Science Communication
Uni Basel – 5.12.2024
Every dot has an identity

Superdot Studio
Nicole Lachenmeier
Darjan Hil

Exam
12.12.24

Questions for the exam?
Assigement adjustments possible

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Modular Information Design
Europe in numbers

COUNTRY	CODE	Total Pop2021 in1mio	DiffPop 2021_2011 in percent	LandArea 2022 in_1000KM2	PopDensity per km2 2020	Degree of urbanisation 2021	Position Europa	In E.U.	Euro	Pop a*a
Iceland	IS	0.4	16%	103	4	94%	North	non EU	no EURO	0.6
Latvia	LV	2	-9%	63	31	68%	North	in EU	EURO	1.4
Croatia	HR	4	-6%	56	72	58%	South	in EU	EURO	2.0
Norway	NO	5	10%	385	15	83%	North	non EU	no EURO	2.3
Switzerland	CH	9	10%	41	219	74%	West	non EU	no EURO	2.9
Hungary	HU	10	-3%	91	107	72%	East	in EU	no EURO	3.1
Portugal	PT	10	-3%	91	112	67%	South	in EU	EURO	3.2
Romania	RO	19	-5%	234	84	54%	East	in EU	no EURO	4.4
Spain	ES	47	2%	503	95	81%	South	in EU	EURO	6.9
France	FR	68	4%	634	123	81%	West	in EU	EURO	8.2
SUM or MEDIAN		175	-0.5%	2'202	89.5	73%	10	10	10	

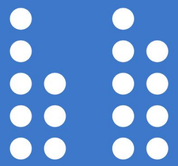
CATEGORY		Total Pop2021 in1mio	DiffPop 2021_2011 in percent	LandArea 2022 in_1000KM2	PopDensity per km2 2020	Degree of urbanisation 2021	Position Europa	In E.U.	Euro
Iceland	IS								
Latvia	LV								
Croatia	HR								
Norway	NO								
Switzerland	CH								
Hungary	HU								
Portugal	PT								
Romania	RO								
Spain	ES								
France	FR								

Modular Information Design
Elements of quantity: countable

Quantity **2A.2**

Line length
Countable

Quantity **2A.4**

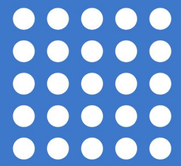


Line length
Countable with line break

Quantity **2A.6**

Area size
Countable

Quantity **2A.13**



Area size 100%
as a countable rectangle

Exercise G
in-class

Class	Superdot Studio / Modular Information Design 5.12.2024
Task	Every dot has an identity
Material	A5 paper (portrait format) / 4x color pens / ruler / scanner app
Step 1	Copy the table from the following slide and add the 4th empty column as well.
Step 2	Define a dot identity / symbol for each line in the table. Find inspiration in the elements of the visual dimensions, see slide.
Step 3	Scan (with scanning app) your sketch as .jpg Upload your sketch/table to Adam till Thursday 5.12 / 10pm
Step 4	Fill out the evaluation of the Science Communication class QR Code Link next slide – till Thursday 5.12 / 10pm

Science Communication
Evaluation 5.12

Europe in Numbers
In-class Exercise G

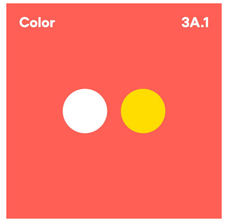
Euro / no Euro	Position in Europe	Total Population	Dot identity / Symbol
Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	
no Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	

Modular Information Design
Visual Dimensions selection

Color 3A.1	Color 3A.4	Color 3A.5	Shape 3B.1	Shape 3B.2	Shape 3B.3	Shape 3B.4	Shape 3B.5	Shape 3B.6	Shape 3B.7
									
Basic Colors	Color gradient	Filled and empty	Geometrical	Organic	Rotation	Direction	Stacking	Blurring	Transformation
Shape 3B.8	Pattern 3D.1	Pattern 3D.2	Pattern 3D.3	Pattern 3D.4	Pattern 3D.5	Contour 3E.1	Contour 3E.2	Contour 3E.3	Contour 3E.4
									
Volume	Texture	Broken lines	Line thickness	Density	Direction	Color	Interruption	Thickness	Shape
Contour 3E.5	Isotype 3F.1	Isotype 3F.2	Isotype 3F.3	Isotype 3F.4	Isotype 3F.5	Isotype 3F.6	Isotype 3F.7	Isotype 3F.8	
									
