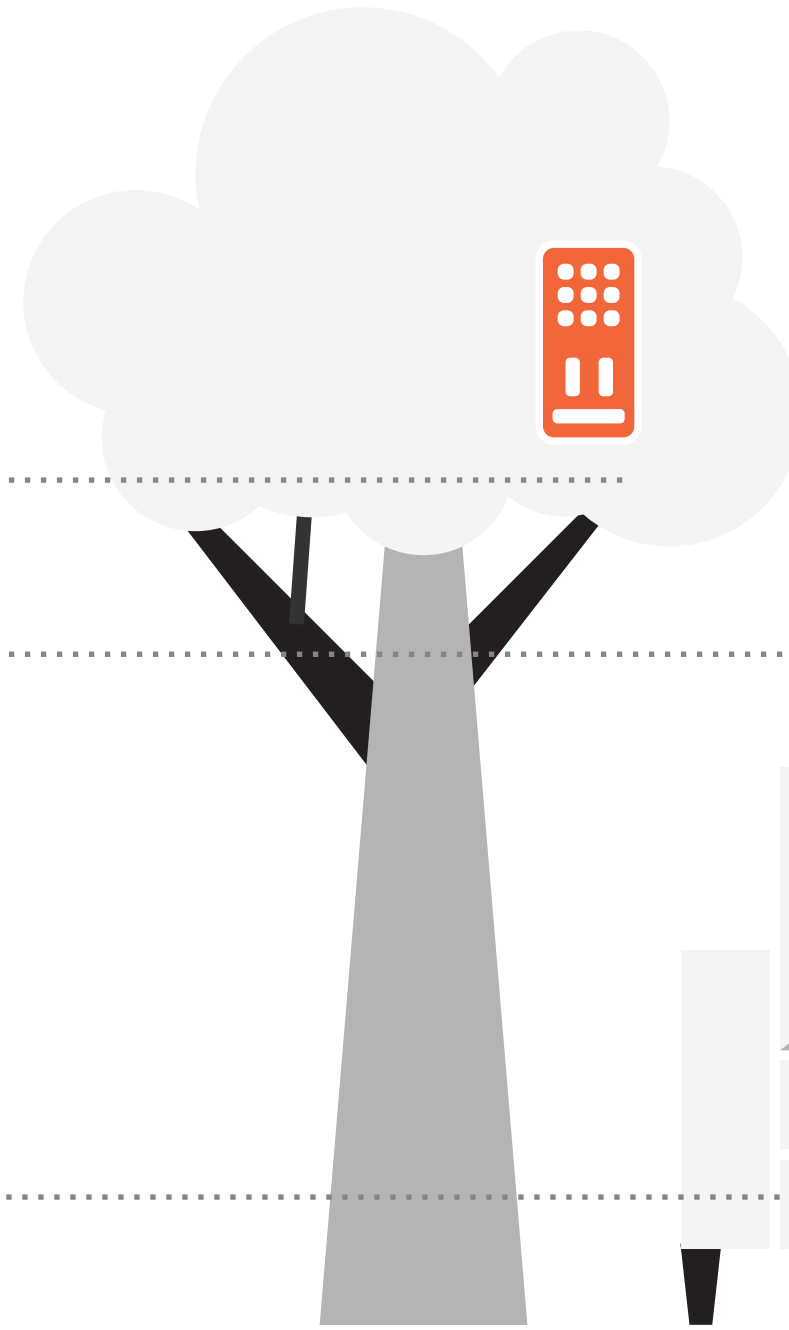
TV Remotes

Where are they now?



