

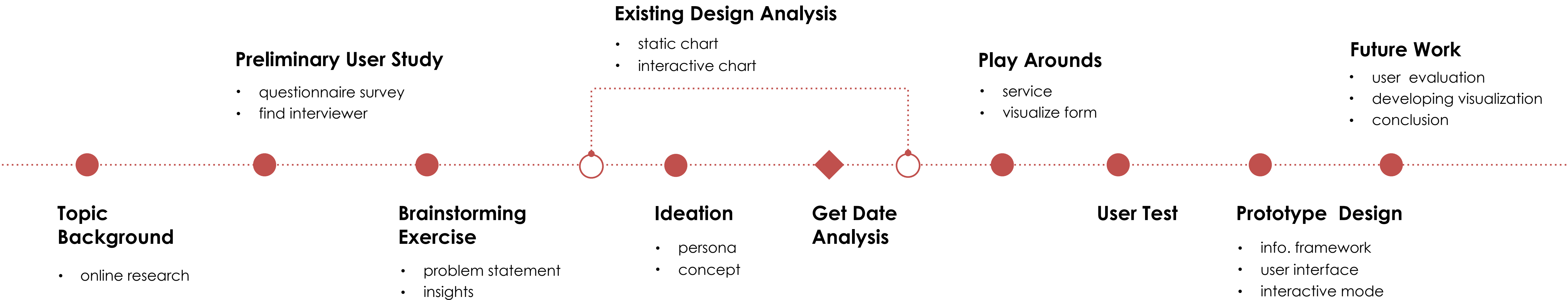
# Interface Design Course

## The Data Visualization of Design History

### **Design.o**

Ning Miaomaio / Yang Ning / 7.17.2017

# Outlines



# Topic & Background

## Why we chose **Design history** ?

/ As a student of learning design, we are interested in the topic of design history.

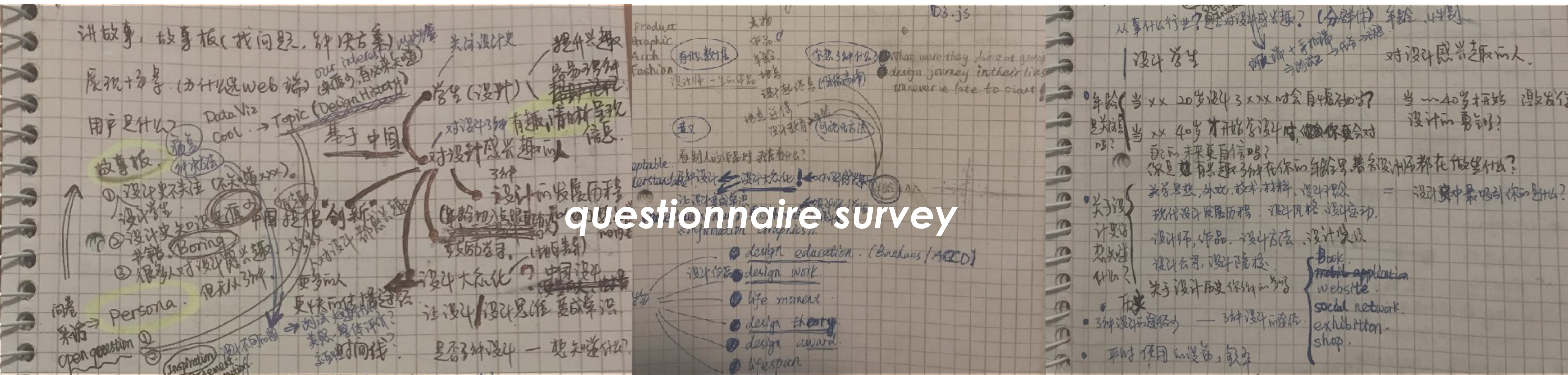
/ History is a mirror where you can find mistake people made before and rules inside.

/ Design history is one of the basic design courses of Chinese students.

/ get inspiration from design history







To get the right pain point, we did questionnaire research among Chinese:

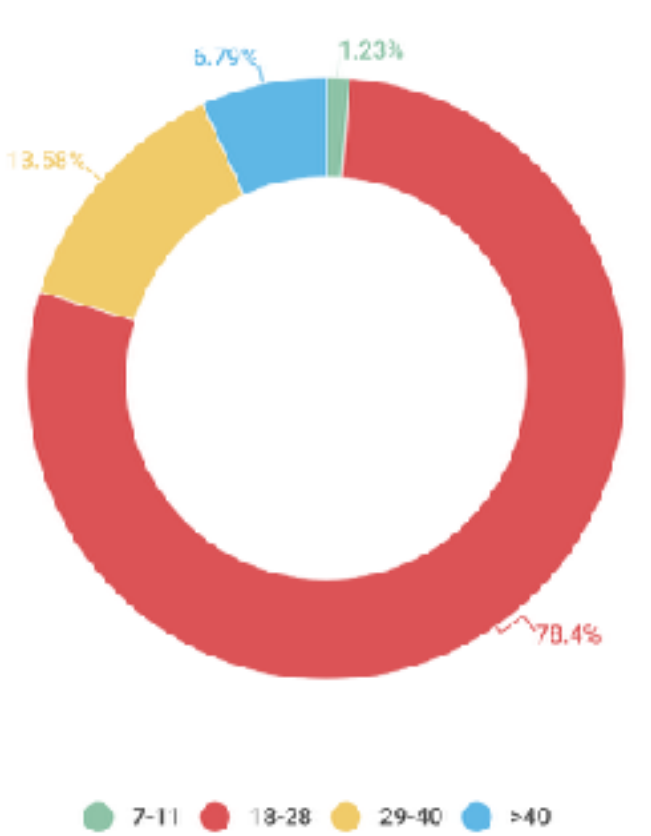
### Personal Information / Attitudes

- How old are you?
- Do you work in the design industry?
- Are you interested in design history?
- How much do you know about design history?
- What do you want to know about design history?
- how do you get to know design history?
- Very well – quite a lot - little bit – almost not
- Works , designers ,theory , Styles, design awards , design method, design movement, material, design education ,studio/company, others
- Books , website, social network, exhibition, others

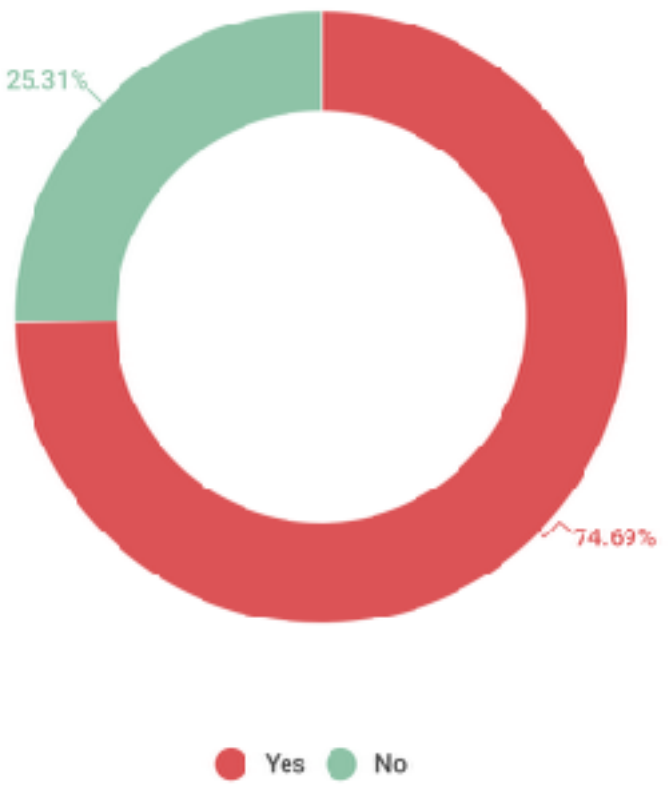


# questionnaire survey

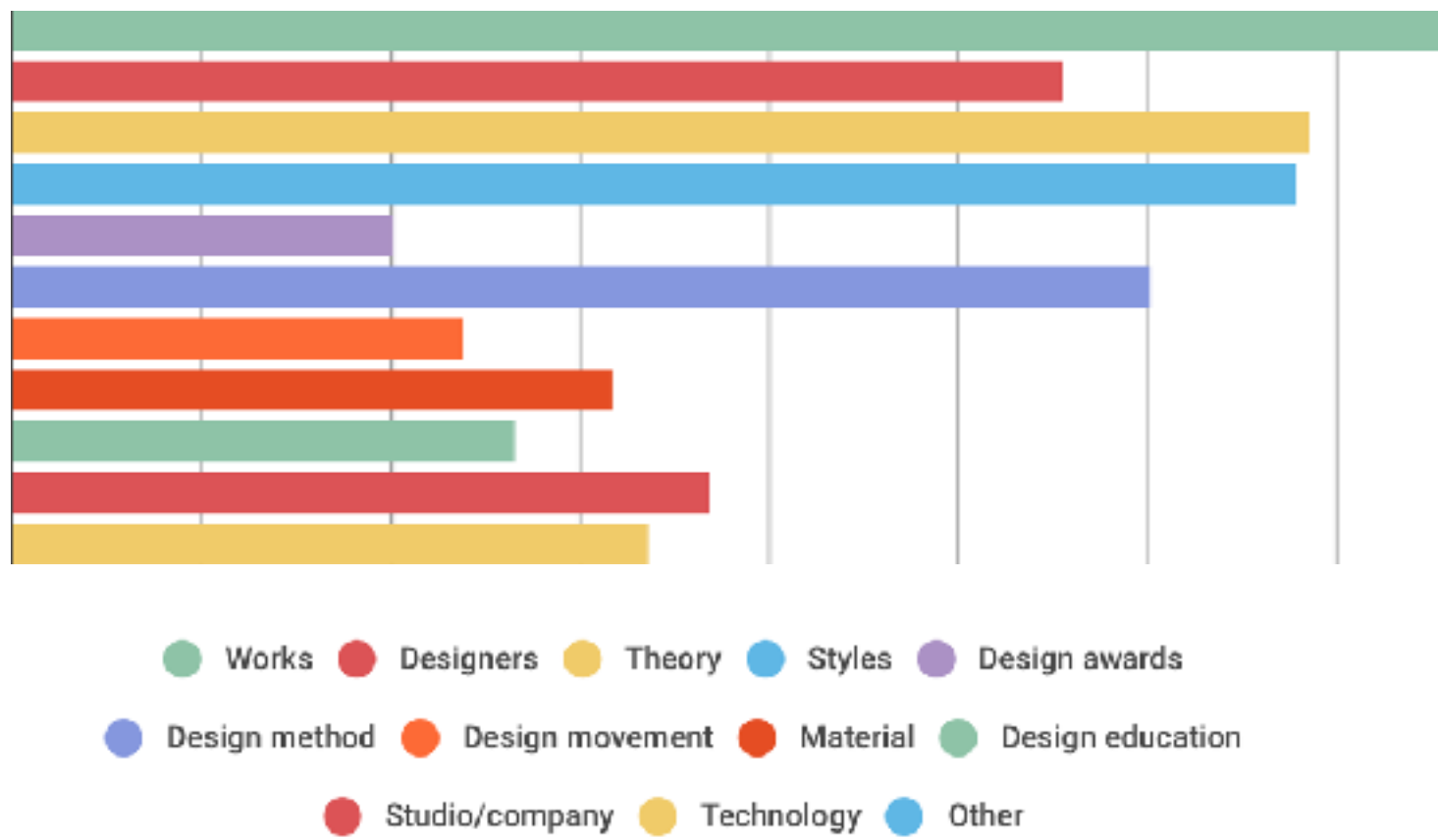
- How old are you?



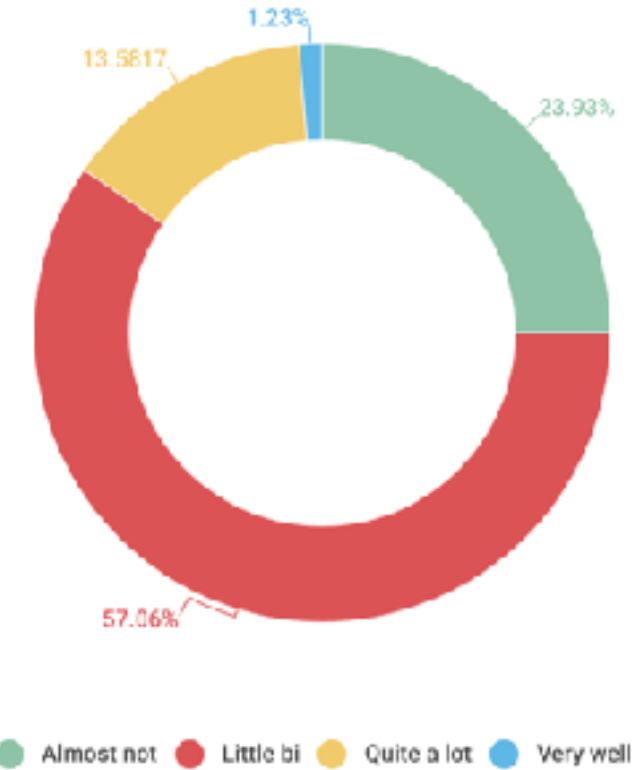
- Do you work in the design industry?



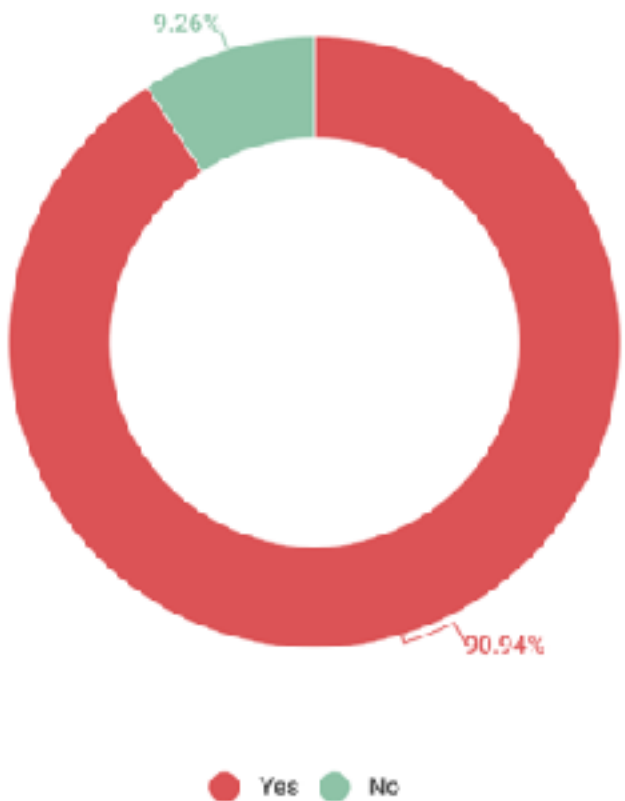
- What do you want to know about design history?



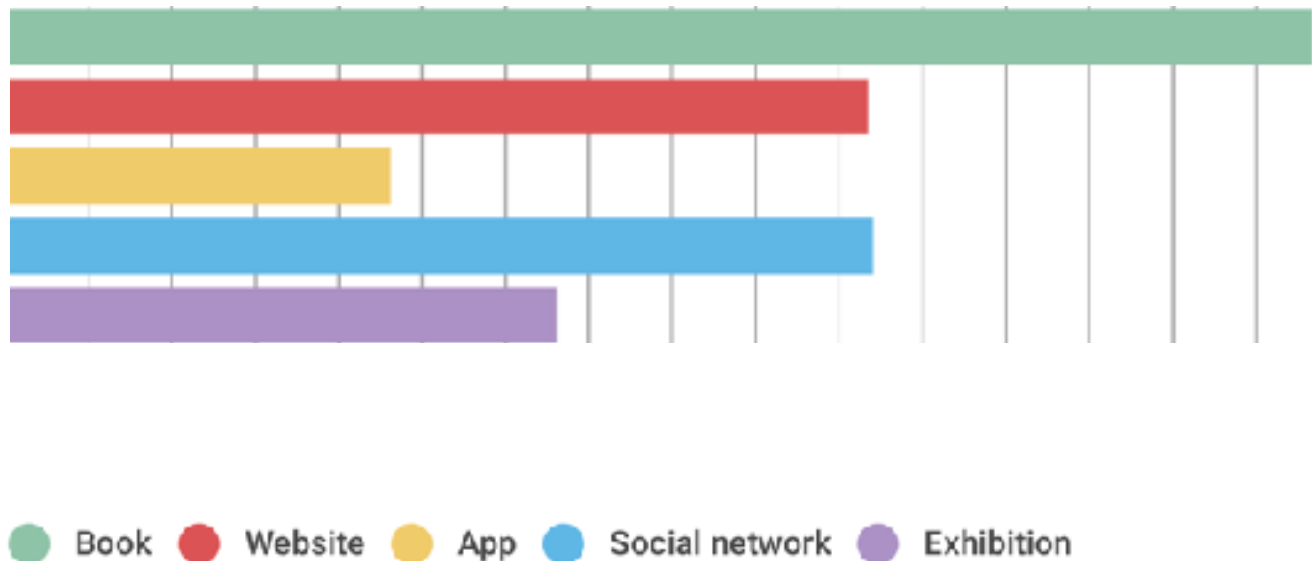
- How much do you know about design history?



- Are you interested in design history?



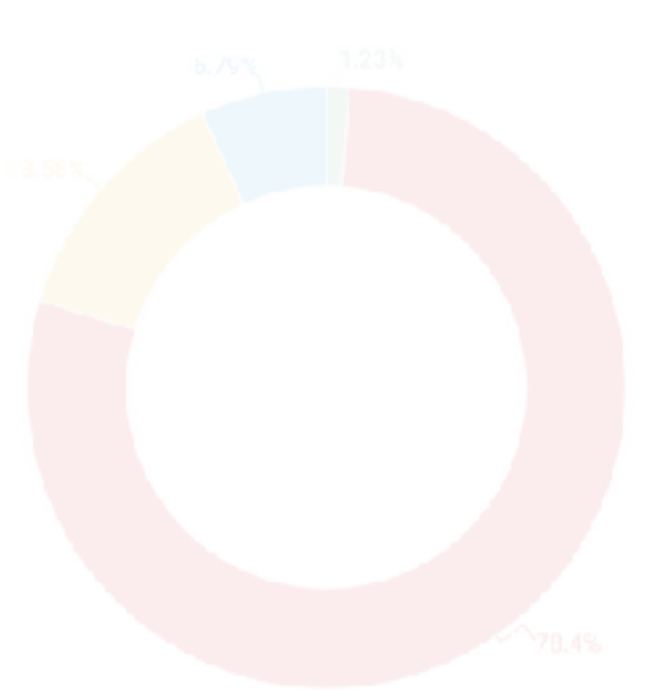
- What method do you use to understand design history?