Details	Figurative Shape	Figurative Shape Detail	Direction	Background Shaded	Background / Foreground	Background Areal	Frame or separating line	Background Figurative	

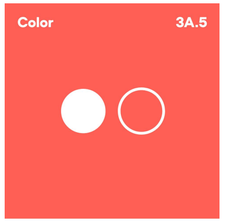
Europe in Numbers
In-class Exercise G

Euro / no Euro	Position in Europe	Total Population	Symbol
Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	
no Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	

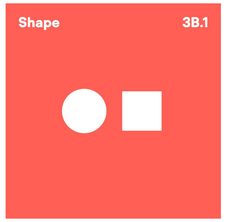


Basic Colors

Color gradient

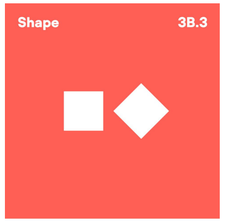


Filled and empty

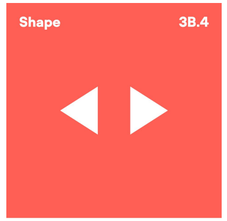


Geometrical

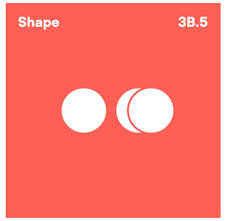
Organic



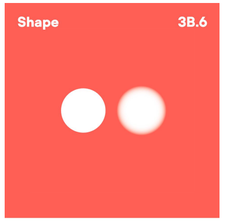
Rotation



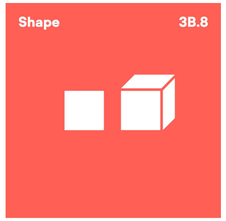
Direction



Stacking

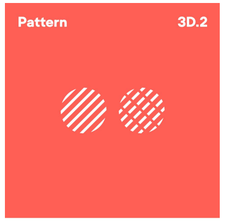


Blurring



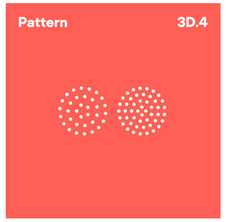
Volume

Texture

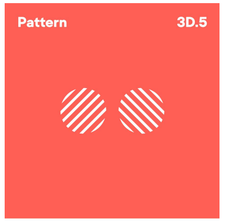


Broken lines

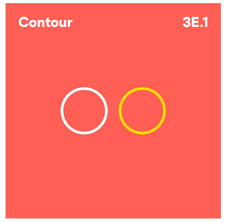
Line thickness



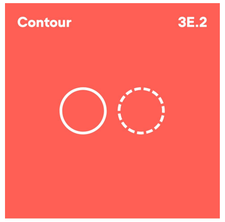
Density



Direction

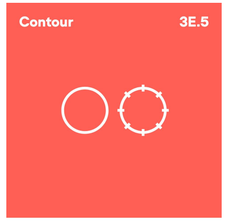


Color

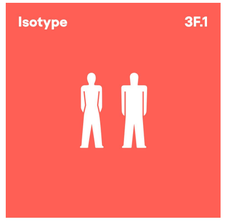


Interruption