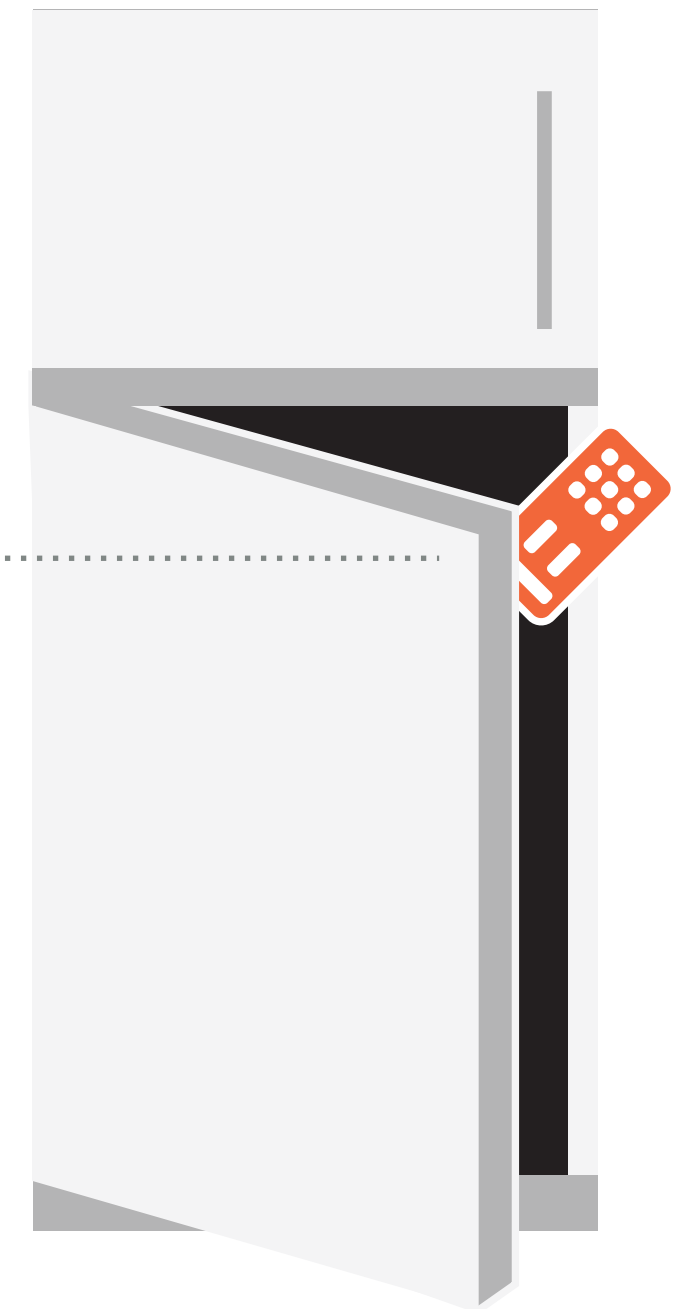
2%

Outdoors



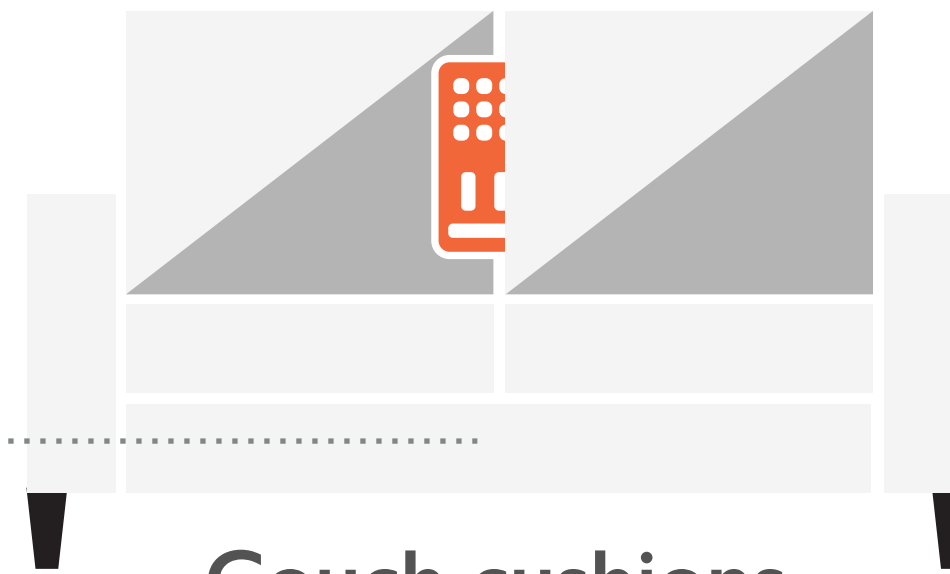
4%

Refrigerator



Couch cushions

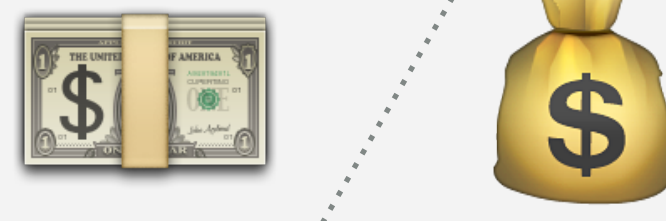
50%





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“Information is cheap, meaning is expensive”
–*George Dyson*

[huh?]