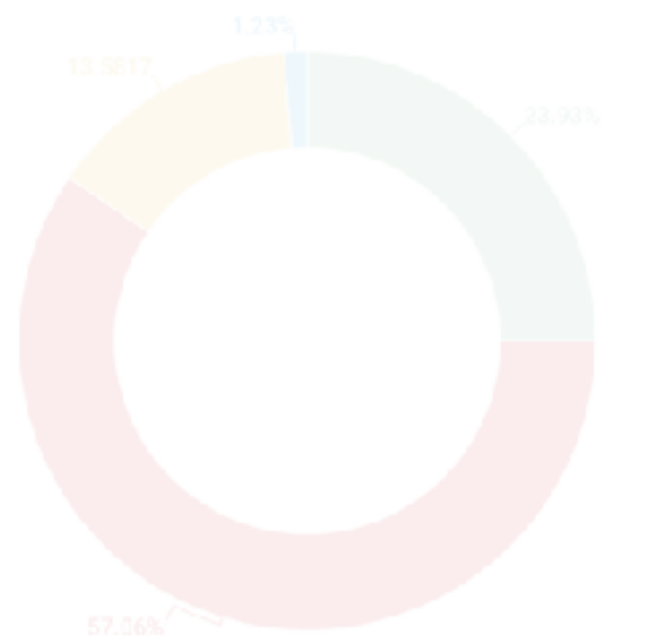
# questionnaire survey

- How old are you?



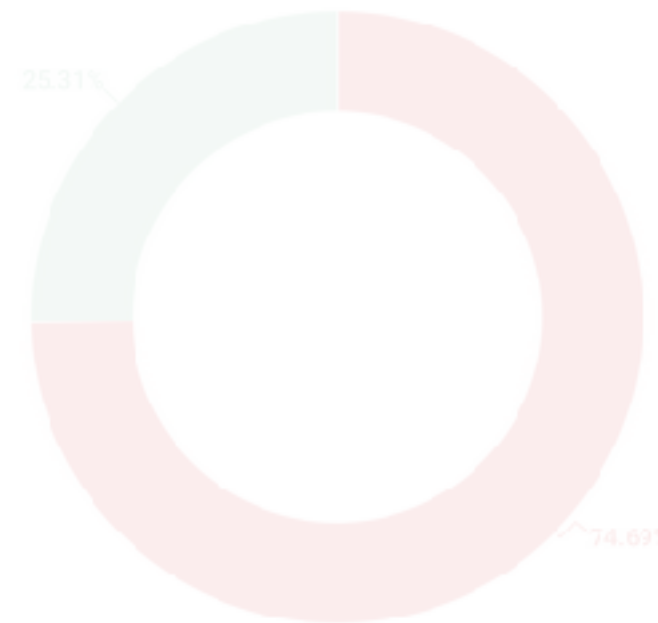
Actually most of them (80%) know little about design history, even the people in design field

- How much do you know about design history?



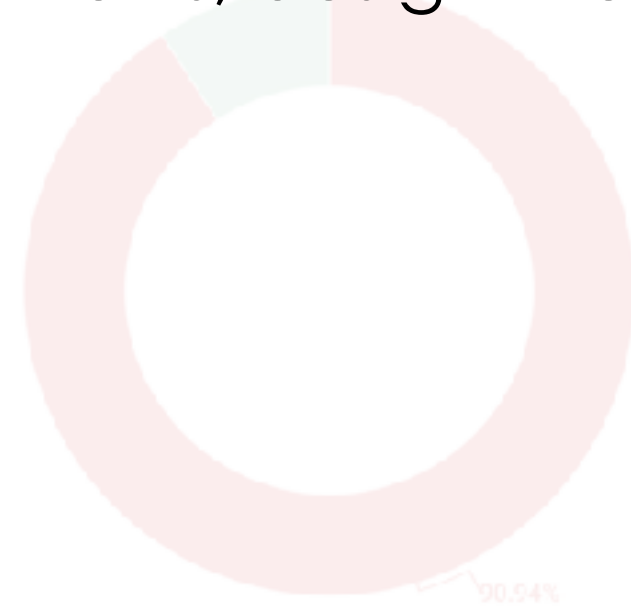
Legend: Almost not, Little bit, Quite a lot, Very well

- Do you work in the design industry?



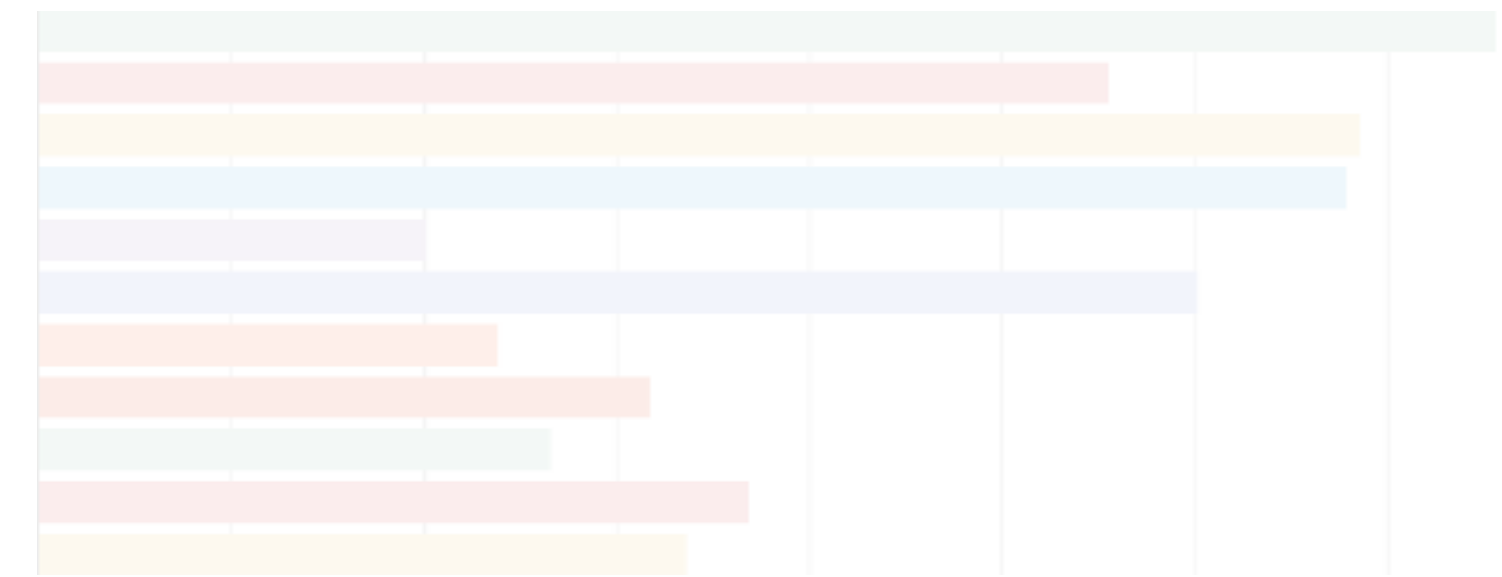
Really Want to know about history ! ! !  
(more than 2/3 want to know more about designer, works, design theory, style)

- Are you interested in design history?



Legend: Yes, No

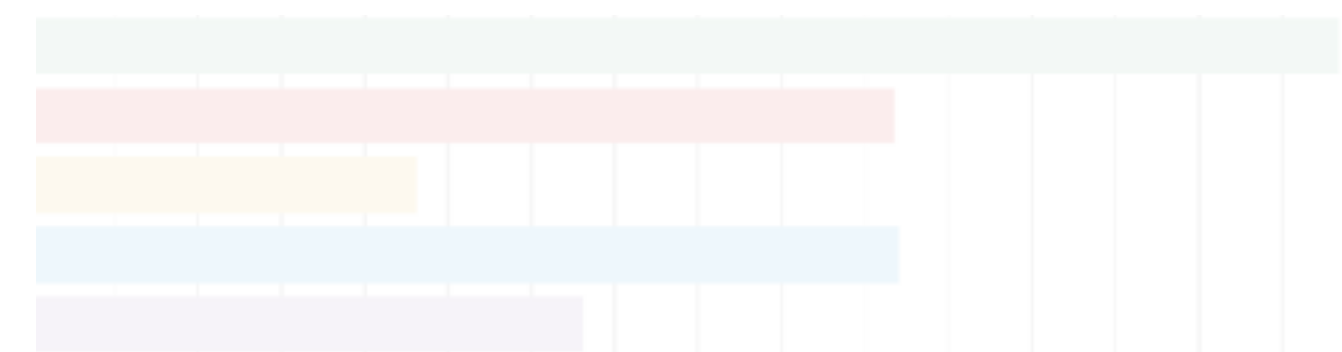
- What do you want to know about design history?



Legend: Works, Designers, Theory, Styles, Design awards, Design method, Design movement, Material, Design education

The main source is book and social media

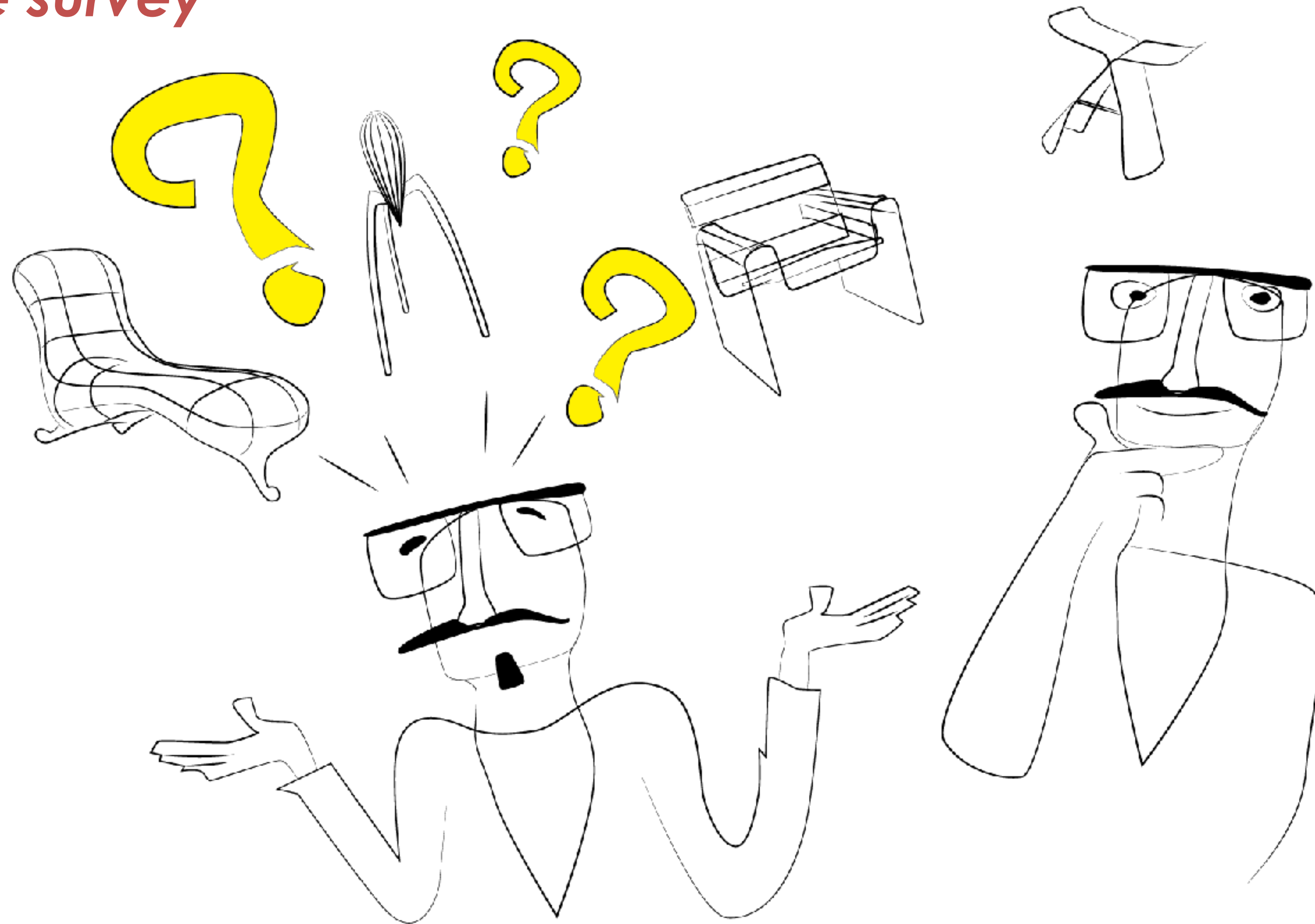
- What method do you use to understand design history?



Legend: Book, Website, App, Social network, Exhibition



## questionnaire survey



People know little about design history, even designers...  
Actually they are interested in, even eager to know...

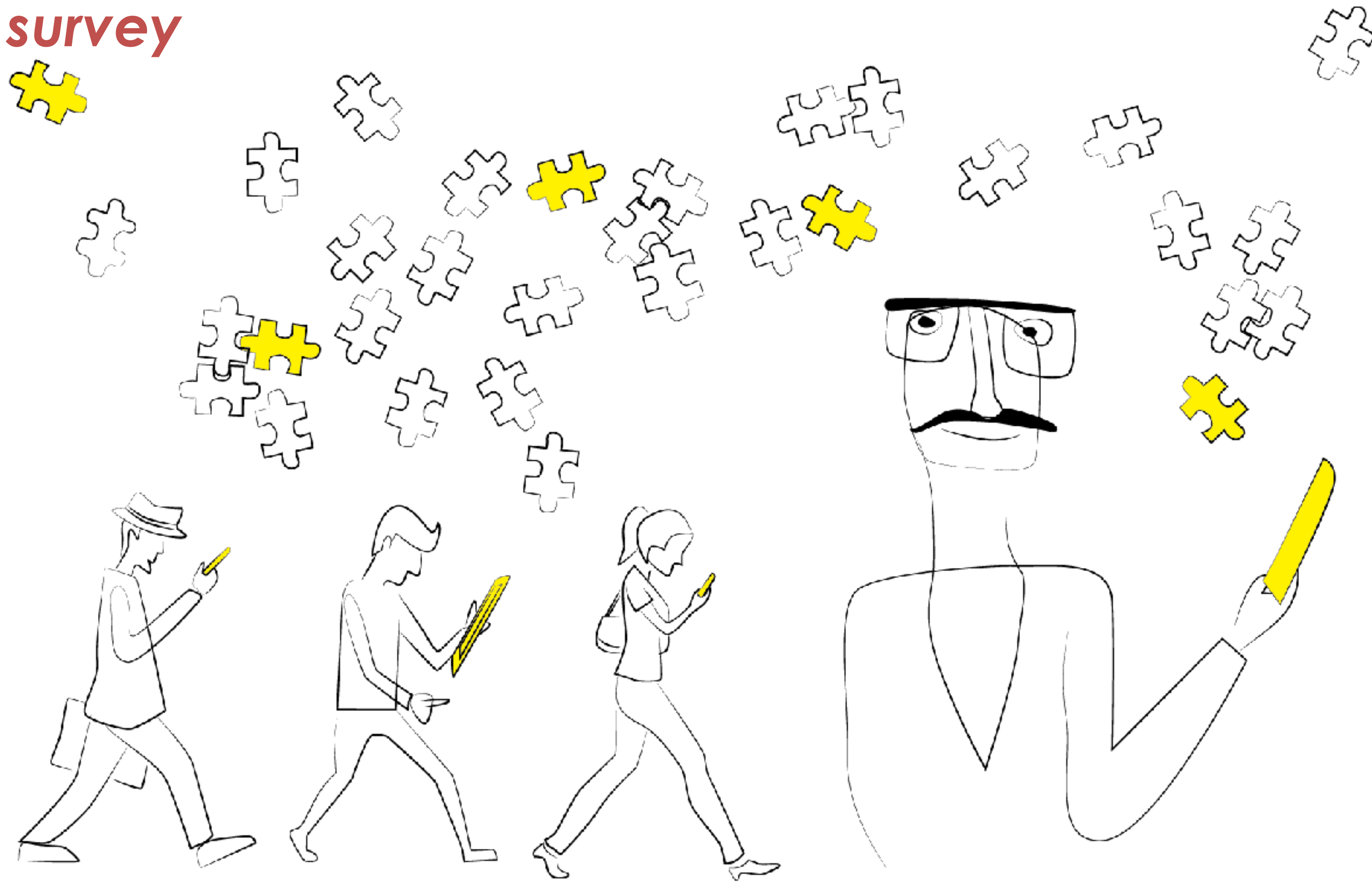


# questionnaire survey



Book is the only source to know design history little online information  
some people think it's boring to read...

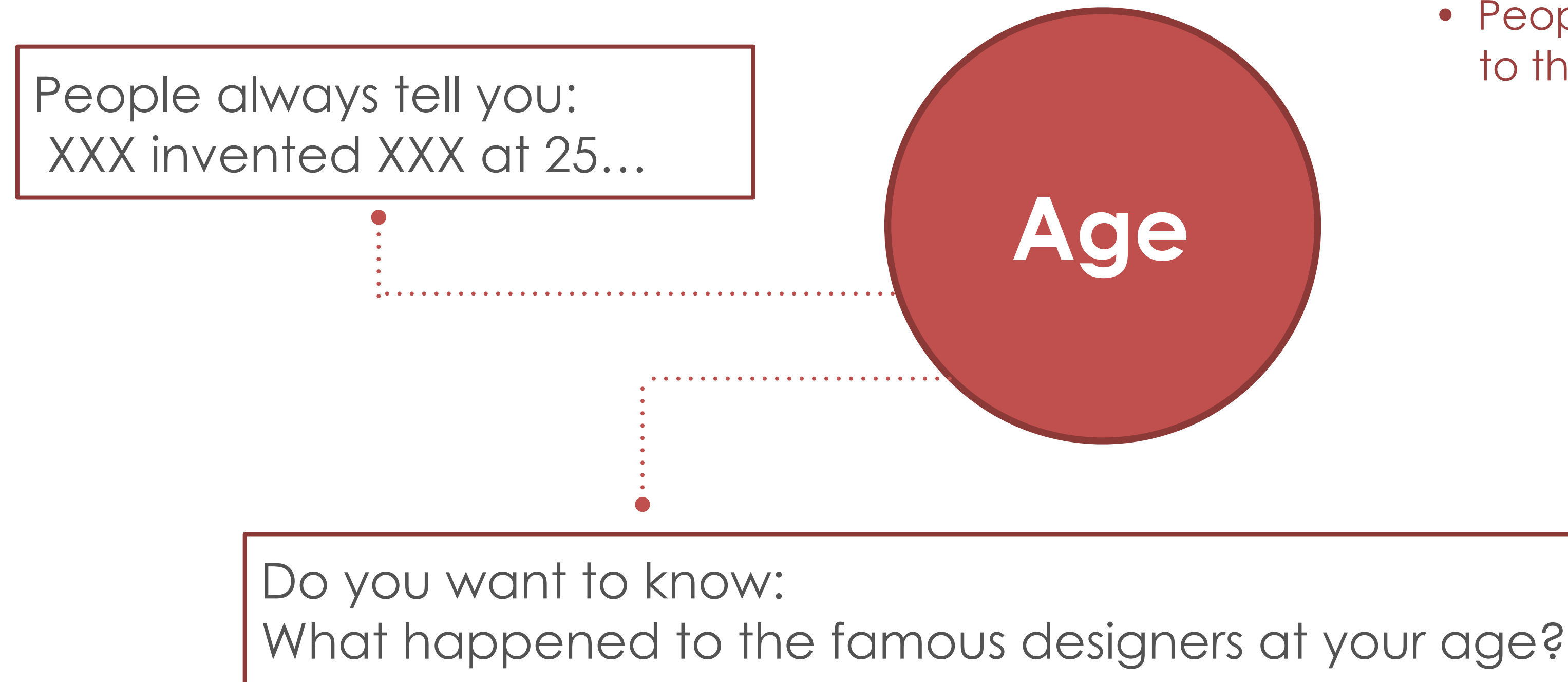
# questionnaire survey



We are always surfing the web..  
Get fragmented information from social media...