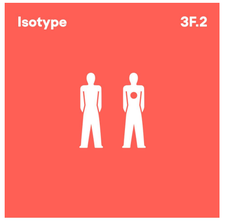
Thickness



Details



Figurative Shape

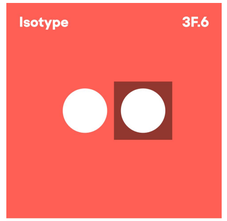


Figurative Shape
Detail

Direction

Background
Shaded

Background / Foreground



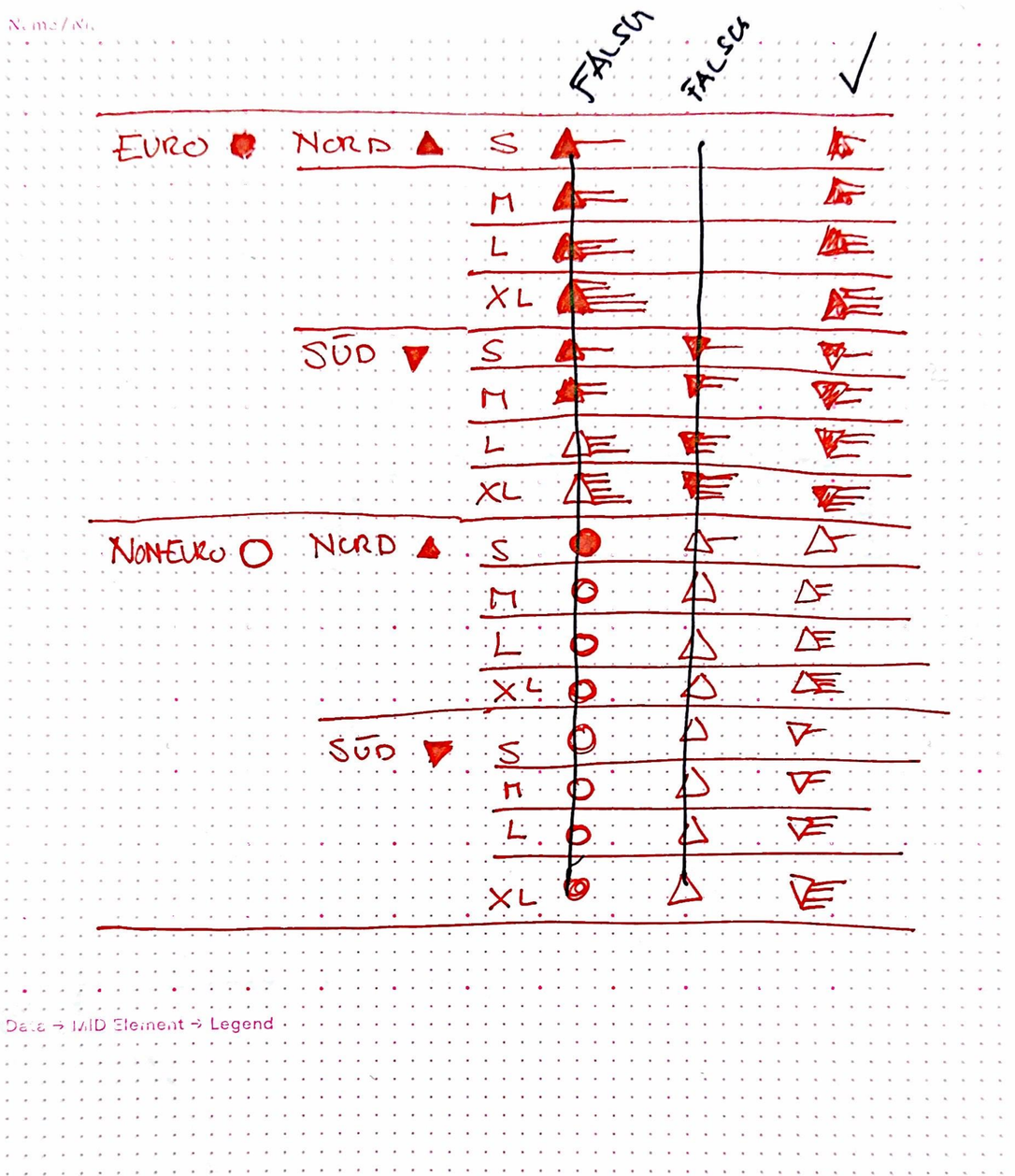
Background
Areal

Frame or separating line

Background
Figurative

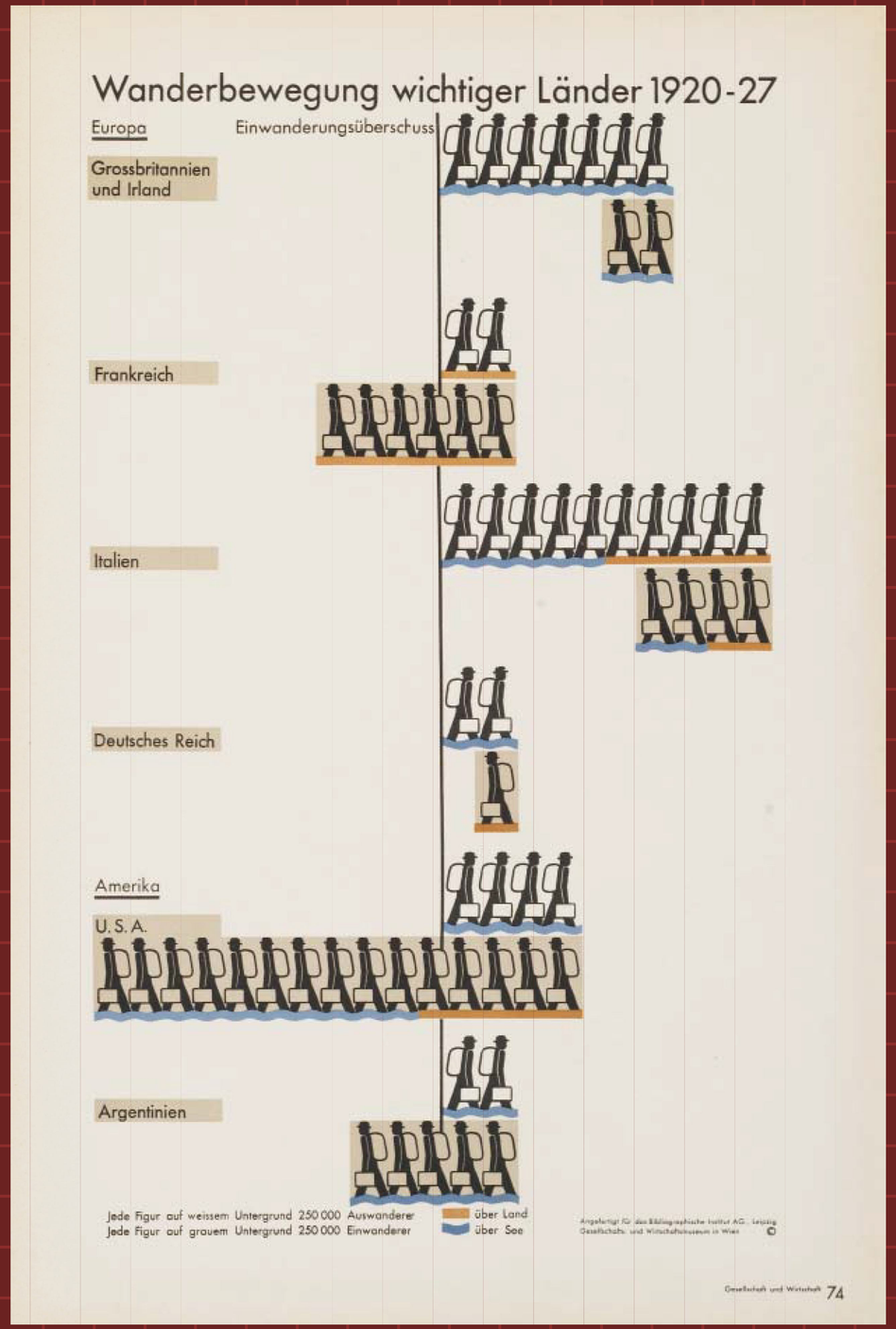
Europe in Numbers
In-class Exercise G
Result example

Euro / no Euro	Position in Europe	Total Population	Symbol
Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	
no Euro	North	S	
		M	
		L	
		XL	
	South	S	
		M	
		L	
		XL	