“Information is cheap, meaning is expensive”
–*George Dyson*



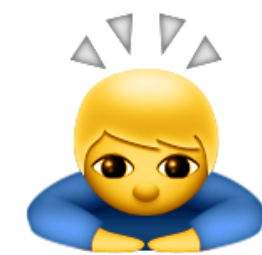
Your information

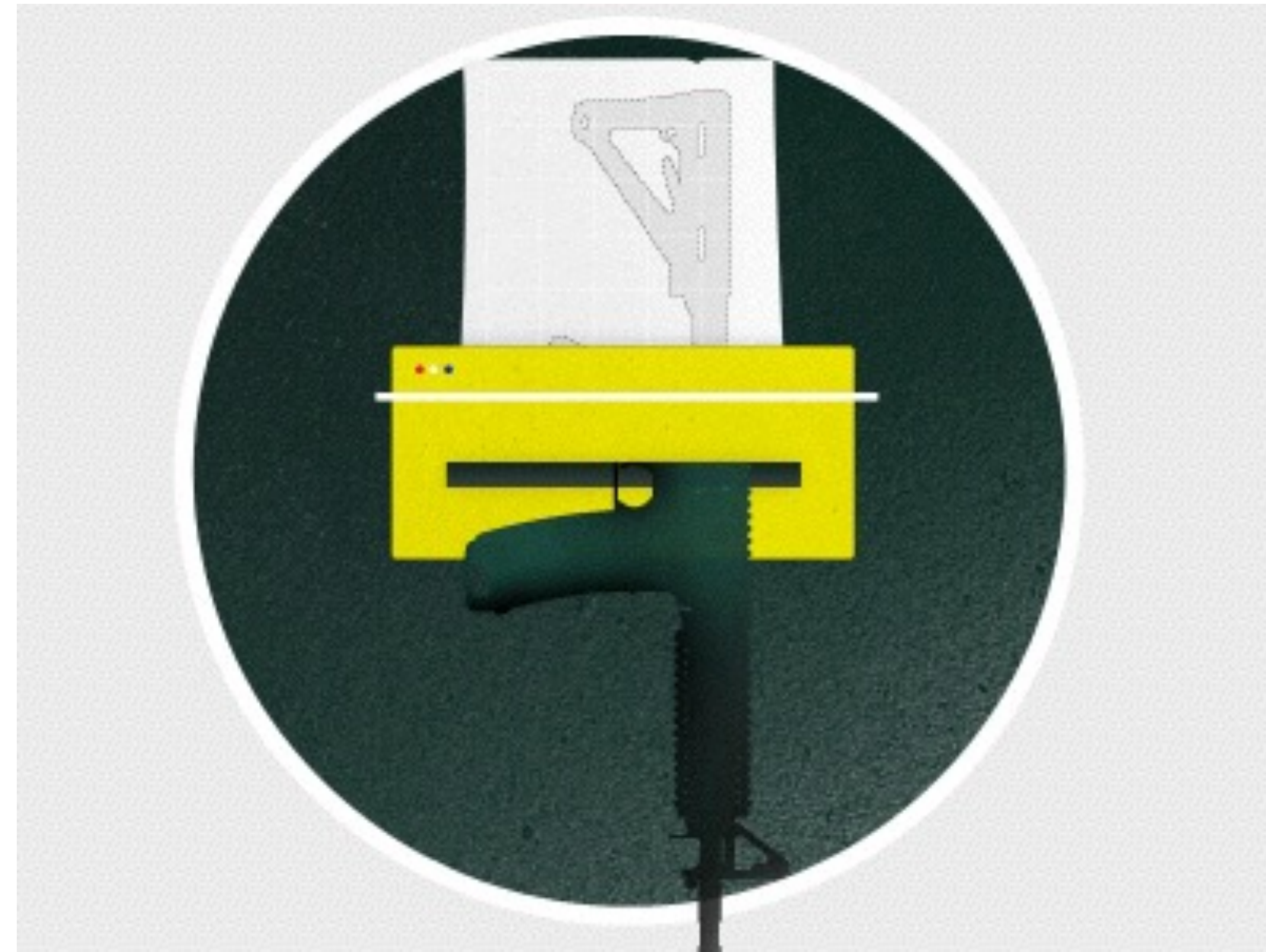


your time + your energy + design thinking = your story



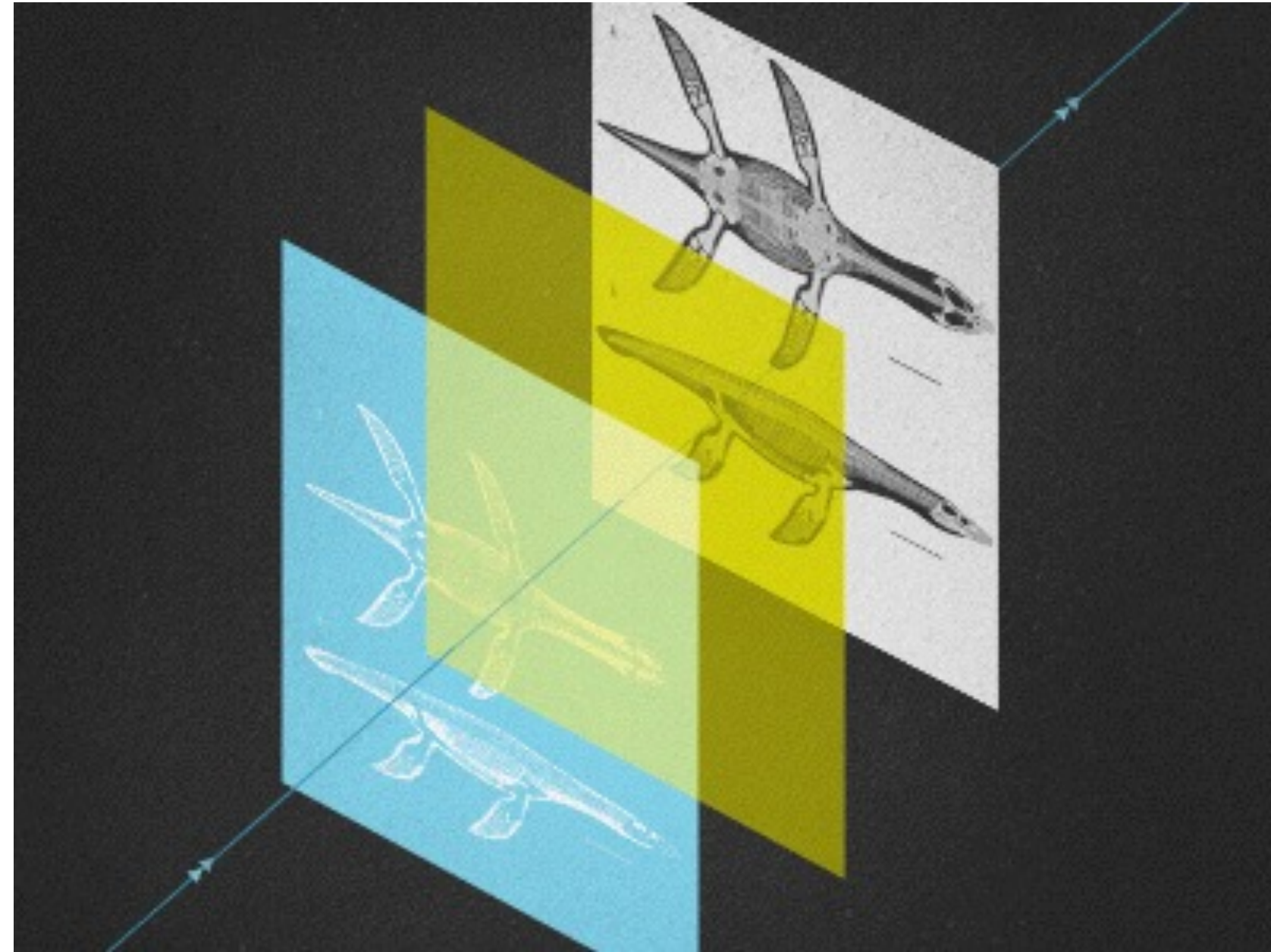
Your audience





Visual Metaphor

Juxtaposes abstract correlations to create visual associations so that the ideas are both easy to understand and aesthetically novel.



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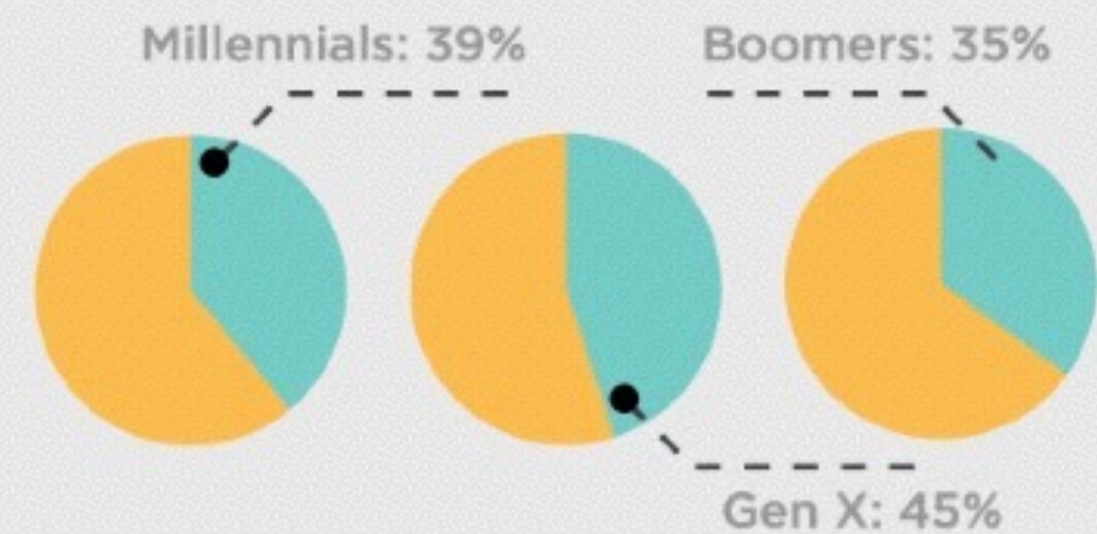
Data Visualization

Takes abstract information and translates into physical representations to help viewers understand proportion, scale, geography, impact, or change over time.

The effects of Bad Leadership

When asked to attribute positive and negative attributes to their supervisors, two in five Americans assigned at least four of the six negative characteristics to their leaders—officially qualifying them as “bad” bosses. About the same number said their leader displayed only one to three of those negative attributes and was an “average” supervisor. Just under one in five Americans chose only positive attributes for their leaders.