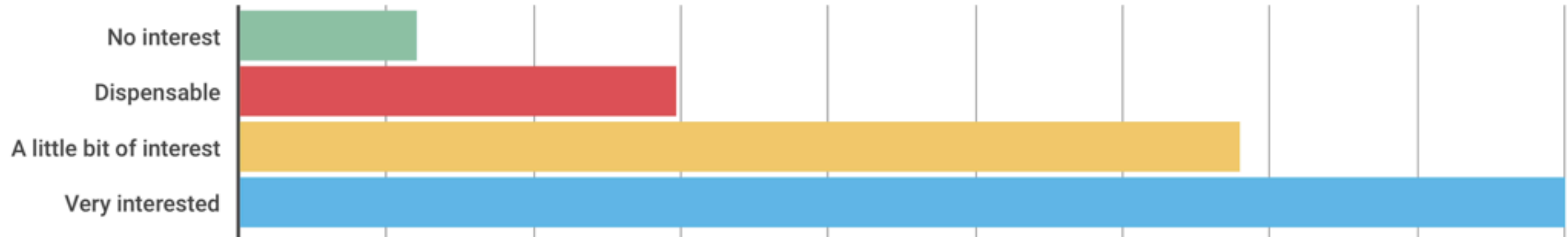
# Insight



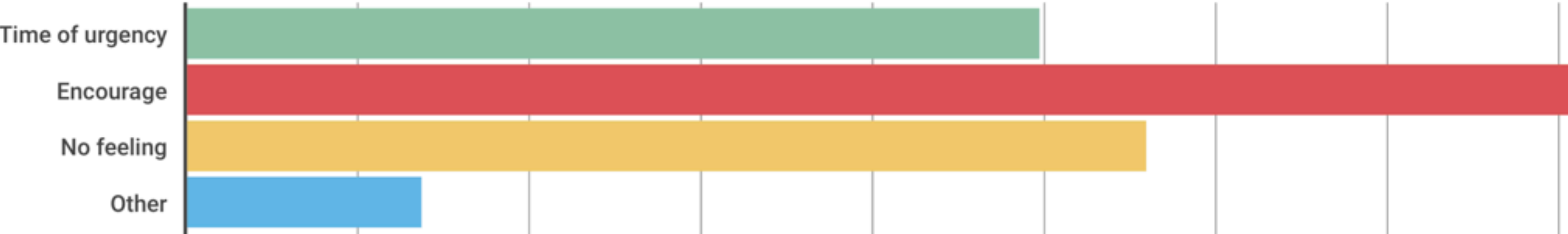
- Age is something related to you.
- People care more about something related to themselves

# Research

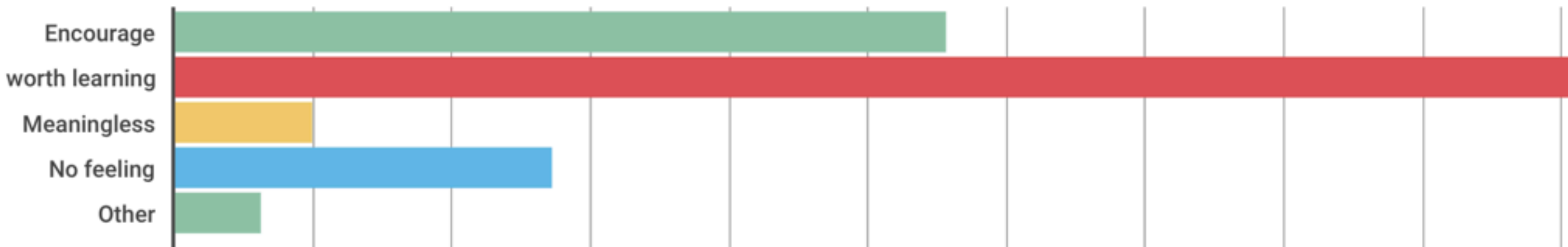
Are you interested in knowing: what are the famous designers doing at your age?



Do you feel motivated after knowing Zuckerberg founded facebook at 20 years old?



Do you feel encouraged after knowing Vera Wang started her design career at 40 years old?





# Persona



## Han Mei

Age: 22 years old

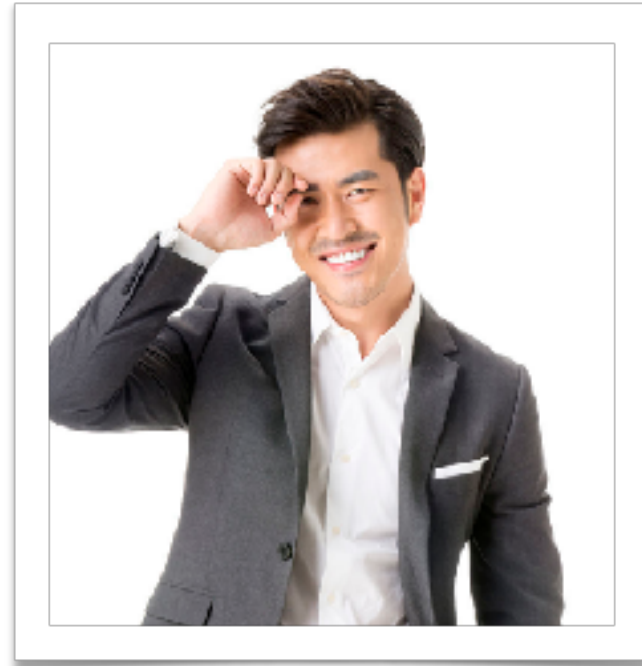
Career: student

Grade: Undergraduate fourth grade

Major: product design

“ I am a senior student, this winter I will attend the Graduate Entrance Examination, I am very worried about my design history part, although in the first grade class teacher taught design history, but now I have forgotten most of the content . Then , the teacher and the classmate recommended several books of design history, these books are very thick and read a bit boring, I also consider whether to participate in the design history tutorial. ”

# Persona



## Li Lei

Age: 30 years old

Career: security company

Live: Su Zhou

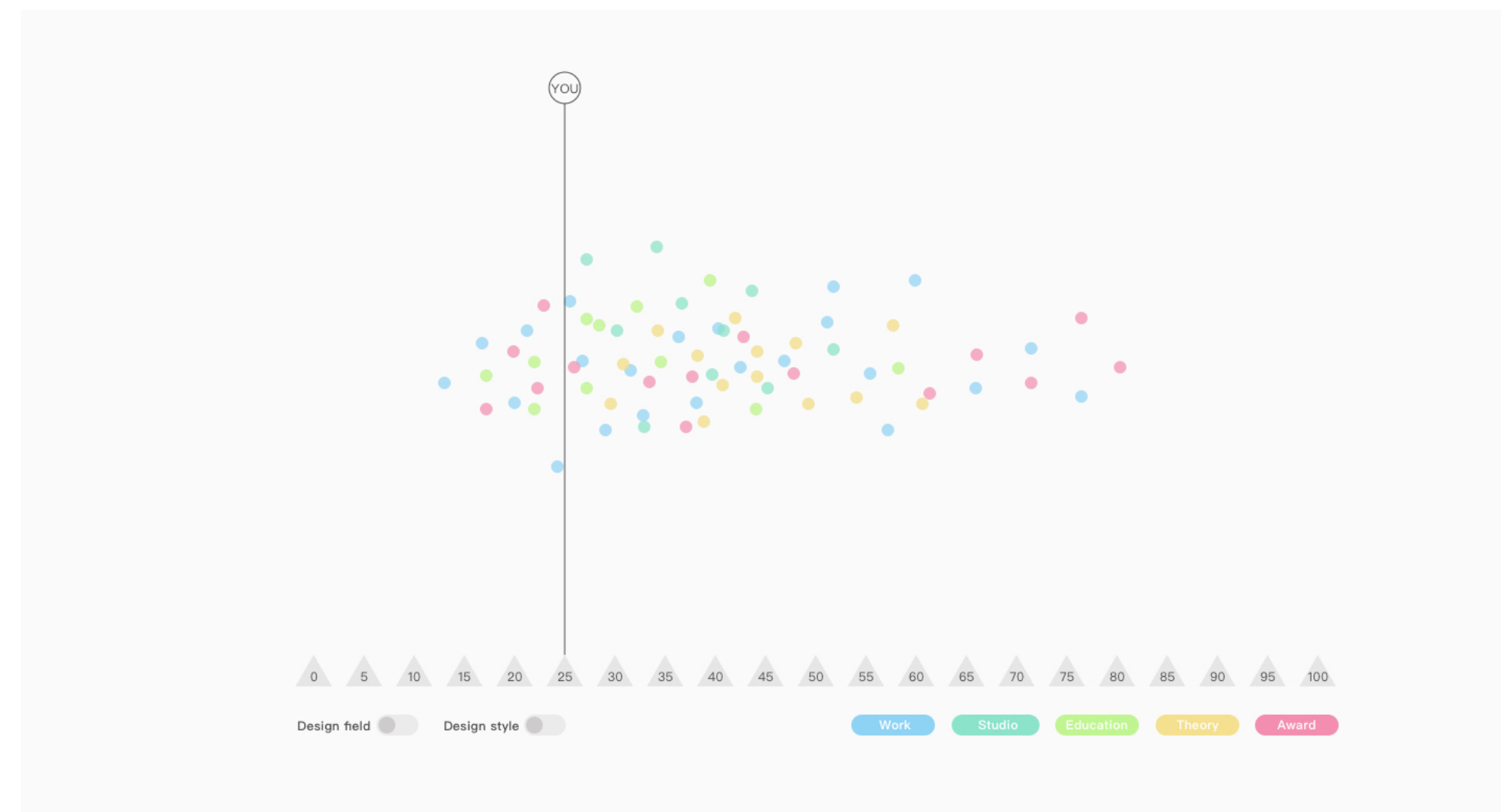
Hobby: sport, surf the Internet, read book, see the exhibition

“ I am a securities analyst, I usually work more busy, I like the home design, when I am not busy when I will look at some home design books and websites, I like to go shopping around the design exhibition at the weekend, but As the exhibition in Suzhou is not much, I will go to Shanghai to see the exhibition, sometimes it is not convenient. ”



# Concept

An interactive visualization of design history, which can provide funny and comprehensive way to know design history for design student and other people who interested in the design.



# Get the Data(source:wikipedia)

Photo	Photo Link	Designer	Born	Died	Age	Country	Profession	Education Time	Graduation Date	Education	Theory Time	Theory	Work Time	Image	Image Link	Design work	style	Award Time	Award	Time	Studio/Company/School	Work/Book/Link	Link	
	<a href="#">By Walter Gropius - Free media on Commons (Grouped from 4 files) (Uploaded to Commons: Wolfgang Gropius, Walter Gropius, Walter Gropius, Walter Gropius)</a>	Walter Gropius	1892	1966		Germany	architect, designer, painter, urban planner, writer	1907		the Bauhaus school of architecture in Weimar	1907	Architecture and the Bauhaus	1910			High Endeboss House, Weimar, Germany	Modernist							
								1905		the higher course of sculpture, founded by the painter Charles Despiau	1925	sculpture	1925		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist	1927	IFA Gold Medal			1927	the Bauhaus school of architecture in Weimar	
											1925	Industrial design (Bauhaus school)	1925		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1927	The Weissenhof Estate	1927		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1928	Industrial design (Bauhaus school)	1928		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1929	The Weissenhof Estate	1929		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1930	Industrial design (Bauhaus school)	1930		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1931	Industrial design (Bauhaus school)	1931		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1932	Industrial design (Bauhaus school)	1932		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1933	Industrial design (Bauhaus school)	1933		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1934	Industrial design (Bauhaus school)	1934		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1935	Industrial design (Bauhaus school)	1935		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1936	Industrial design (Bauhaus school)	1936		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1937	Industrial design (Bauhaus school)	1937		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1938	Industrial design (Bauhaus school)	1938		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1939	Industrial design (Bauhaus school)	1939		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1940	Industrial design (Bauhaus school)	1940		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1941	Industrial design (Bauhaus school)	1941		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							
											1942	Industrial design (Bauhaus school)	1942		<a href="#">By Evina Perovic - Own work (CC BY-SA 3.0) (https://commons.wikimedia.org/wiki/File:Weissenhof_Estate.jpg)</a>	The Weissenhof Estate, Stuttgart, Germany	Modernist							

- Basic info.  
(Photo, link, name, born, died, age, country, profession)
- Education  
(Education school, education time)
- Work  
(Work name, time, image, link...)
- Theory/book
- Award
- Studio/company

10 designers each field:  
industrial design/architecture/  
graphic design/ fashion design



# Get the Data (source: wikipedia)

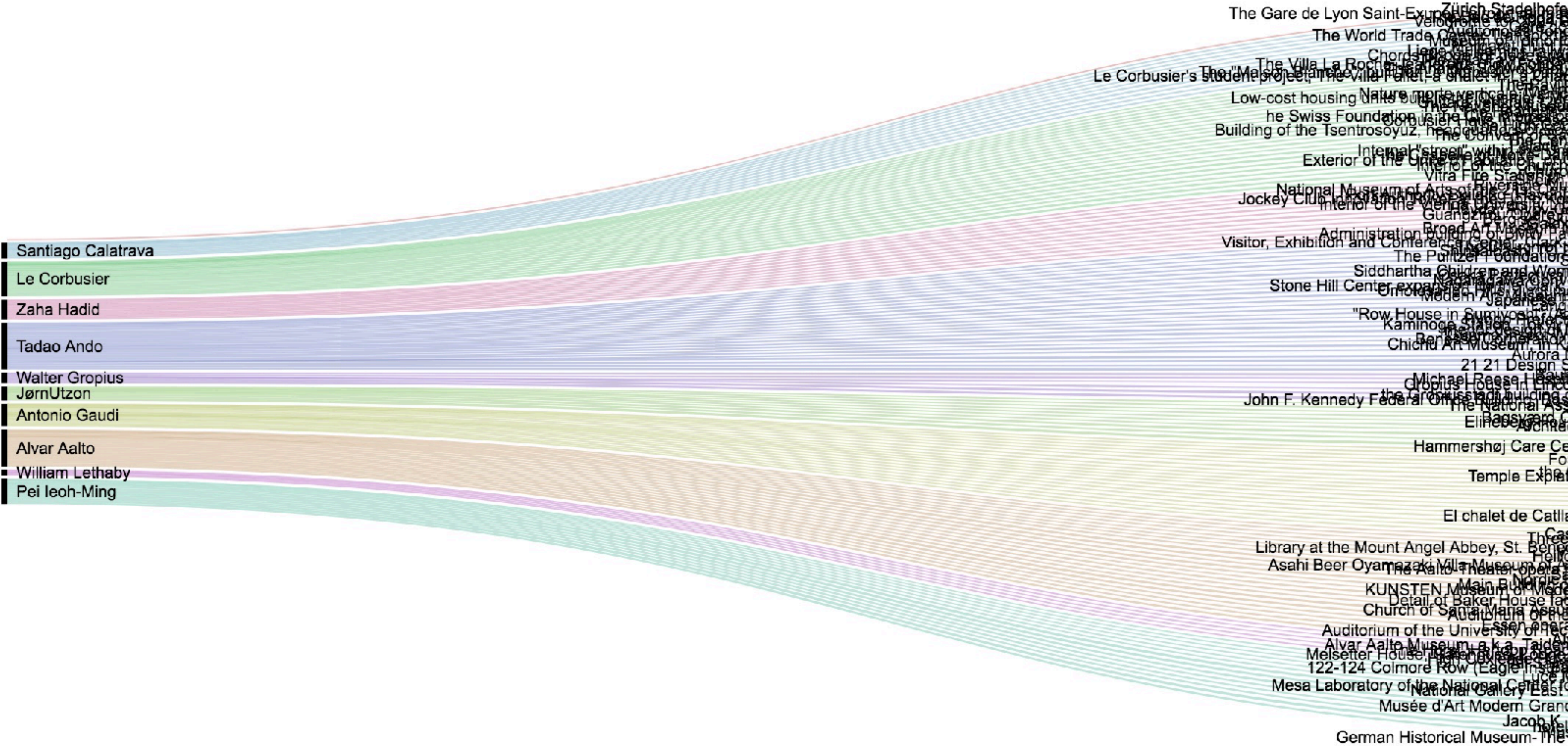
Born	Work Time	Age	Image	Image Link	Design work	
1857	1902	45		By Roger Davies, CC BY-SA 2.0, <a href="https://commons.wikimedia.org/wiki/File:14-175265">https://commons.wikimedia.org/wiki/File:14-175265</a>	All Saint's Church, Brockhampton	
1857	1900	43		By Osroom at English Wikipedia, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:4118299">https://commons.wikimedia.org/wiki/File:4118299</a>	122-124 Colmore Row (Eagle Insurance Offices), Birmingham	
1857	1884	37			The Hurst, Harrop Road, Four Oaks, Birmingham	
1857	1900	43			Malseller House, Galehouse, Lodge and Chapel, Hoy, Orkney	
1857	1902	45			High Cockade House, Lyndhurst, Hampshire	
1887	1905	18		By Archipal - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:15528879">https://commons.wikimedia.org/wiki/File:15528879</a>	Le Corbusier's student project, The Villa Faller, a chalet in La Chaux-de-Fonds, Switzerland	
1887	1912	25		By Eveline Perraud - photographie Eveline Perraud, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:3750424">https://commons.wikimedia.org/wiki/File:3750424</a>	The "Maison Blanche", built for Le Corbusier's parents in La Chaux-de-Fonds	
1887	1912	25		By Eliska - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:16806644">https://commons.wikimedia.org/wiki/File:16806644</a>	The Villa Favey-Jacot in Le Locle, Switzerland	
1887	1916	1918	29		By Schweizgebel - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:16230642">https://commons.wikimedia.org/wiki/File:16230642</a>	The Anatole Schwob House in La-Chaux-de-Fonds
1887	1920	33		By Le Corbusier - Fondation Le Corbusier, PD-US, <a href="https://en.wikipedia.org/wiki/File:46888688">https://en.wikipedia.org/wiki/File:46888688</a>	Guitare verticale (2ème version), oil on canvas	
1887	1922	35		By Le Corbusier - Kunstmuseum, Basel, PD-US, <a href="https://en.wikipedia.org/wiki/File:47562336">https://en.wikipedia.org/wiki/File:47562336</a>	Nature morte verticale (Vertical Still Life), oil on canvas	
1887	1925	38		By SlettdnDR - Own work, CC BY-SA 4.0, <a href="https://commons.wikimedia.org/wiki/File:51542071">https://commons.wikimedia.org/wiki/File:51542071</a>	The Pavillon of the Esprit Nouveau	
1887	1923	36		By Radomir Cernoch - flickr, CC BY-SA 2.0, <a href="https://en.wikipedia.org/wiki/File:40641640">https://en.wikipedia.org/wiki/File:40641640</a>	The Villa La Roche-Jeanerolle (now Fondation Le Corbusier) in Paris	
1887	1927	40		By Photo: Andreas Proseka - Own work (own photograph), CC BY 3.0, <a href="https://commons.wikimedia.org/wiki/File:11140752">https://commons.wikimedia.org/wiki/File:11140752</a>	Corbusier Haus in Wassenhof, Stuttgart, Germany	