Every dot has an identity

Otto Neurath
Gesellschaft und Wirtschaft 1930



Quantity 2A.4

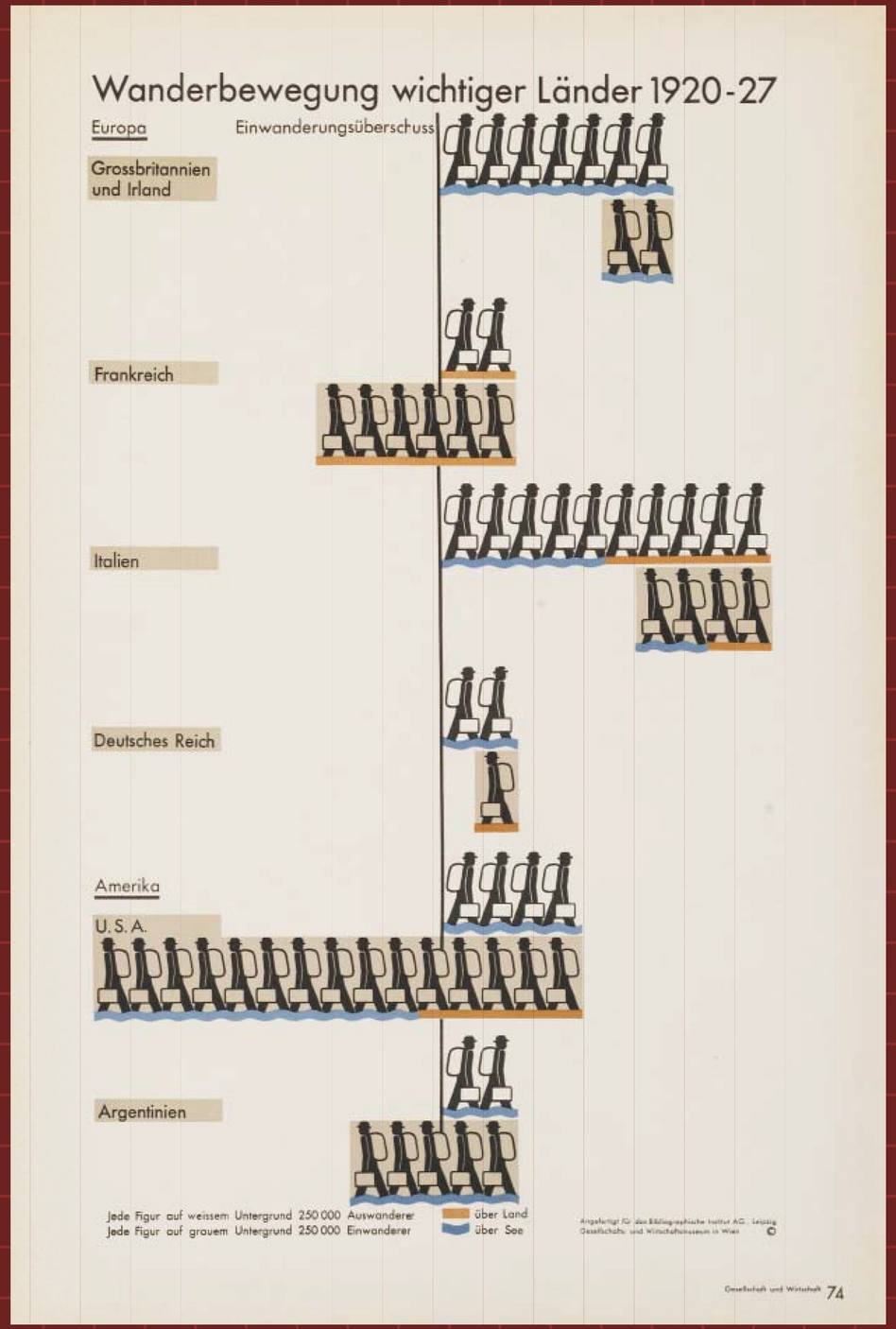
Line length
Countable with line break

Isotype 3F.3

Direction

Every dot has an identity

Otto Neurath
Gesellschaft und Wirtschaft 1930



Quantity 2A.4

Line length
Countable with line break