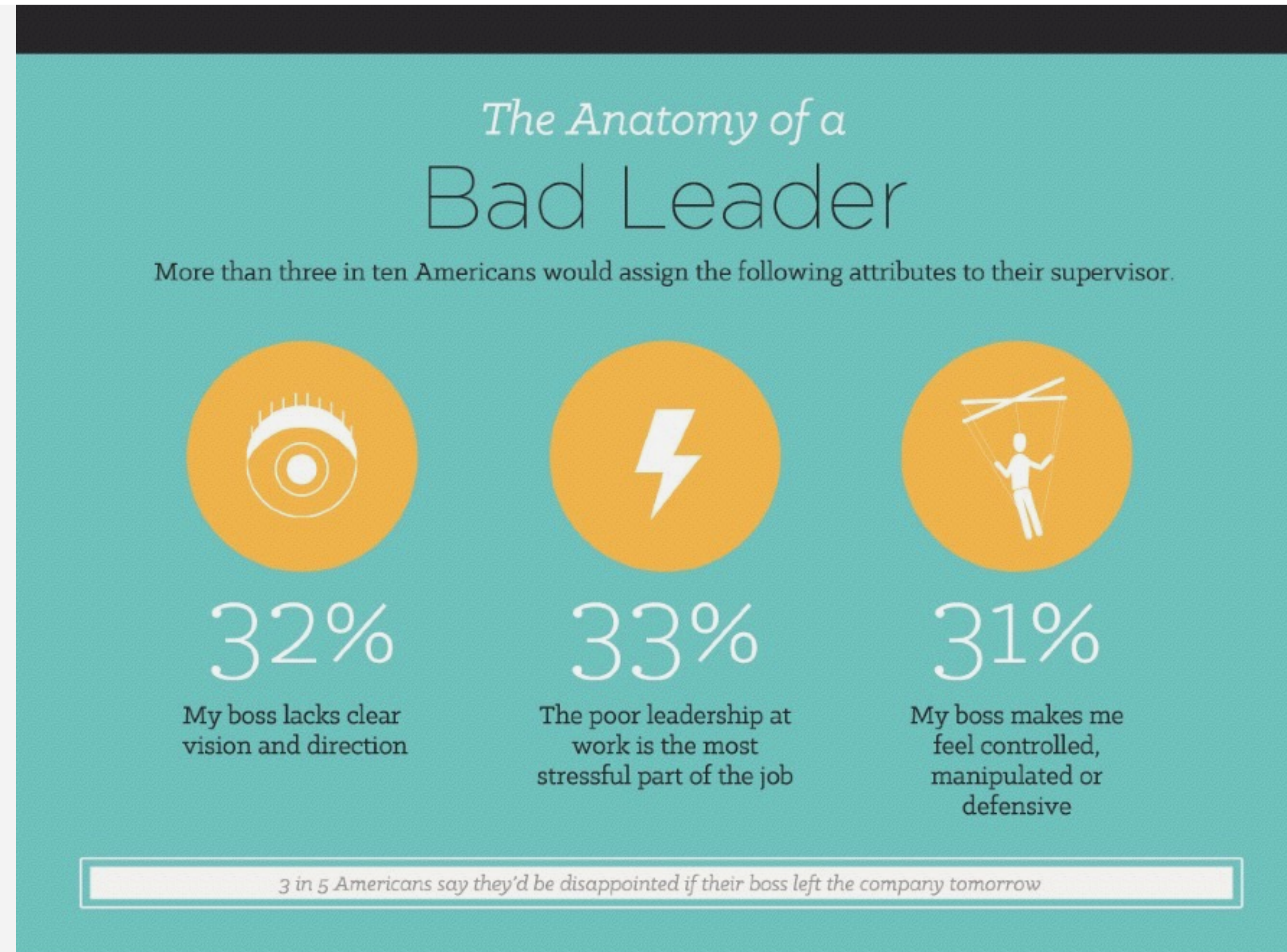
2 in 5 Americans rank their boss as “**bad**”



Gen Xers are the most likely generation to feel negatively toward their supervisor.