1887	1928	1931	41		By Valuyou (talk) - I created this work entirely by myself, CC BY-SA 3.0, <a href="https://en.wikipedia.org/wiki/File:19648390">https://en.wikipedia.org/wiki/File:19648390</a>	The Villa Savoye in Poissy
1887	1927	40		By pep - Pessac_4, CC BY-SA 2.0, <a href="https://commons.wikimedia.org/wiki/File:15112286">https://commons.wikimedia.org/wiki/File:15112286</a>	Low-cost housing units built in the Quartiers Modernes Fruges in Pessac	
1887	1928	1934	41		By Aeyrassa - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:18044708">https://commons.wikimedia.org/wiki/File:18044708</a>	Building of the Tsemnosyuz, headquarters of Soviet trade unions, Moscow
1887	1930	1932	43		By Roman1248 - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:16007043">https://commons.wikimedia.org/wiki/File:16007043</a>	The Immeuble Clans in Geneva
1887	1929	1933	42		By Jean-Pierre Delbès - Flickr: La Fondation suisse (Cité internationale universitaire de Paris), CC BY 2.0, <a href="https://commons.wikimedia.org/wiki/File:21491240">https://commons.wikimedia.org/wiki/File:21491240</a>	The Swiss Foundation in the Cité Internationale universitaire de Paris
1887	1947	1952	60		By Anspaj - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:26281620">https://commons.wikimedia.org/wiki/File:26281620</a>	Exterior of the Unité d'Habitation, or Cité Radieuse in Marseille
1887	1947	1952	60		By Michel-gorges bernard - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:33176880">https://commons.wikimedia.org/wiki/File:33176880</a>	Internal "street" within the Unité d'Habitation, Marseille
1887	1947	1952	60		By Steve Gorman - originally posted to Flickr as The United Nations Building, CC BY-SA 2.0, <a href="https://commons.wikimedia.org/wiki/File:4478254">https://commons.wikimedia.org/wiki/File:4478254</a>	The Headquarters of the United Nations
1887	1950	1955	63		By Valuyou (talk) - I created this work entirely by myself, CC BY-SA 3.0, <a href="https://en.wikipedia.org/wiki/File:18648493">https://en.wikipedia.org/wiki/File:18648493</a>	The Chapelle of Notre-Dame-du-Haut in Ronchamp
1887	1953	1980	66		By Alexandre Norman - French Wikipedia, CC BY-SA 3.0, <a href="https://en.wikipedia.org/wiki/File:40664237">https://en.wikipedia.org/wiki/File:40664237</a>	The Convent of Sainte Marie de La Tourette
1887	1980	2008	73		By lapin.lapin -	Church of Saint-

1887	1960	2006	73		By lapin.lapin - lapin.lapin, CC BY-SA 2.0, <a href="https://en.wikipedia.org/wiki/File:31890528">https://en.wikipedia.org/wiki/File:31890528</a>	Church of Saint-Pierre, Firminy
1887	1960	2006	73		By Kamalpass2102 - Own work, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:32970255">https://commons.wikimedia.org/wiki/File:32970255</a>	Interior of the Church of Saint-Pierre in Firminy
1887	1951	1958	84		By gb pandey from Chandigarh, India - High Court, Chandigarh, India, CC BY-SA 2.0, <a href="https://commons.wikimedia.org/wiki/File:3592053">https://commons.wikimedia.org/wiki/File:3592053</a>	The High Court of Justice, Chandigarh
1887	1952	1961	65		By duncid - KIF_4646_Paru., CC BY-SA 2.0, <a href="https://commons.wikimedia.org/wiki/File:3635860">https://commons.wikimedia.org/wiki/File:3635860</a>	Palace of Assembly (Chandigarh)
1887	1954	1959	67		By 665highland, CC BY 2.5, <a href="https://commons.wikimedia.org/wiki/File:2135650">https://commons.wikimedia.org/wiki/File:2135650</a>	The National Museum of Western Art in Tokyo
1887	1962	1967	75		By Roland Fischer - Zürich (Switzerland) - Mail notification to: roland_gh[at]hispea[dot]ch / Wikimedia Commons, CC BY-SA 3.0, <a href="https://commons.wikimedia.org/wiki/File:28453893">https://commons.wikimedia.org/wiki/File:28453893</a>	The Centre Le Corbusier in Zürich
1883	1925	1926	42		By News in de-Wikipedia - Own work, Public Domain, <a href="https://commons.wikimedia.org/wiki/File:165180">https://commons.wikimedia.org/wiki/File:165180</a>	Bauhaus in Dessau, Germany
1883	1937	1938	54		By Jack E. Boucher - Library of Congress, Prints and Photographs Division, Historic American Buildings Survey: HABS, MASS, 9-LIN, 18-20, Public Domain, <a href="https://commons.wikimedia.org/wiki/File:667576">https://commons.wikimedia.org/wiki/File:667576</a>	Groplex House in Lincoln, Massachusetts, USA
1883	1942	1944	59		By Jet Lowe - <a href="http://hdl.loc.gov/loc/ppz/tbt/pa2943">http://hdl.loc.gov/loc/ppz/tbt/pa2943</a> , Public Domain, <a href="https://commons.wikimedia.org/wiki/File:2738346">https://commons.wikimedia.org/wiki/File:2738346</a>	Aluminum City Terrace
1883	1945	1959	62			Michael Reese Hospital, Chicago, Illinois, USA
1883	1965	1966	80			John F. Kennedy Federal Office Building, Boston, Massachusetts, USA
1883	1960		77			The Gropiusstadt

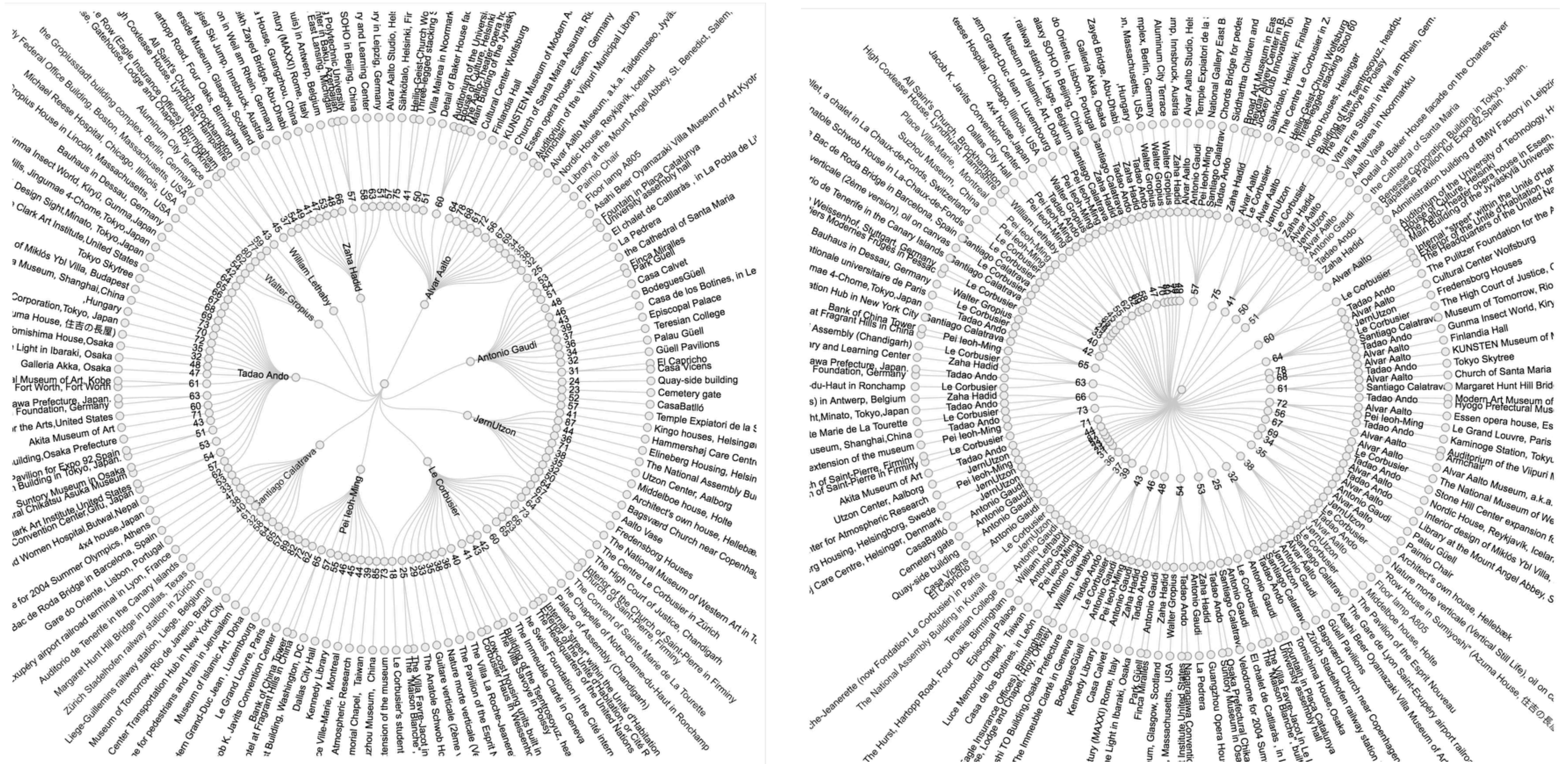


# Play Around (Raw Graph)



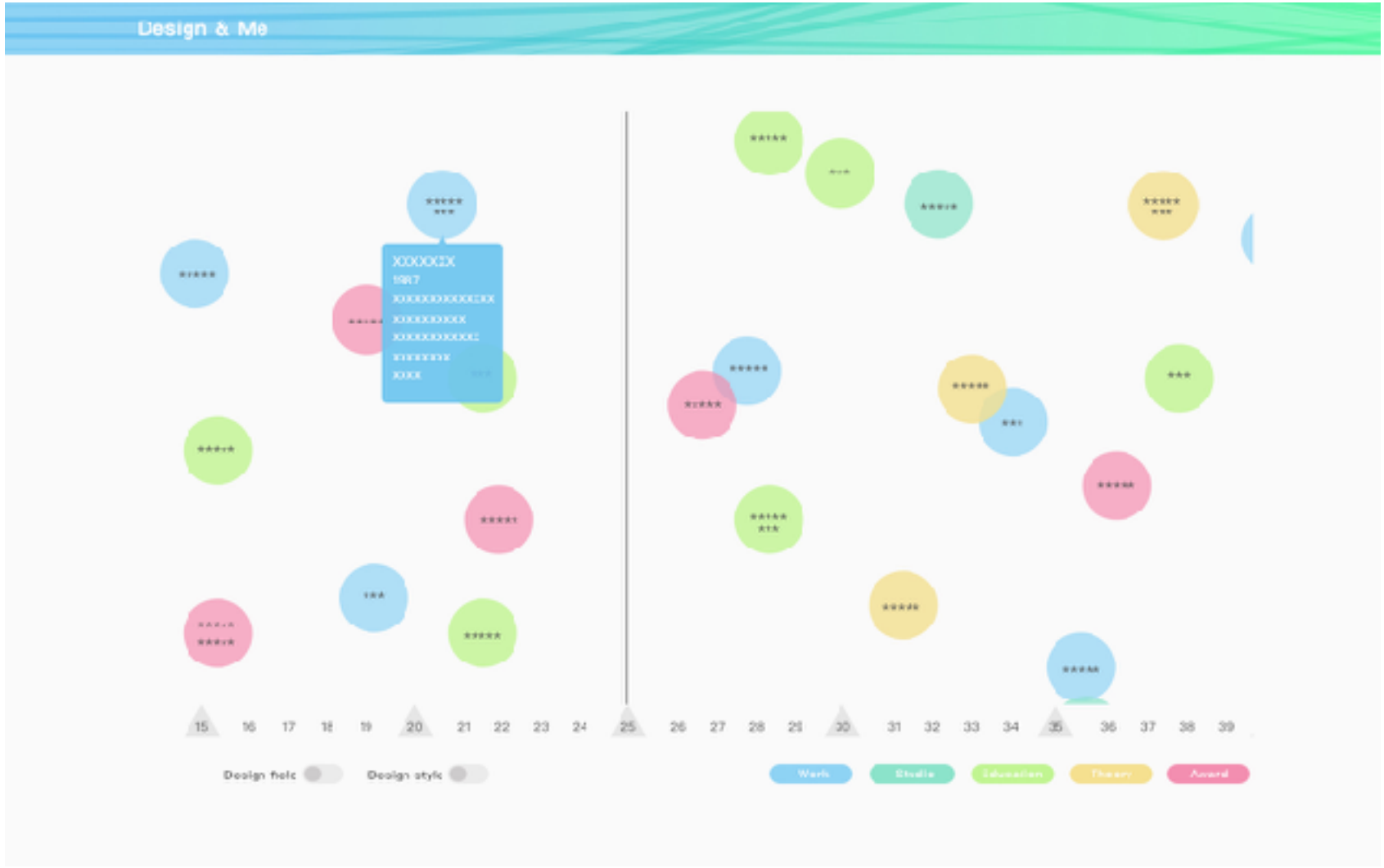
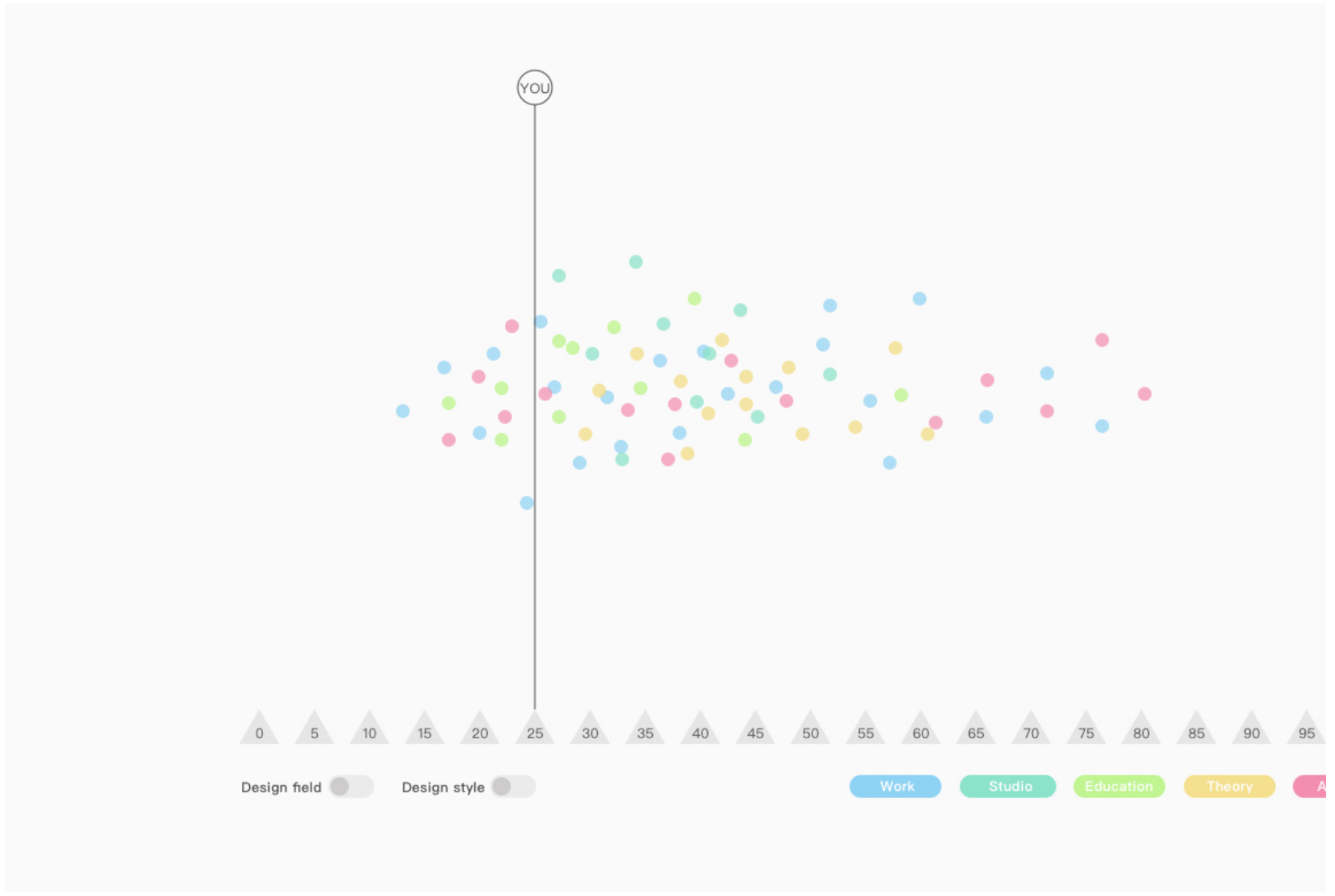
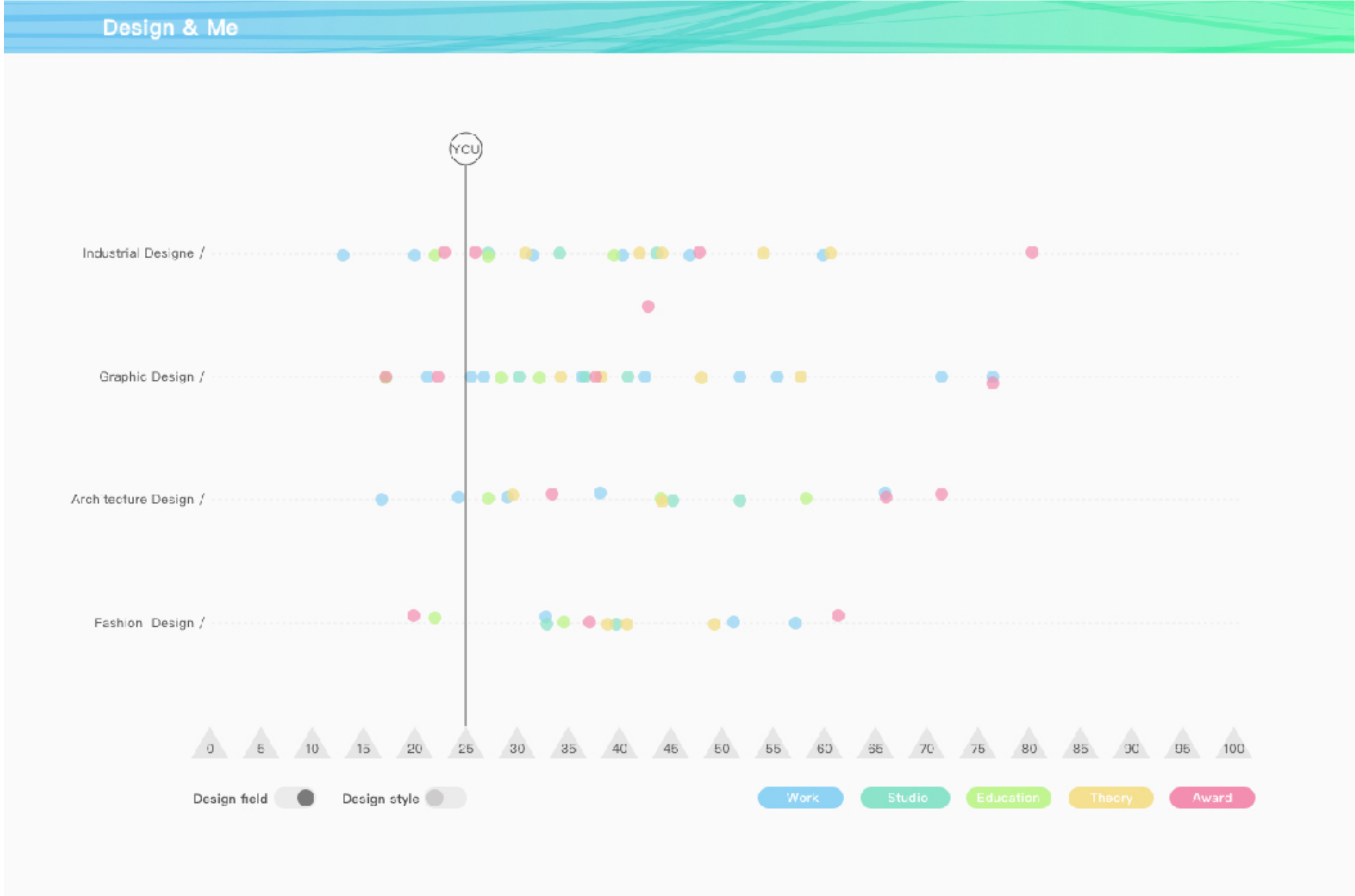