Grouping 4B.4

Mirroring

Isotype 3F.3

Direction

Isotype 3F.6

Background
Areal

Line 3C.1

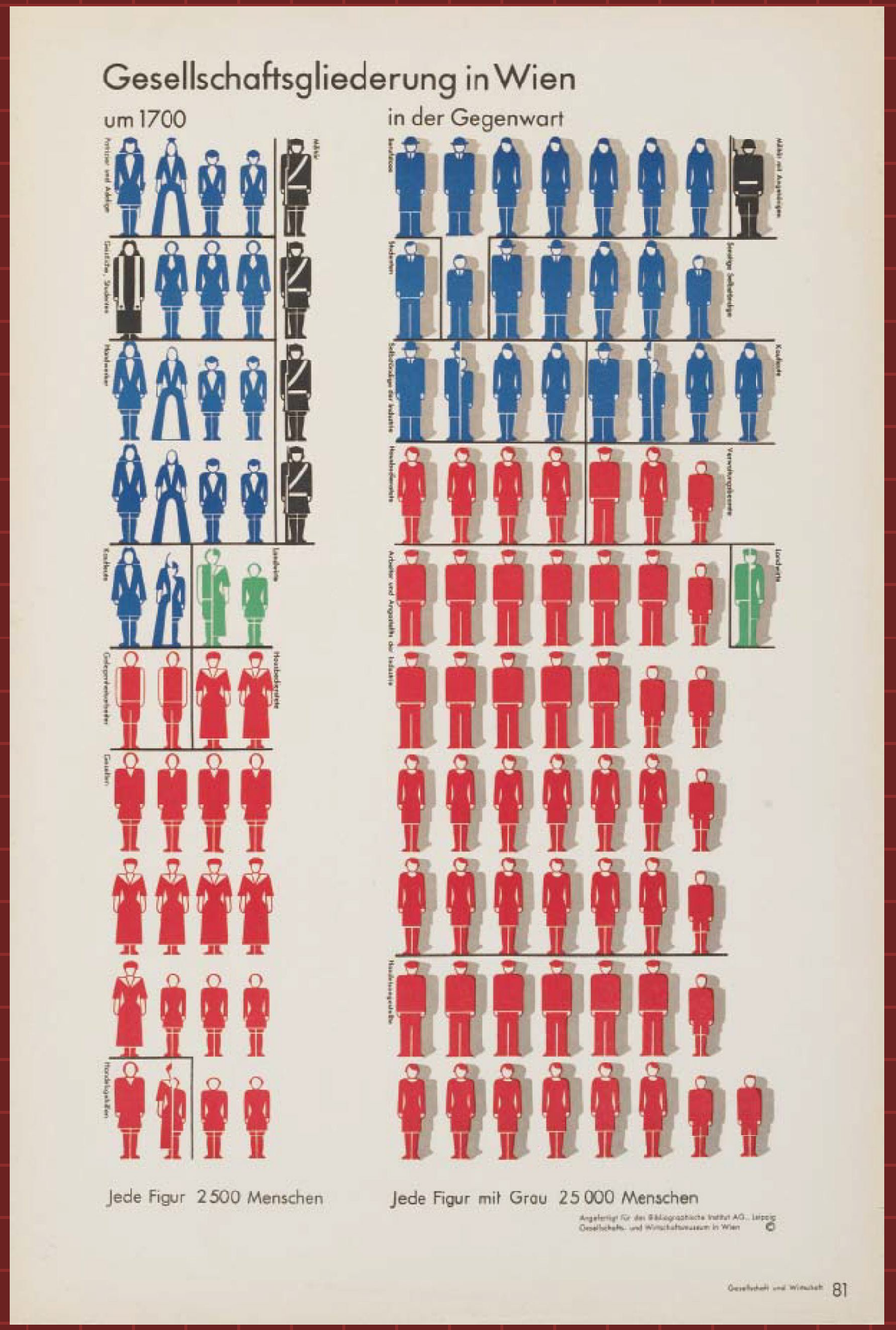
Color

Line 3C.4

Roughing

Every dot has an identity

Otto Neurath
Gesellschaft und Wirtschaft 1930



Otto Neurath
Gesellschaft und Wirtschaft
1930

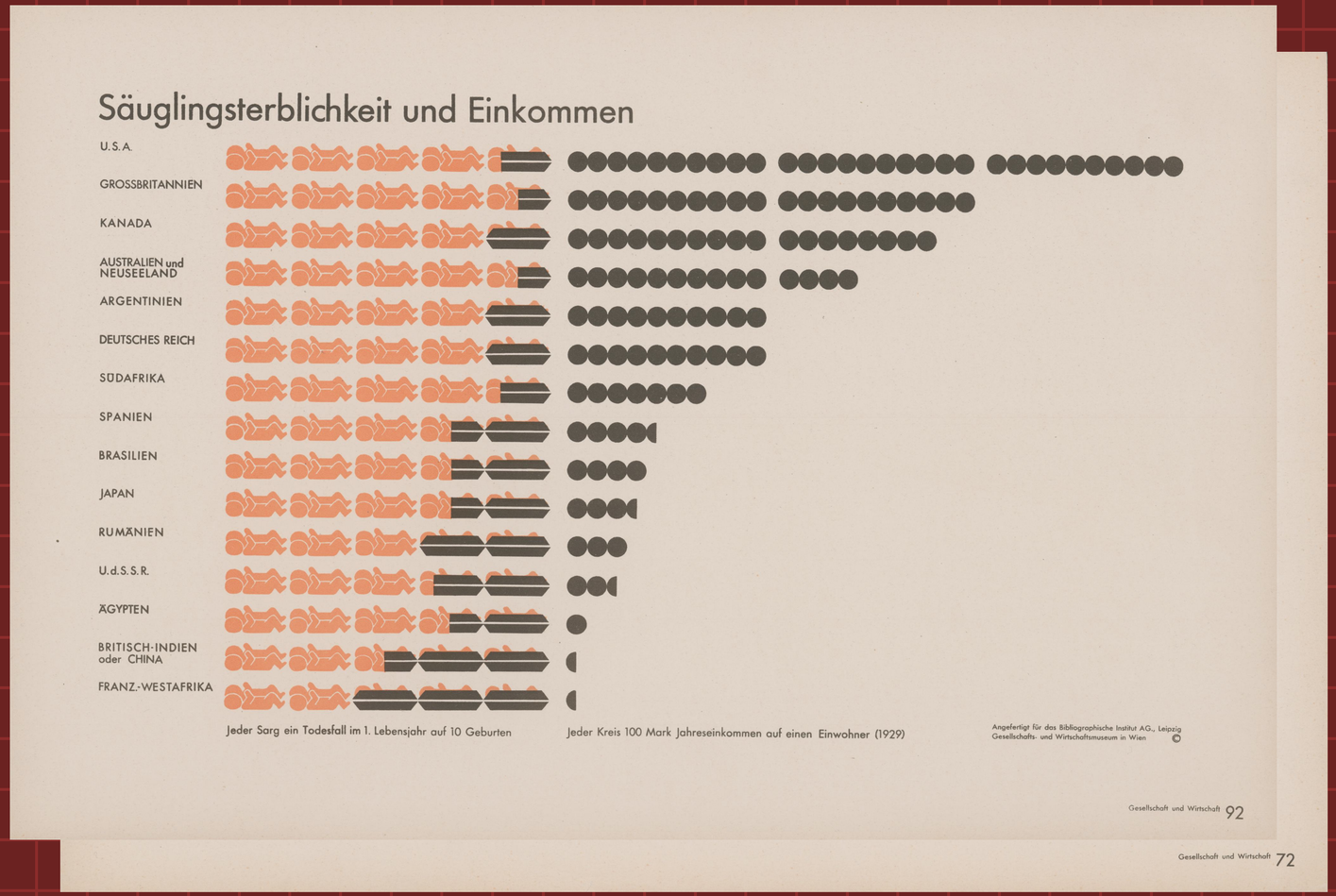