Data Visualization

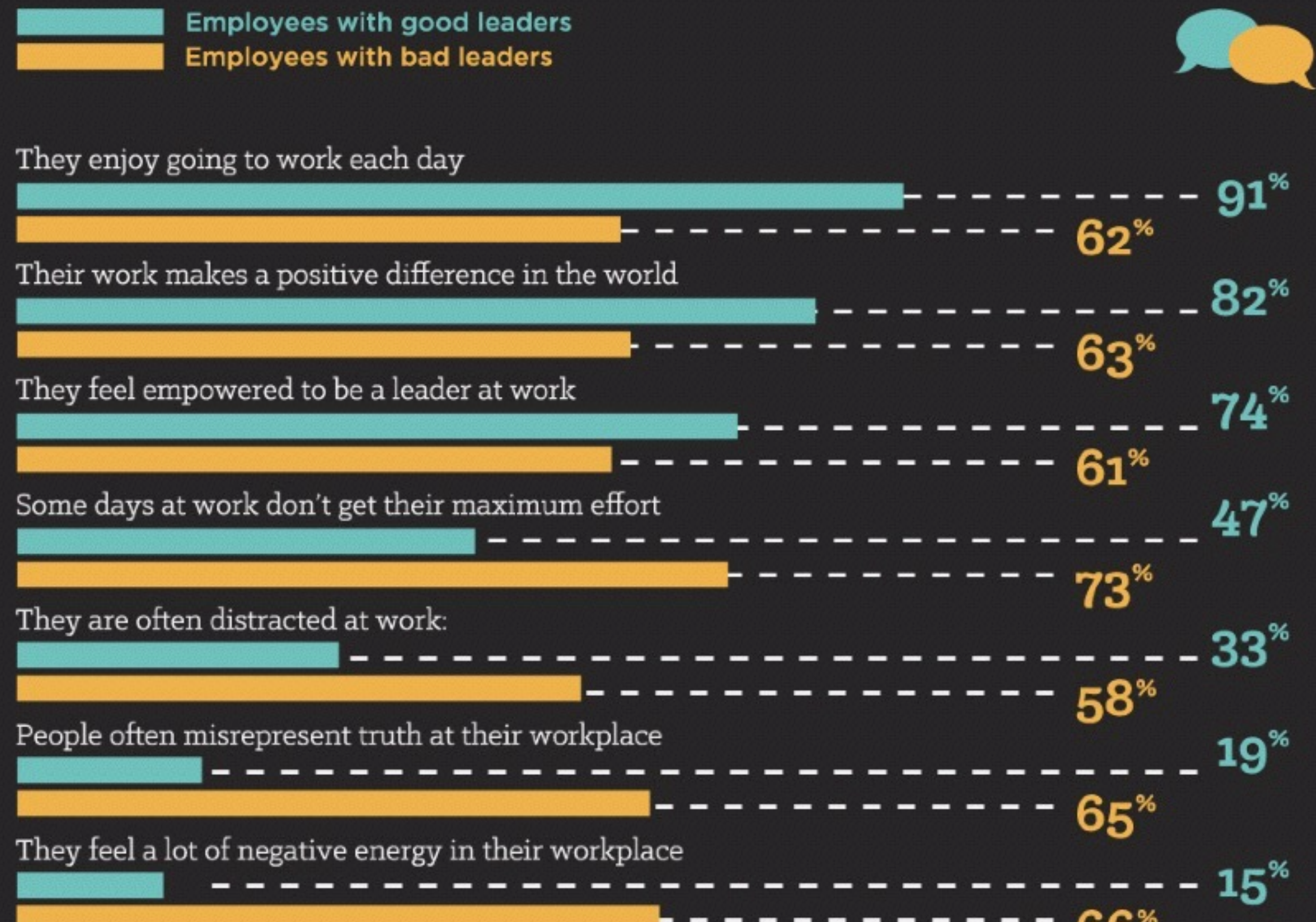
Takes abstract information and translates into physical representations to help viewers understand proportion, scale, geography, impact, or change over time.



Data Visualization

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Good supervisors make for less turnover, a better work environment and more inspired workers.



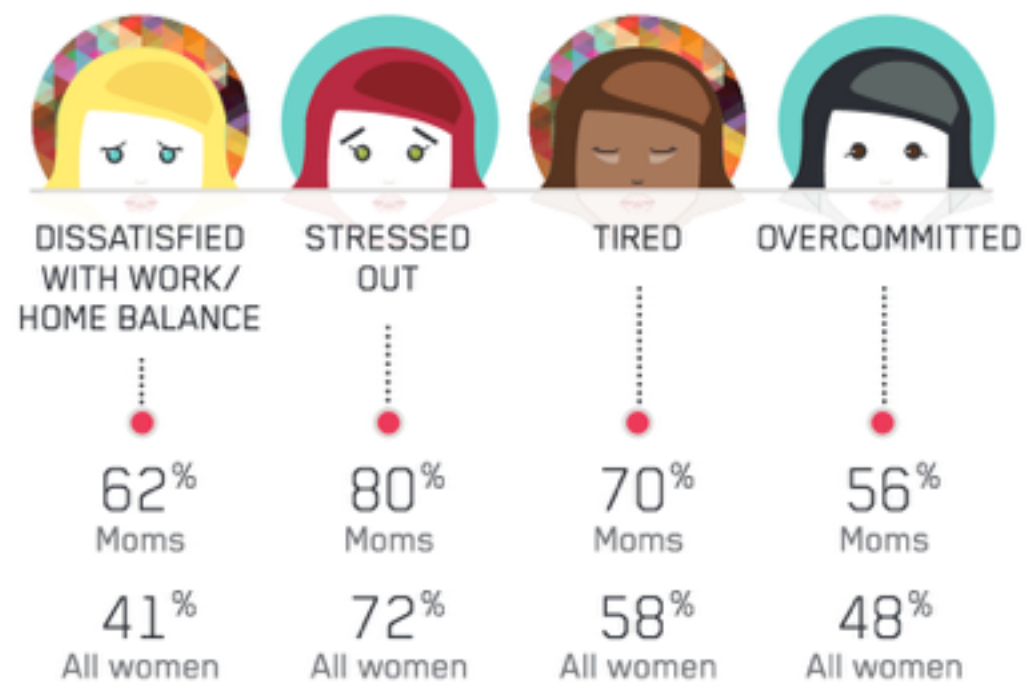
Data Visualization

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I can't get no SATISFACTION

While three-quarters of women say they are satisfied with their life, there is a lot going on under the surface.