# Play Around (Raw Graph)

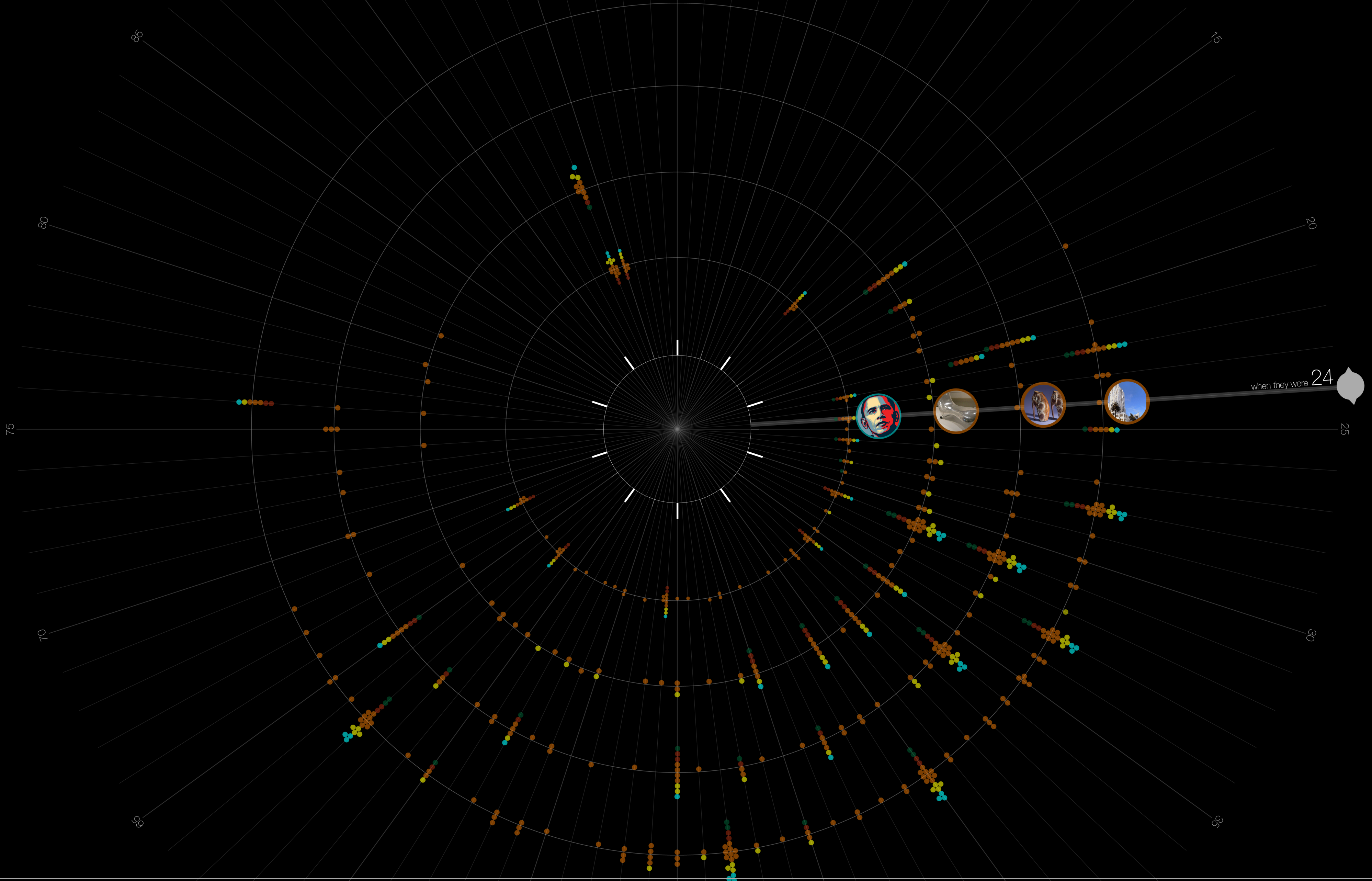




# Plan 1



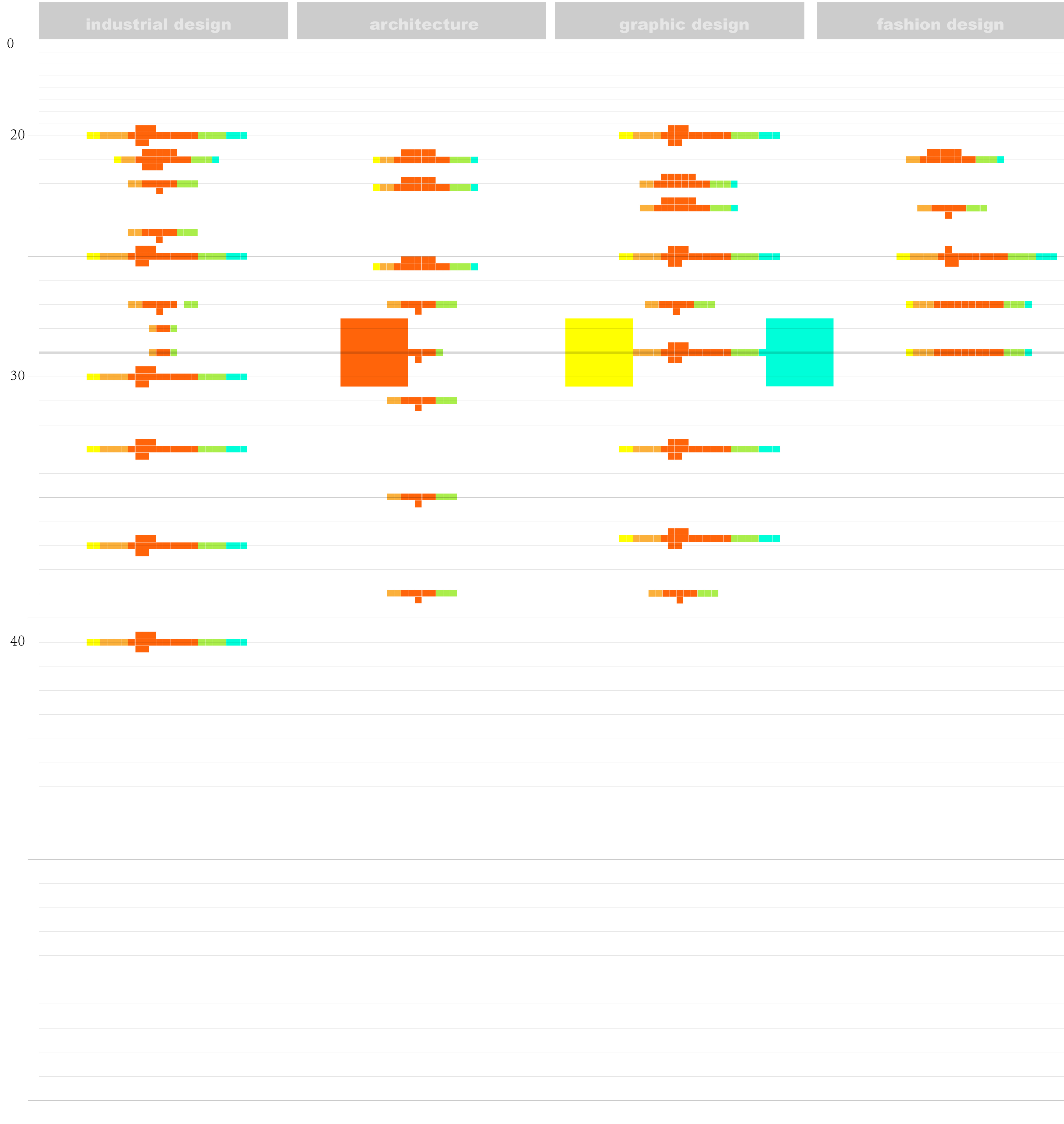
# Plan 2



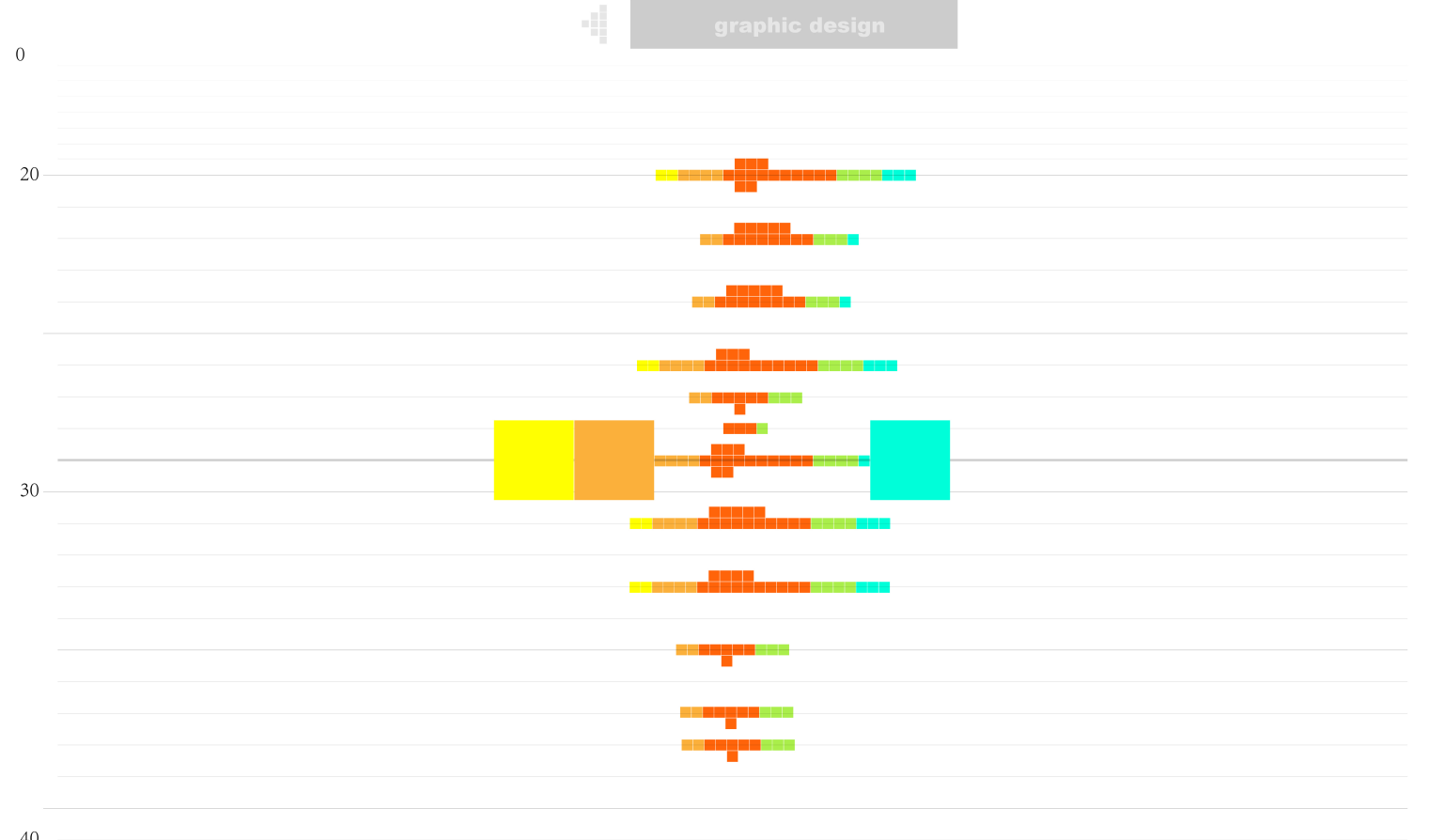
- industrial design
- architecture
- graphic design
- fashion design