Quantity 2A.4

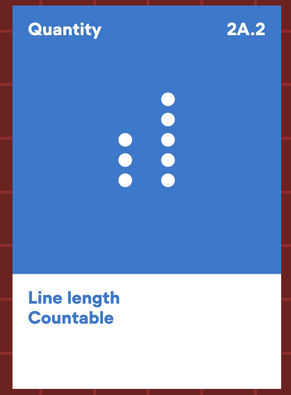
Line length
Countable with line break

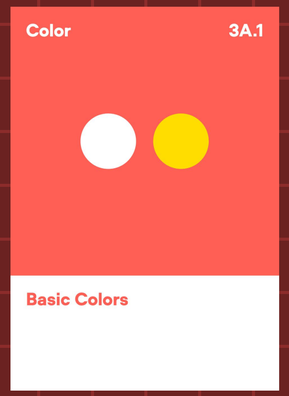
Isotype 3F.1

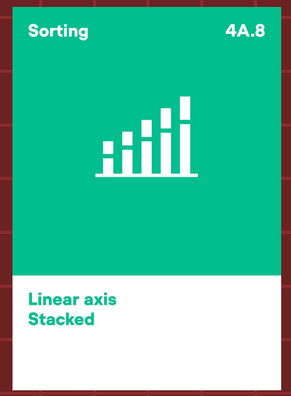
Figurative Shape

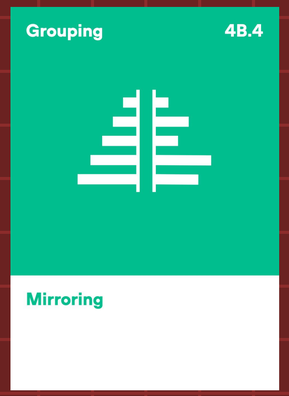
Otto Neurath
Gesellschaft und Wirtschaft
1930