	All women	Moms*
Somewhat satisfied	50%	58%
Extremely satisfied	26%	19%



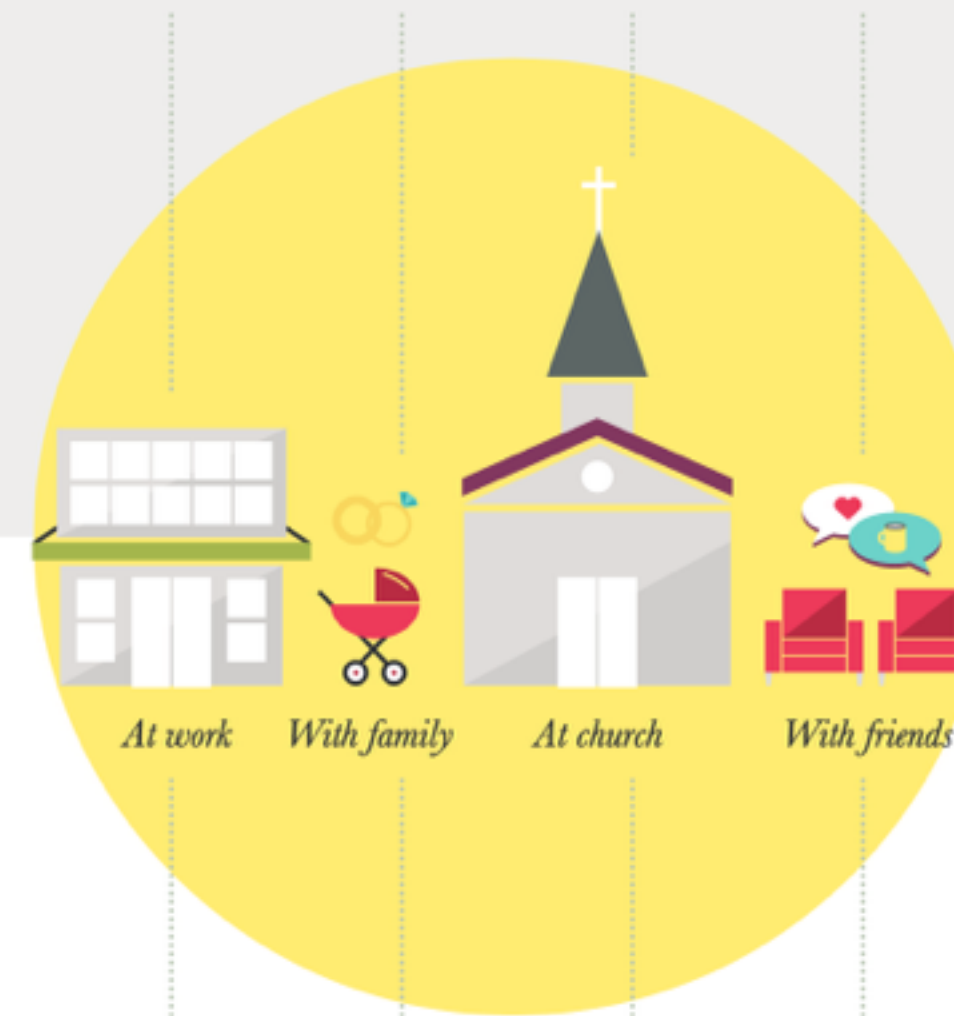
WANT TO DO BETTER IN AT LEAST ONE AREA OF LIFE:



*Women with children still at home

I feel overcommitted ...

31% Moms	26% Moms	6% Moms	9% Moms
25% All women	18% All women	5% All women	8% All women



I would like to improve...

15% Moms	12% Moms	24% Moms	15% Moms
14% All women	17% All women	22% All women	14% All women



Apple Store App



Google Chrome

Product Design

Thoughtfully joining interaction and visual design to solve problems in a manner consistent with the brand story.



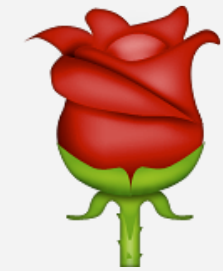
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BEAUTY

COOPER HEWITT DESIGN TRIENNIAL

With projects ranging from experimental prototypes to interactive games, fashion ensembles, and architectural constructions, *Beauty—Cooper Hewitt Design Triennial* presents work by 63 designers and teams from around the globe. The exhibition explores seven kinds of beauty: extravagant, intricate, ethereal, transgressive, transformative, emergent, and elemental.

Beauty: this intoxicating idea has been pondered by philosophers and pursued by artists for millennia. It's a concept that speaks to both change and permanence. Beauty happens when we see, touch, smell, and otherwise activate the world around us. While beauty is a fleeting human response, it also embodies our search for enduring objects and ideals. In his "Essay on Beauty and Judgment" (2000), philosopher Alexander Nehamas writes, "To find something beautiful is, precisely, not yet to have finished with it, to think it has something further to offer."

Why beauty now? Many conversations about design focus on function and problem solving. Yet designers do more than solve utilitarian problems. Designers tell stories and ask

questions. They communicate ideas, stimulate the senses, and construct narratives about nature, culture, and making.

Beauty enters the eye as reflected light. The ever-changing phenomenon of light appears throughout this exhibition in materials and artifacts that shimmer and shift, modulating the illumination around them. Inspired by nature, designers are using 3D printing and computer-aided design to create new structures based on patterns of growth. Designers are tapping the energy of the Earth and cosmos by employing gravitational force and elemental materials, bringing weight and power to a piece of jewelry or a soaring work of architecture.