- works
- studios/company
- theory
- education
- awards

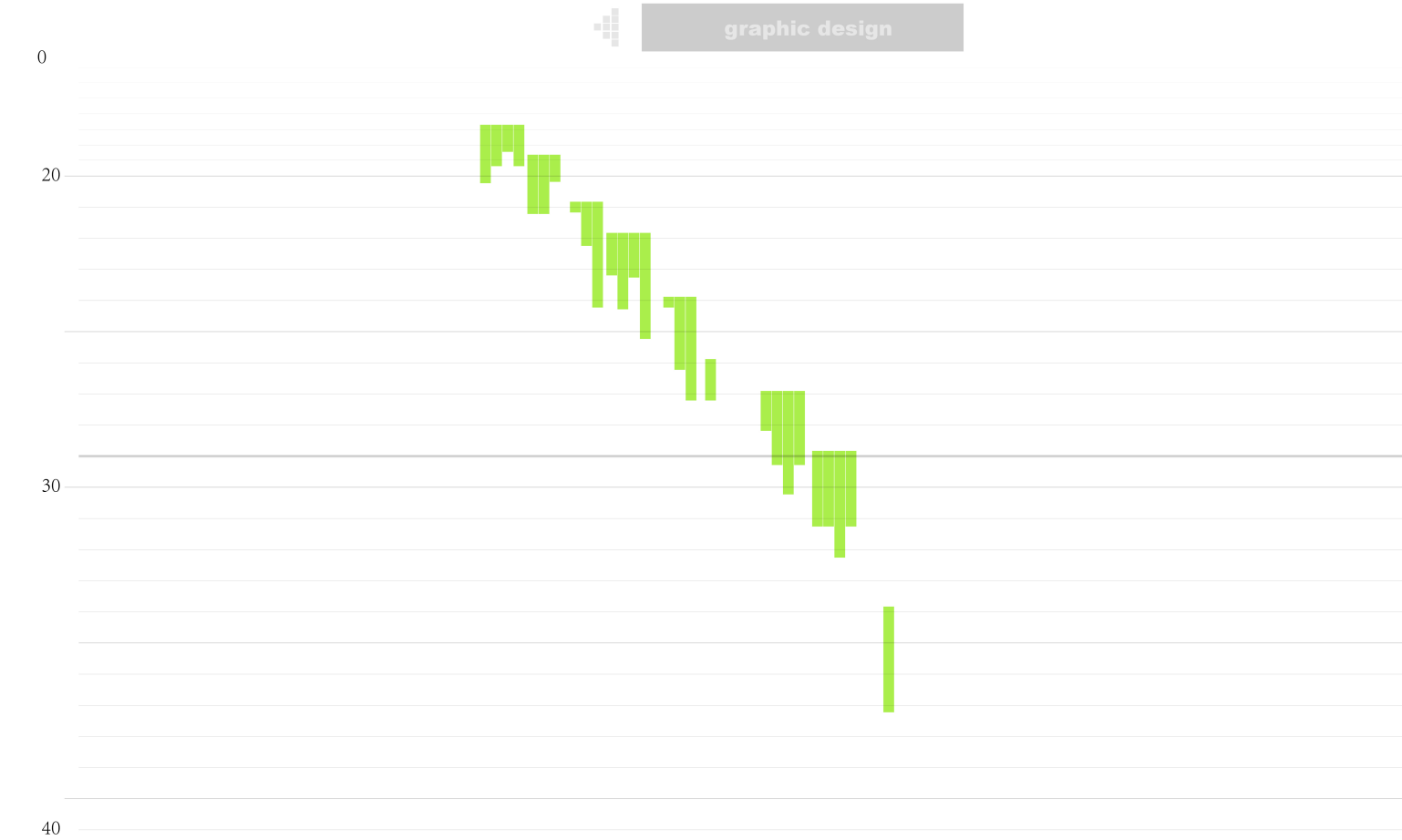
# Plan 3



- works
- studio/company
- theory
- education
- award



- works
- studio/company
- theory
- education
- award

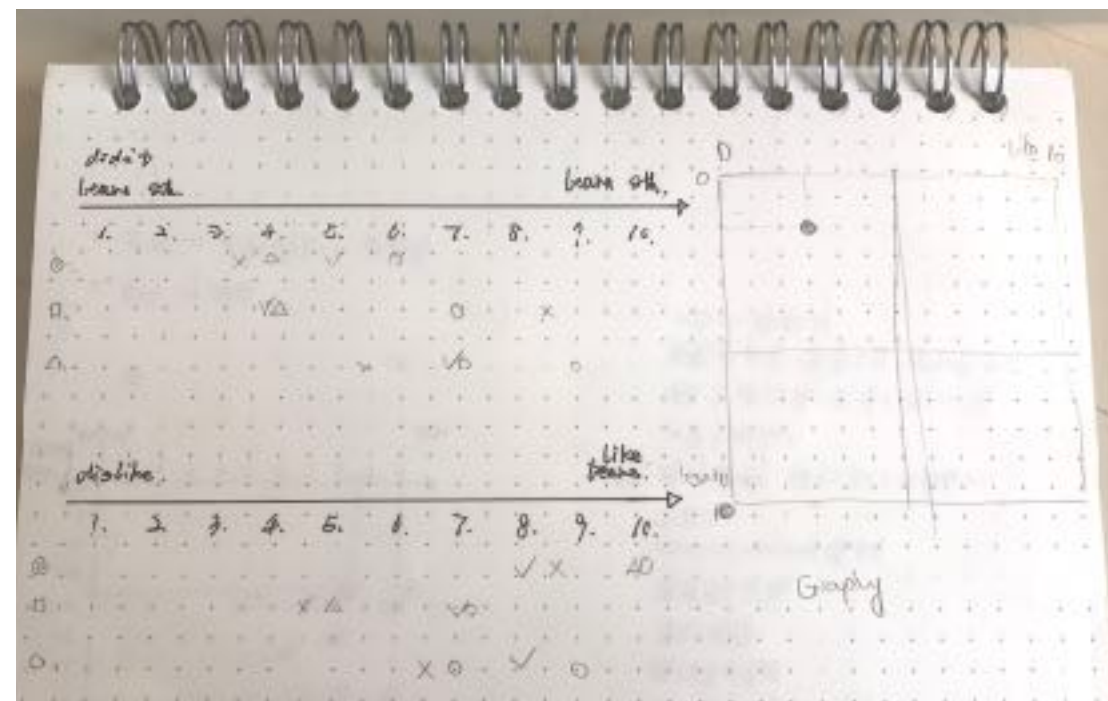


- works
- studio/company
- theory
- education
- award

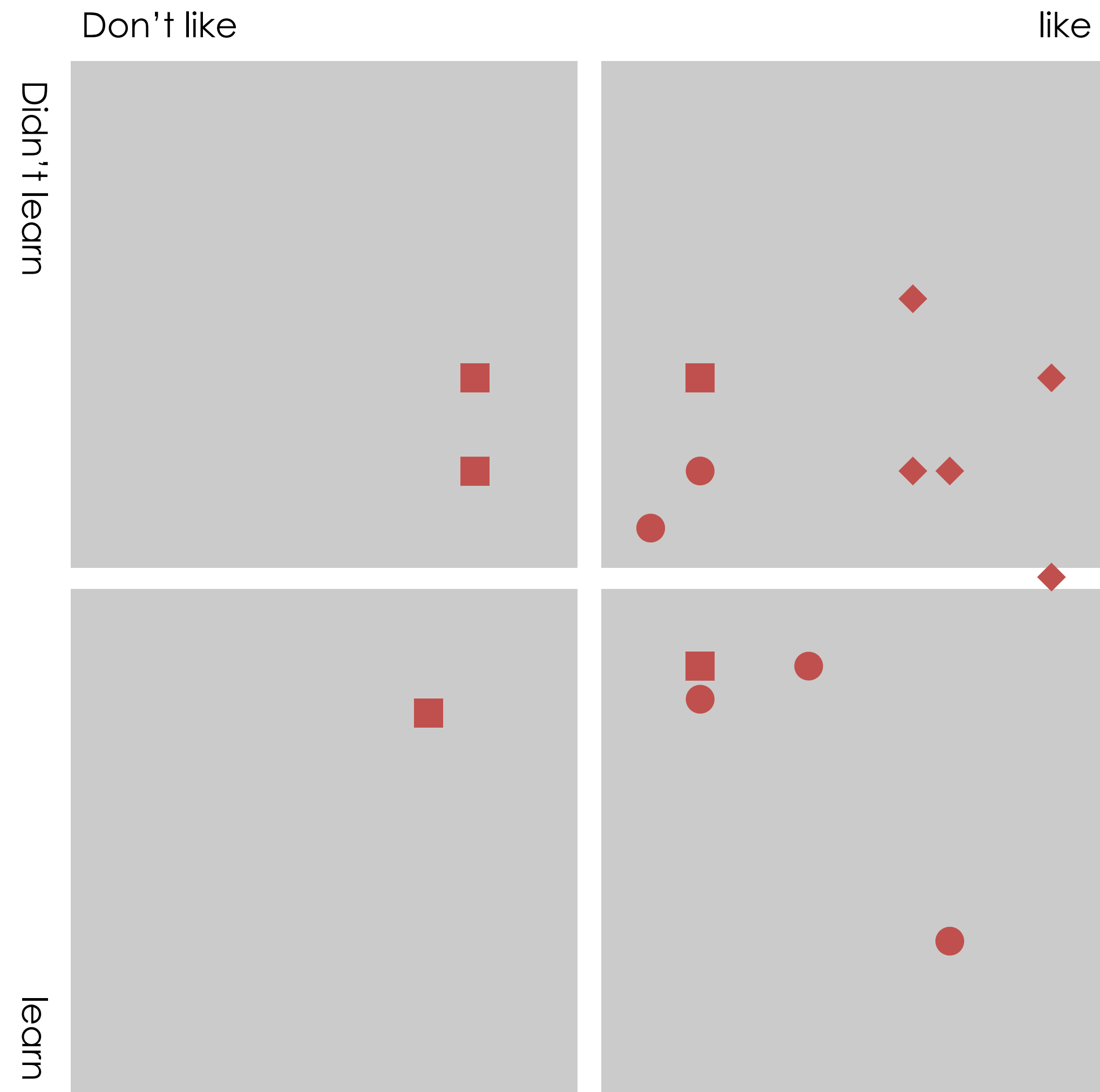


# User Test

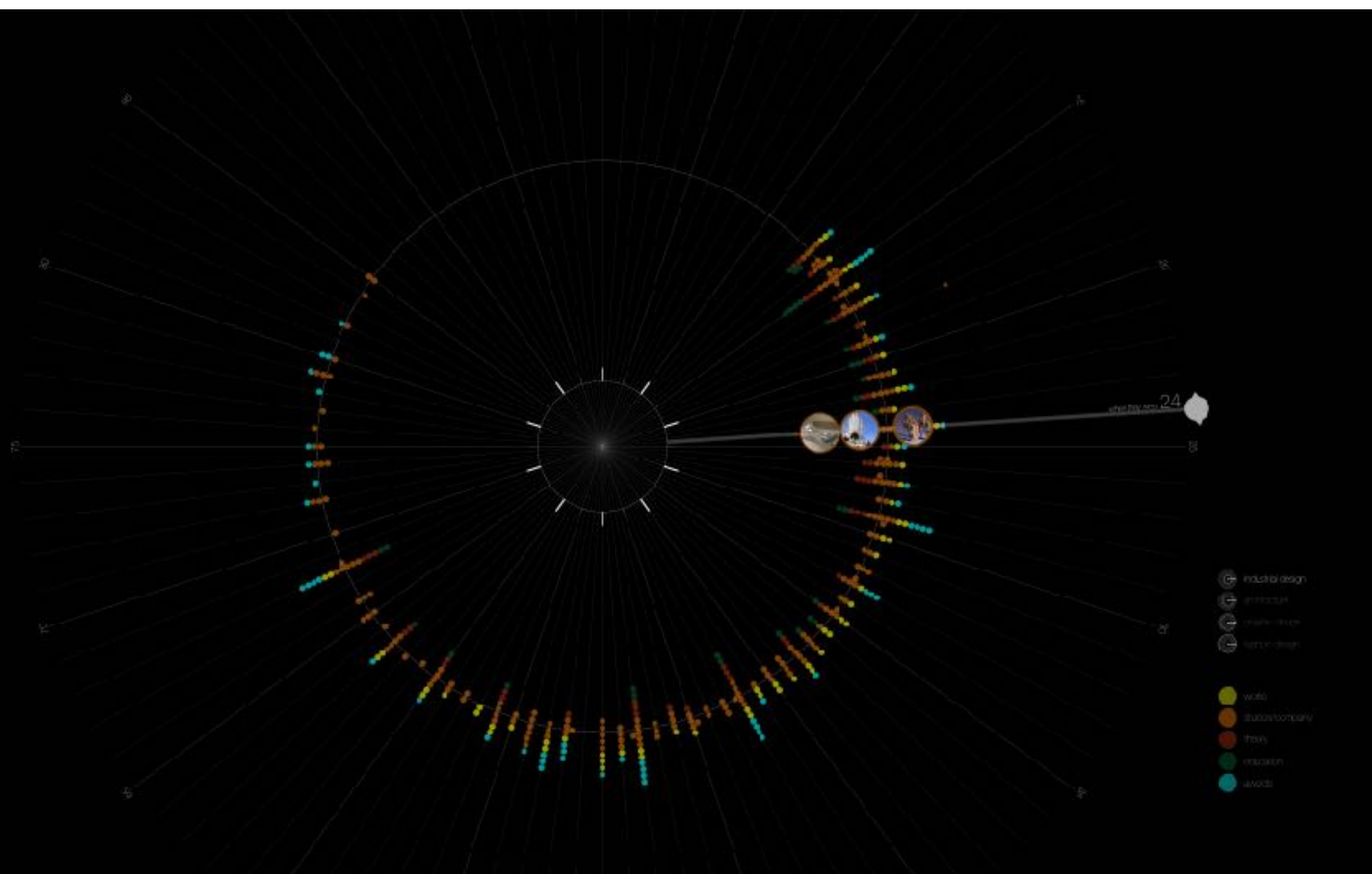
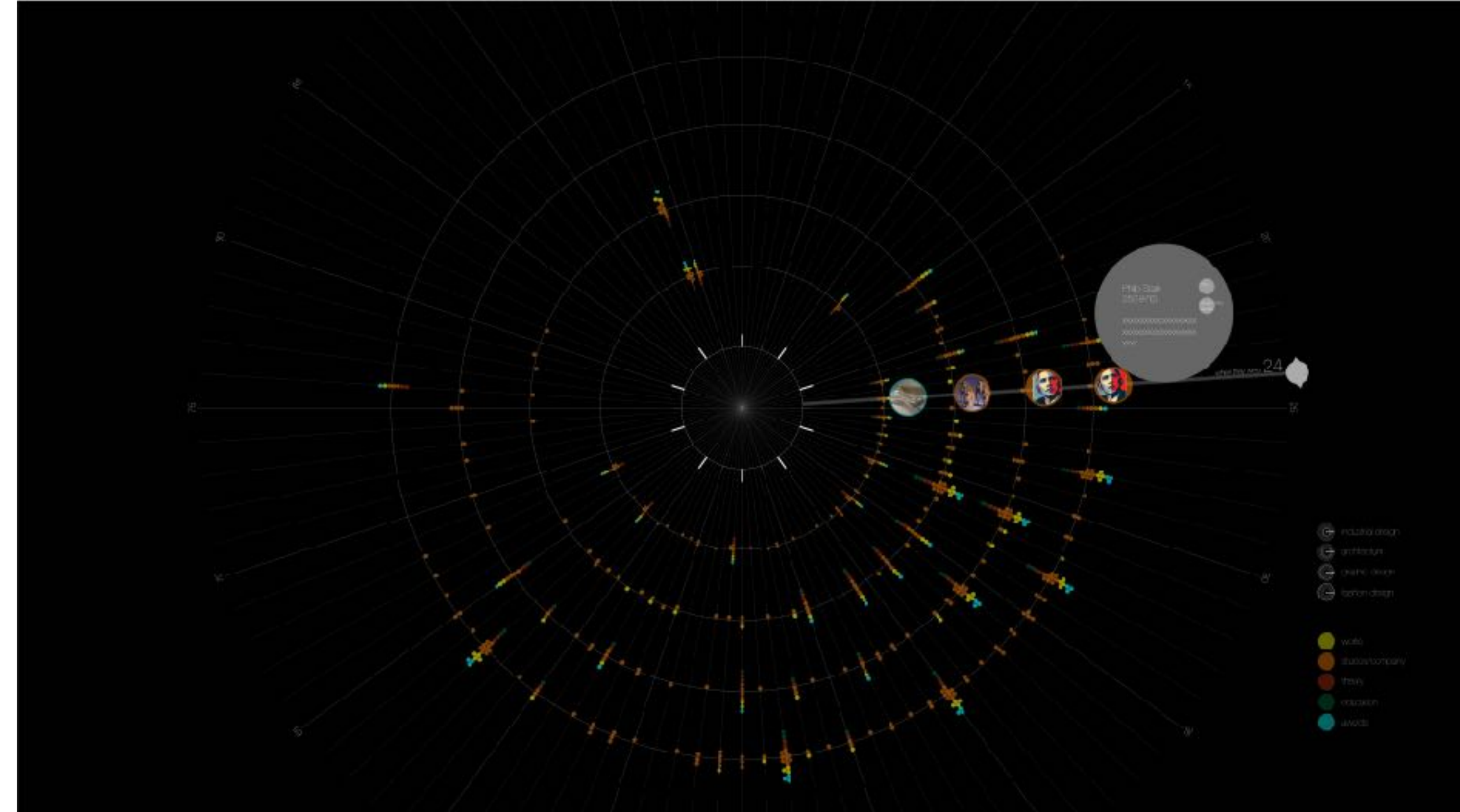
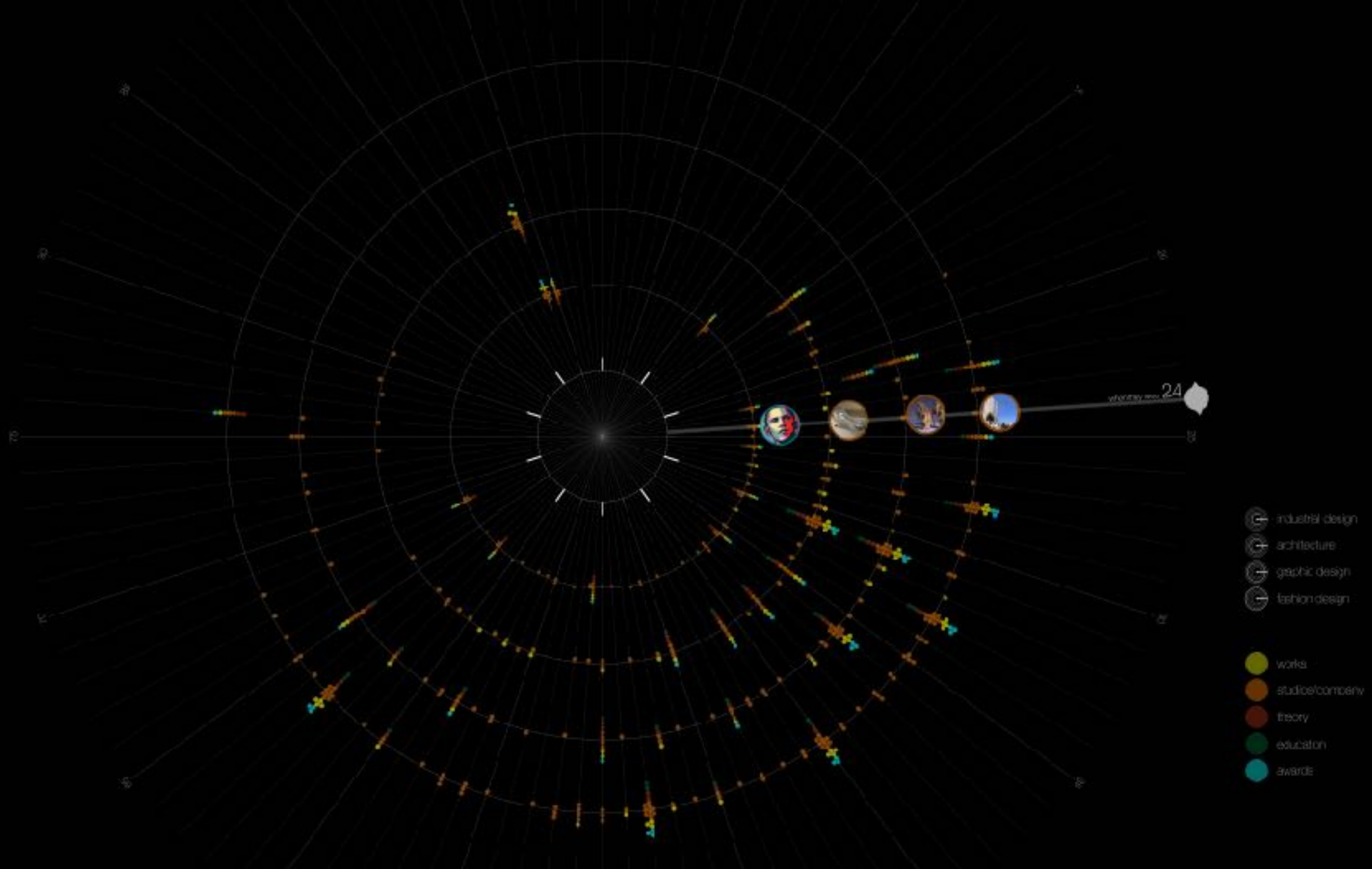
We design several pages each graph, show to  
People in design field (3 persons) and the  
people who is interested in design(2 persons);  
Ask degree of preference (1-10)  
And information understanding (1-10)



Plan 2: have a whole view 



Reference: 'Talking Mat' ,developed by Murphy and Cameron at the  
University of Stirling, 2008



Every dot stand for one design event  
 The events at your age are highlighted.  
 Description in detail  
 Choose certain design field and certain event (eg. only works)

### feedback

can't understand which axis stand for age at first glance ———highlight age circle  
 want to see pictures clearly —————detail description  
 want to know more works at the same period —————design annals  
 .....

## Design.o

O, circle, the main design element of the website

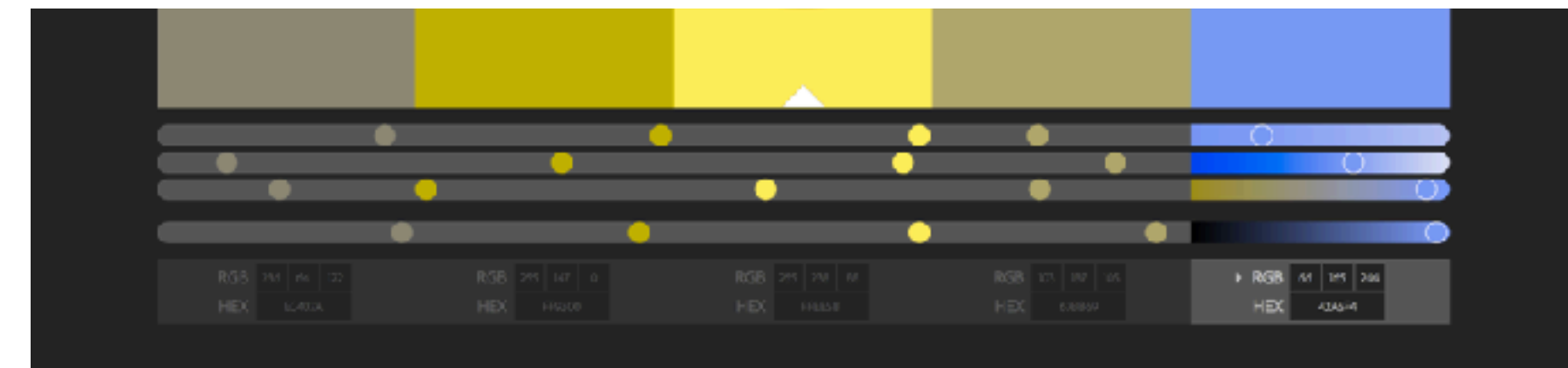
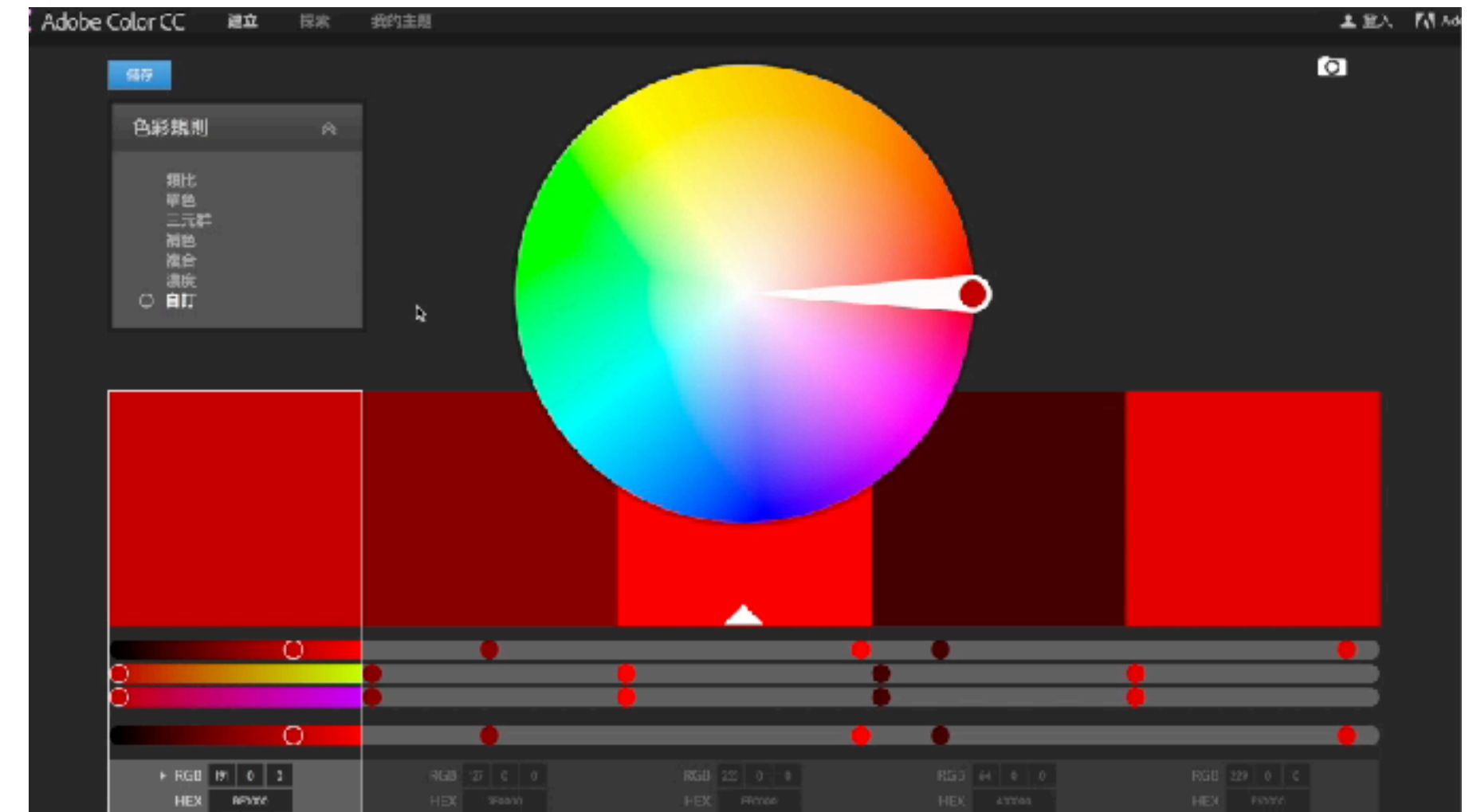
O, have a whole view of design history

O, the tone seems “I got and learn something “

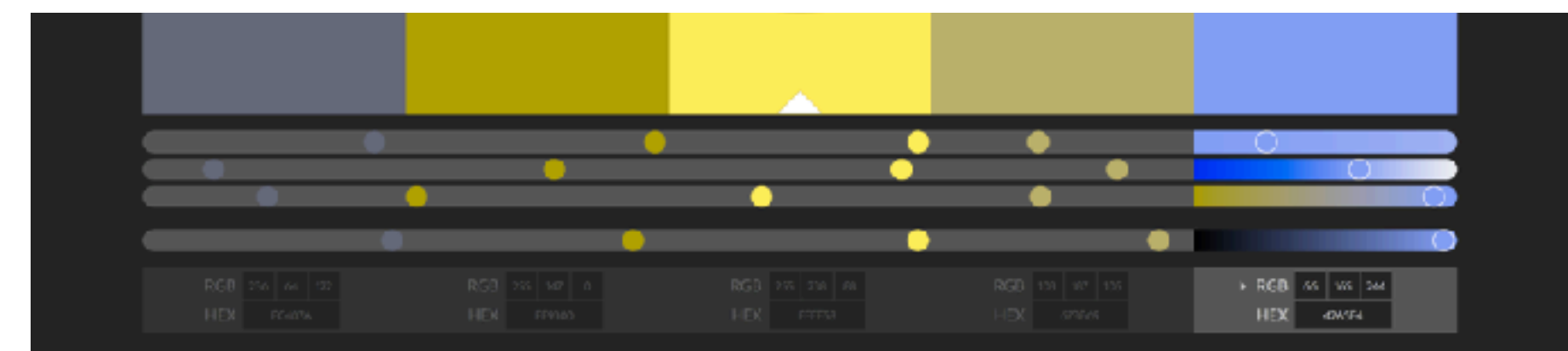


# Color

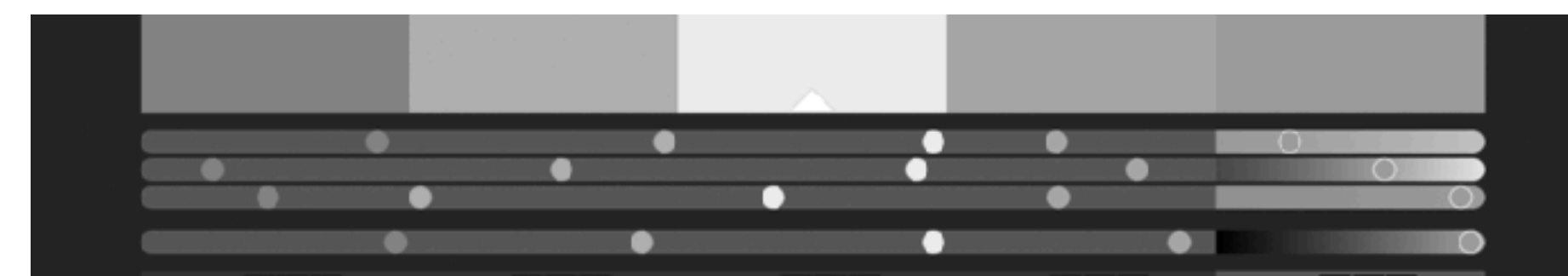
Bright and colorful colors  
Contrast colors  
Different color hue



Green blind

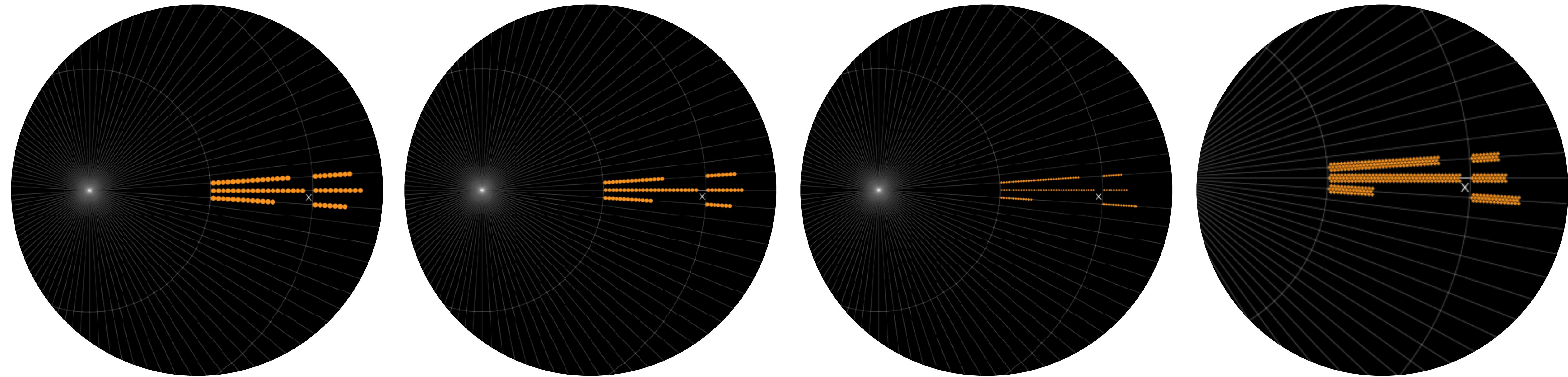


Red blind



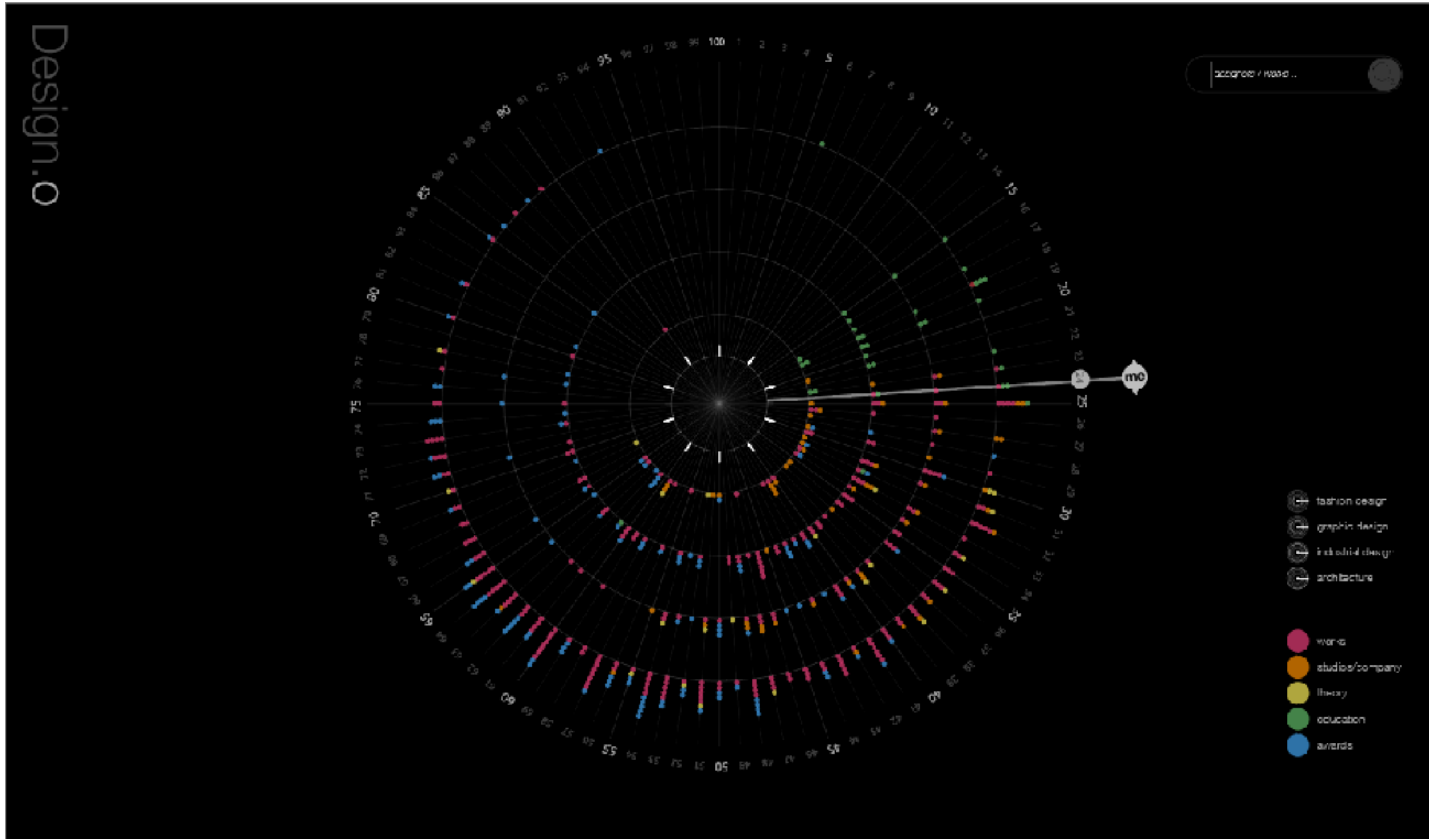
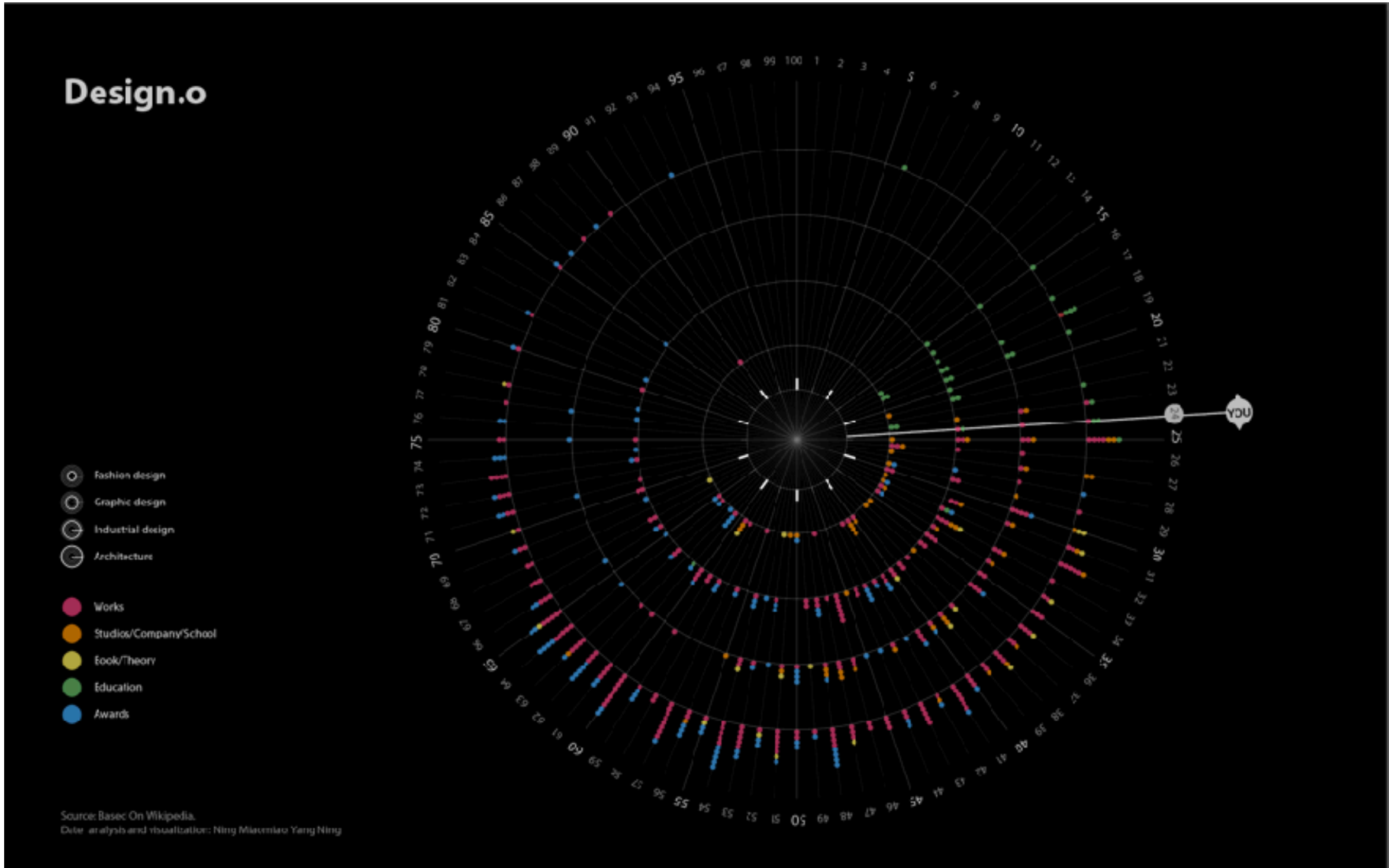
Color blind