Beauty varies among individuals and cultures. Strange or damaged forms transgress aesthetic norms, challenging viewers to expand their idea of beauty. Designers revive past traditions and celebrate a mix of cultures in order to illuminate local customs while engaging in a global discourse.

The experience of beauty is visceral and embodied, not just visual. Beauty strikes the senses. It erupts from sensual invention, and it adds endless value to the world we inhabit.

BEAUTY—COOPER HEWITT DESIGN TRIENNIAL IS MADE POSSIBLE BY GENEROUS SUPPORT FROM EDWARD AND HELEN HINTZ AND MADELINE RUDIN JOHNSON.

#DESIGNTRIENNIAL

EXHIBITION CONTINUES ON FIRST FLOOR

ADDITIONAL FUNDING IS PROVIDED BY AMITA AND PURNENDU CHATTERJEE, AUGUST HECKSCHER EXHIBITION FUND, MARGERY AND EDGAR MASINTER, MAY AND SAMUEL RUDIN FAMILY FOUNDATION INC., EHRENKRANZ FUND, THE HORACE W. GOLDSMITH FOUNDATION, ROCKWELL GROUP, ESME USDAN EXHIBITION ENDOWMENT FUND, AND THE CONSULATE GENERAL OF FINLAND.

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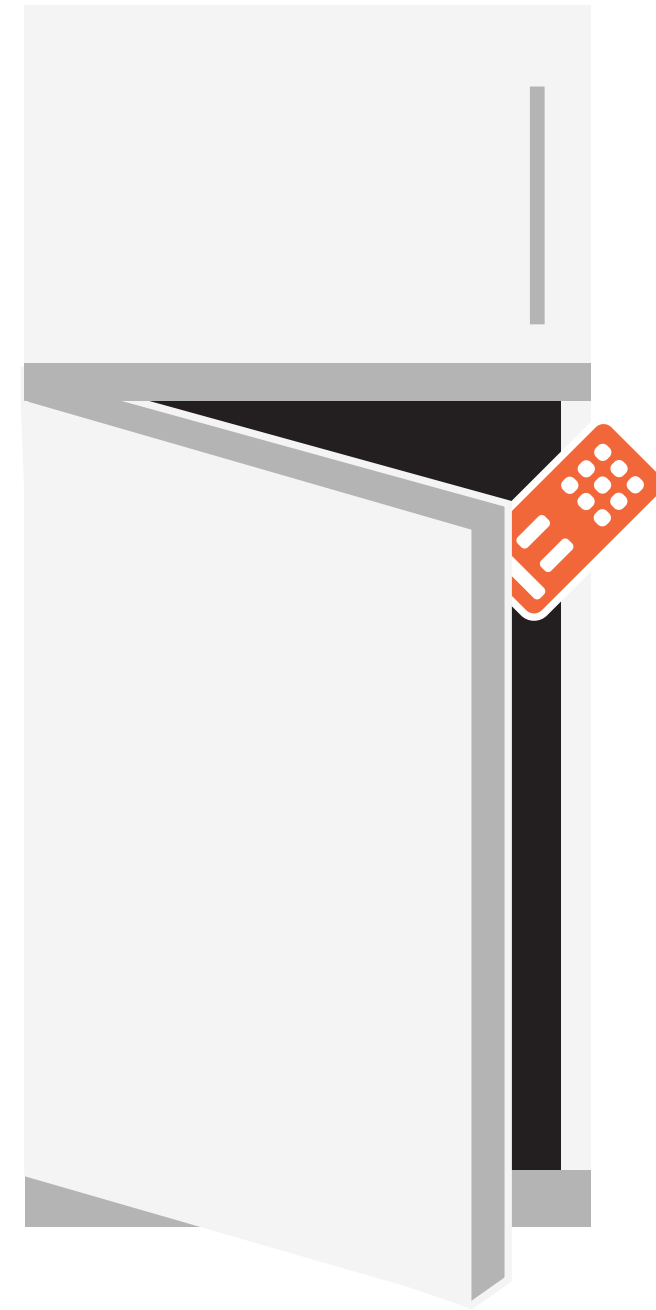
**"To find something beautiful is,
precisely, not to have yet finished
with it, to think it has something
further to offer."**



Quiz

What percentage of Americans believed Mitt Romney's full name was Mittens?

2% Say "Mittens"



Quiz

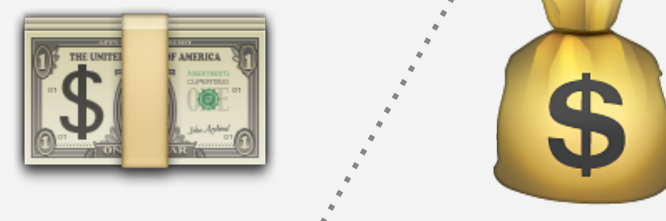
What percentage of TV Remotes are lost
in the refrigerator?

4%



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Thank you!



Amy Roberts
amy@amykroberts.com