# The layout of event points



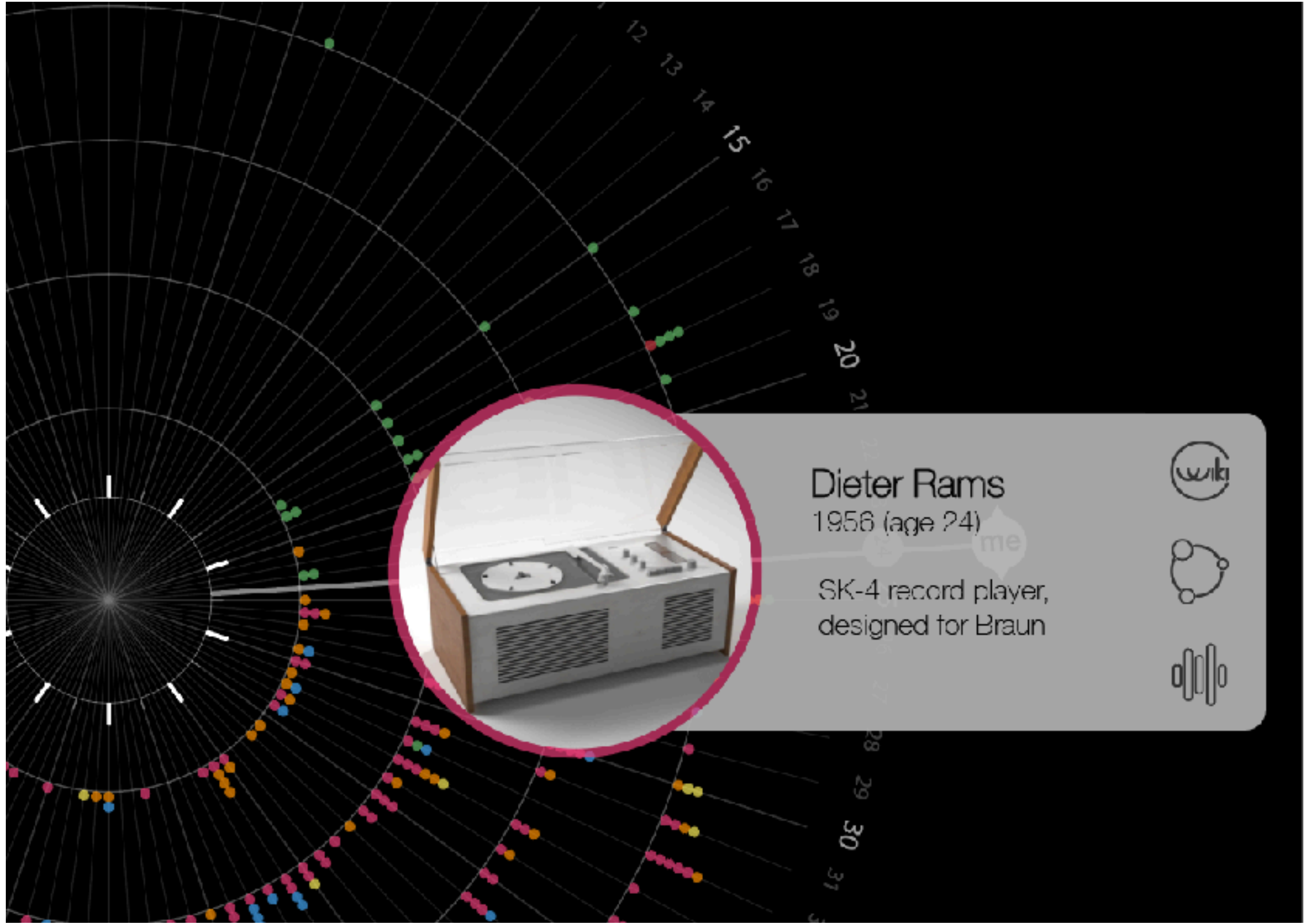
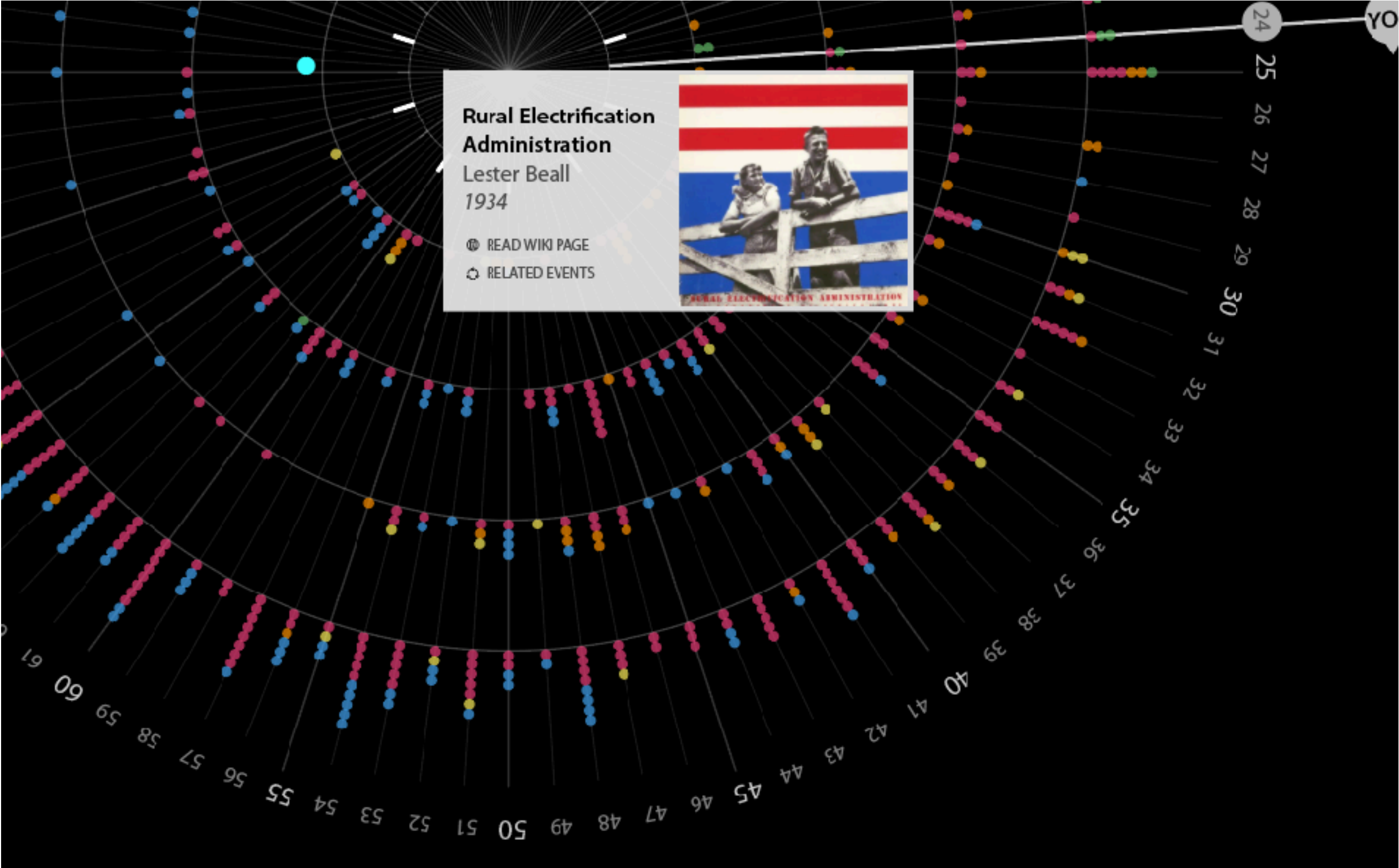


# How to show the annals?

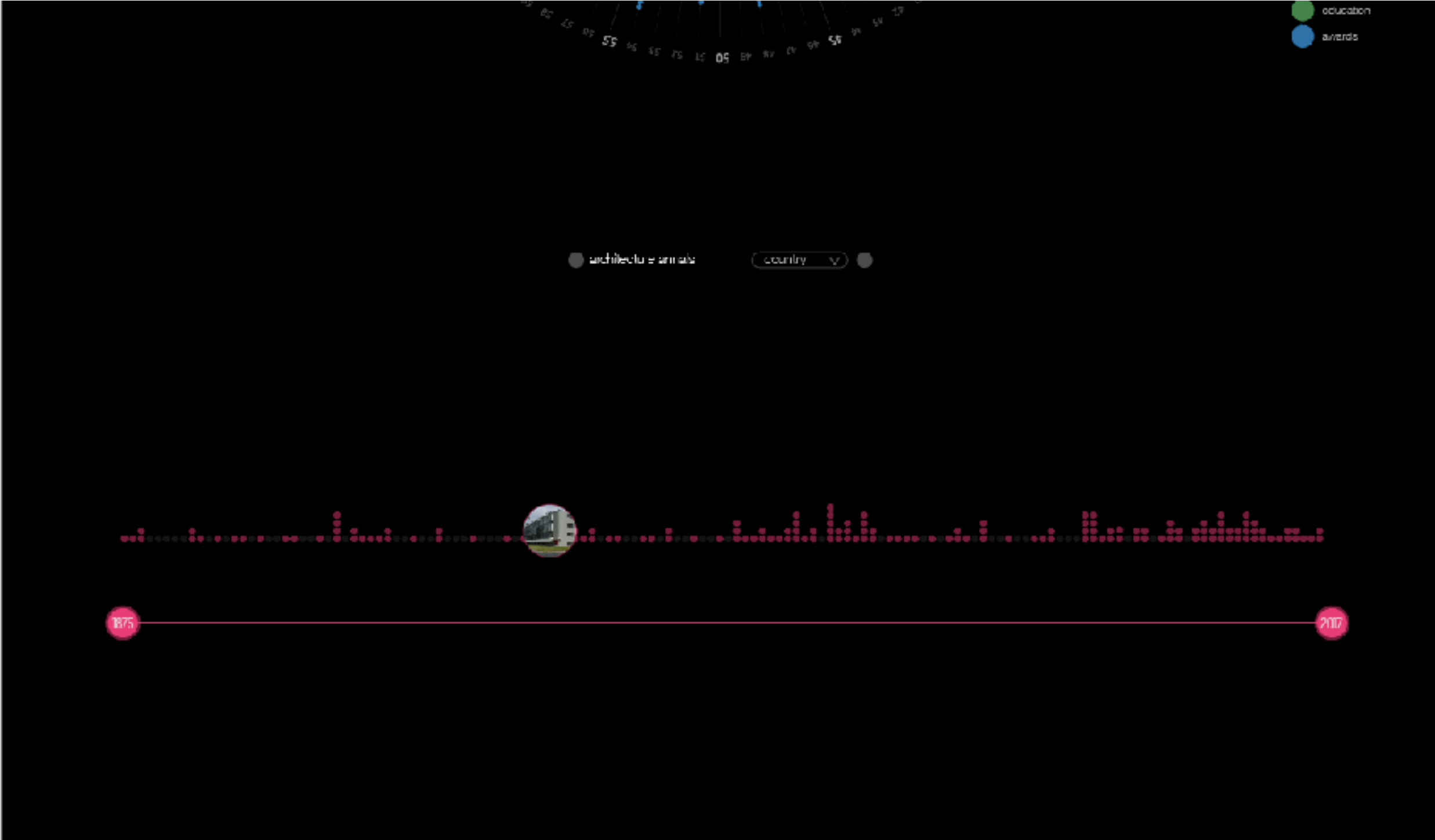
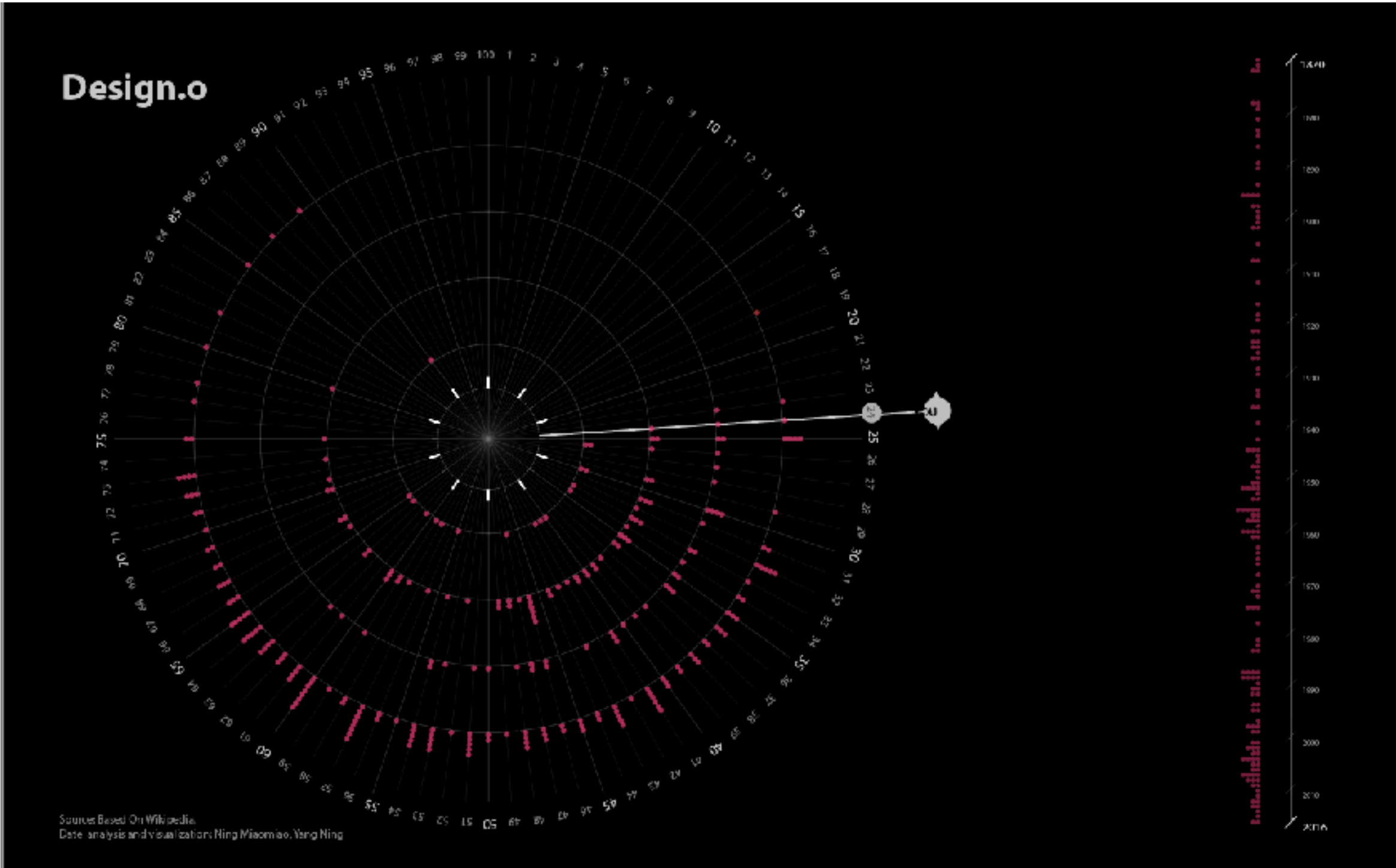




# How to show the details

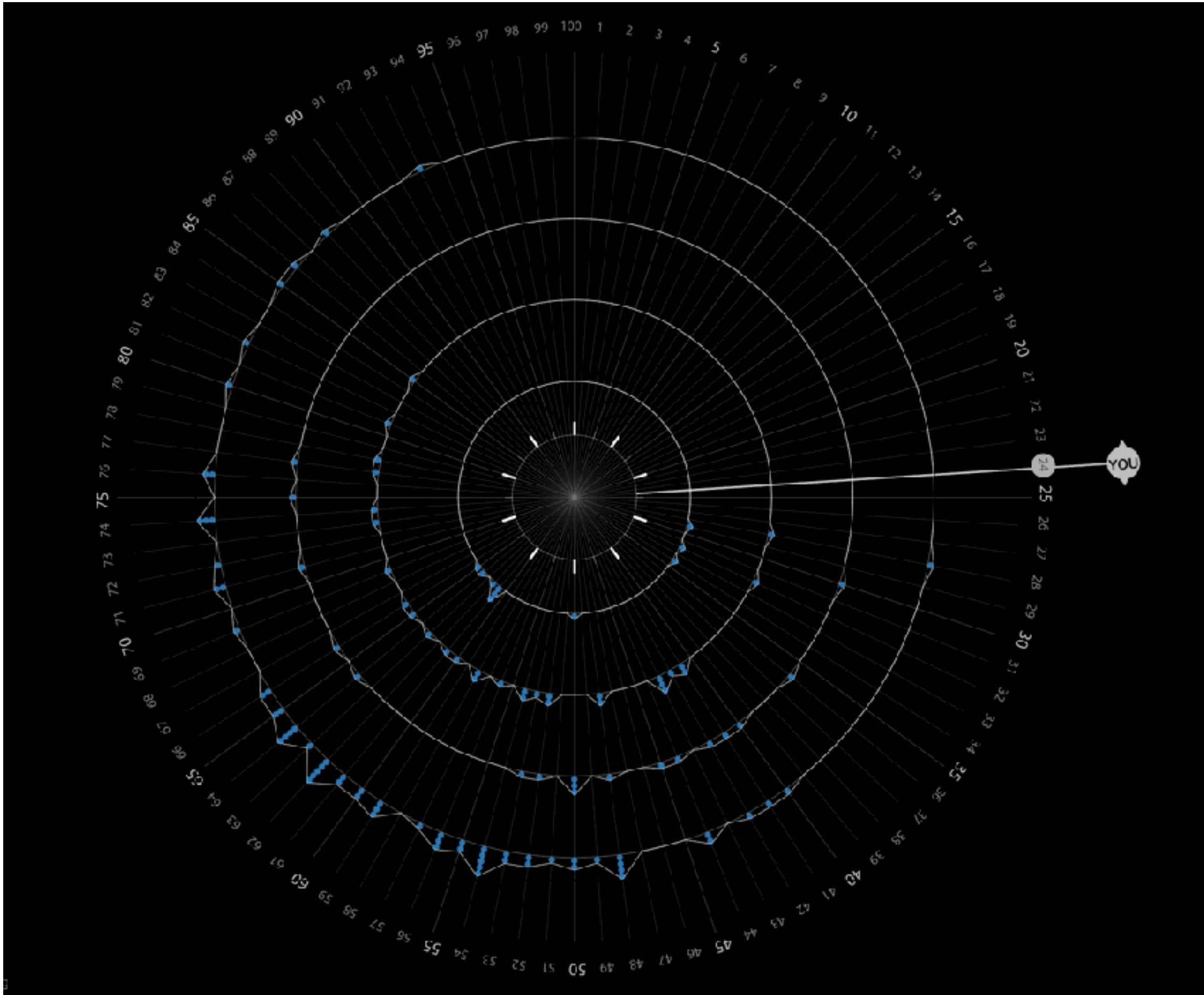
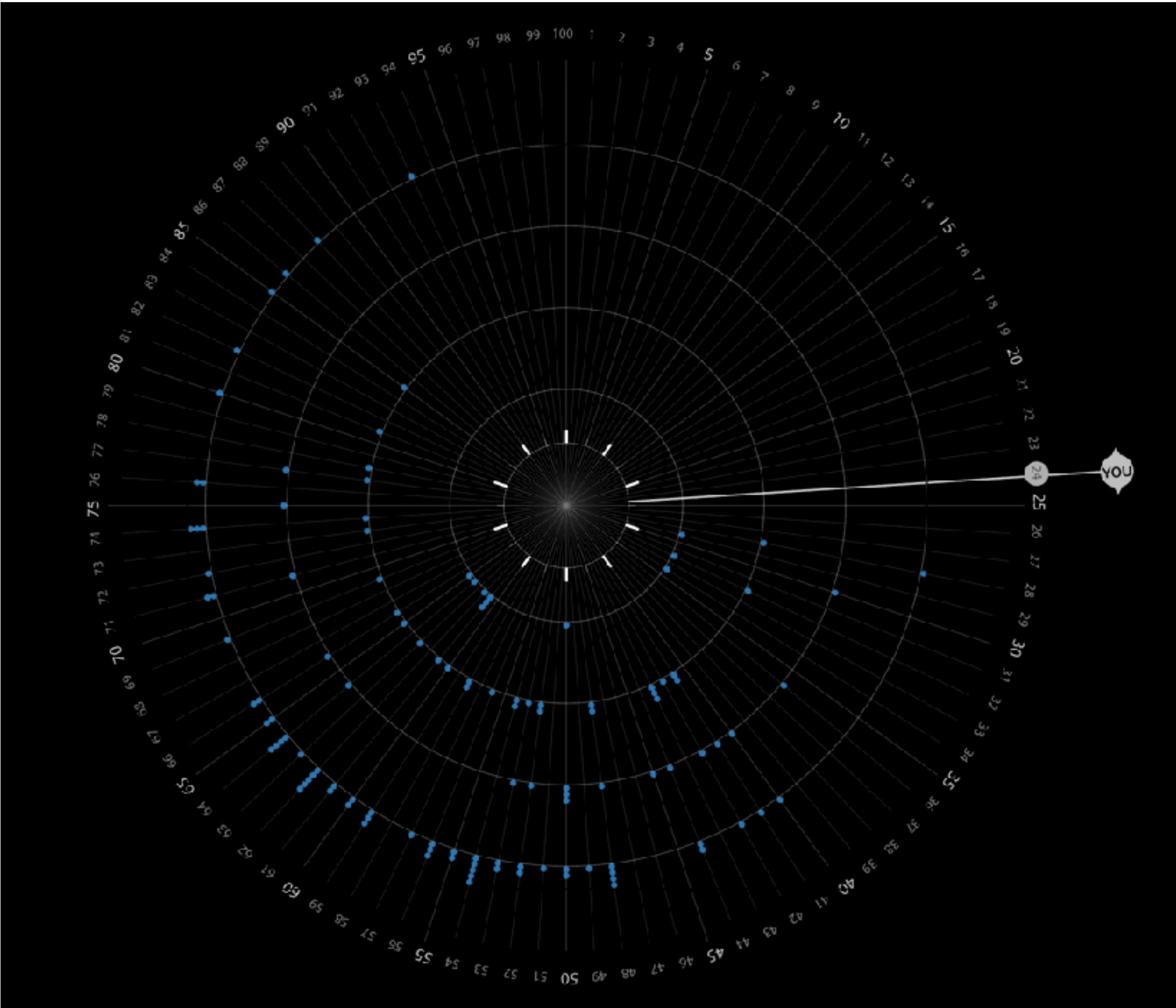


# How to show the details





# Others



## ***Future Work***

- user evaluation
- mobil application
- realize with 3d.js

**Thanks !**