Otto Neurath
Gesellschaft und Wirtschaft
1930

Position 2B.5

Points in space
Geographical coordinates

Quantity 2A.4

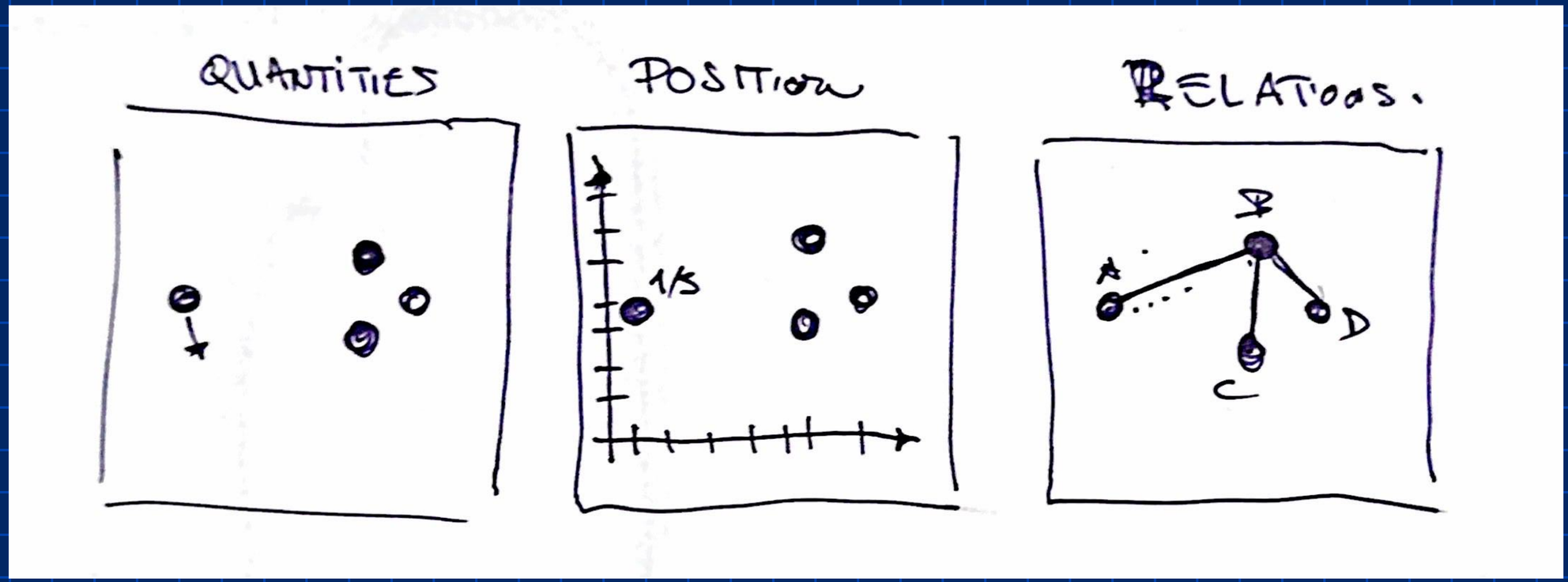
Line length
Countable with line break

Isotype 3F.1

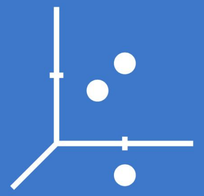
Figurative Shape

Modular Information Design
Diagrammatic Dimensions
Quantity – Position – Realationship

Quantity 2A.2	Position 2B.2	Relationship 2C.1
Line length Countable	Points in space Two coordinate axes	Network Non-hierarchical



Modular Information Design
Diagrammatic Dimensions – Position

Position 2B.1	Position 2B.2	Position 2B.3	Position 2B.4	Position 2B.5
				
Points in space **One coordinate axis**	**Points in space** **Two coordinate axes**	**Points in space** **Three coordinate axes**	**Points in space** **Polar axes**	**Points in space** **Geographical coordinates**

Modular Information Design
Diagrammatic Dimensions – Relationship

Relationship 2C.1

Network
Non-hierarchical

Relationship 2C.2

Network
Hierarchical

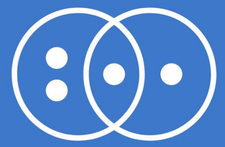
Relationship 2C.3

Network
Linear

Relationship 2C.4

Network
Circular

Relationship 2C.5

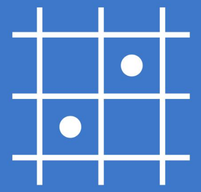


Nesting
Intersection sets

Relationship 2C.6

Nesting
Stacking

Relationship 2C.7



Nesting
Matrix

Exercise G
homework

Class	Superdot Studio / Modular Information Design 5.12.2024
Task	Relationship Visualization On Data And Design talk
Material	A5 grid paper (portrait format) / 4x color pens / ruler / scanner app
Step 1	Select one of the talks you already worked on in exercise F On Data And Design Youtube channel
Step 2	Visualize the relationships in the selected On Data And Design talk with Modular Information Design Elements Use selected elements: Diagrammatic Dimensions – Relationship (blue) Use selected elements: Visual Dimensions – For dots (red) Use selected elements: Visual Dimensions – For lines (red)
Step 3	Legend: Add number of the used elements or draw the used elements
Step 4	Scan (with scanning app) your sketch as .jpg Upload your sketch/table to Adam till Wednesday 11.12 / 10am

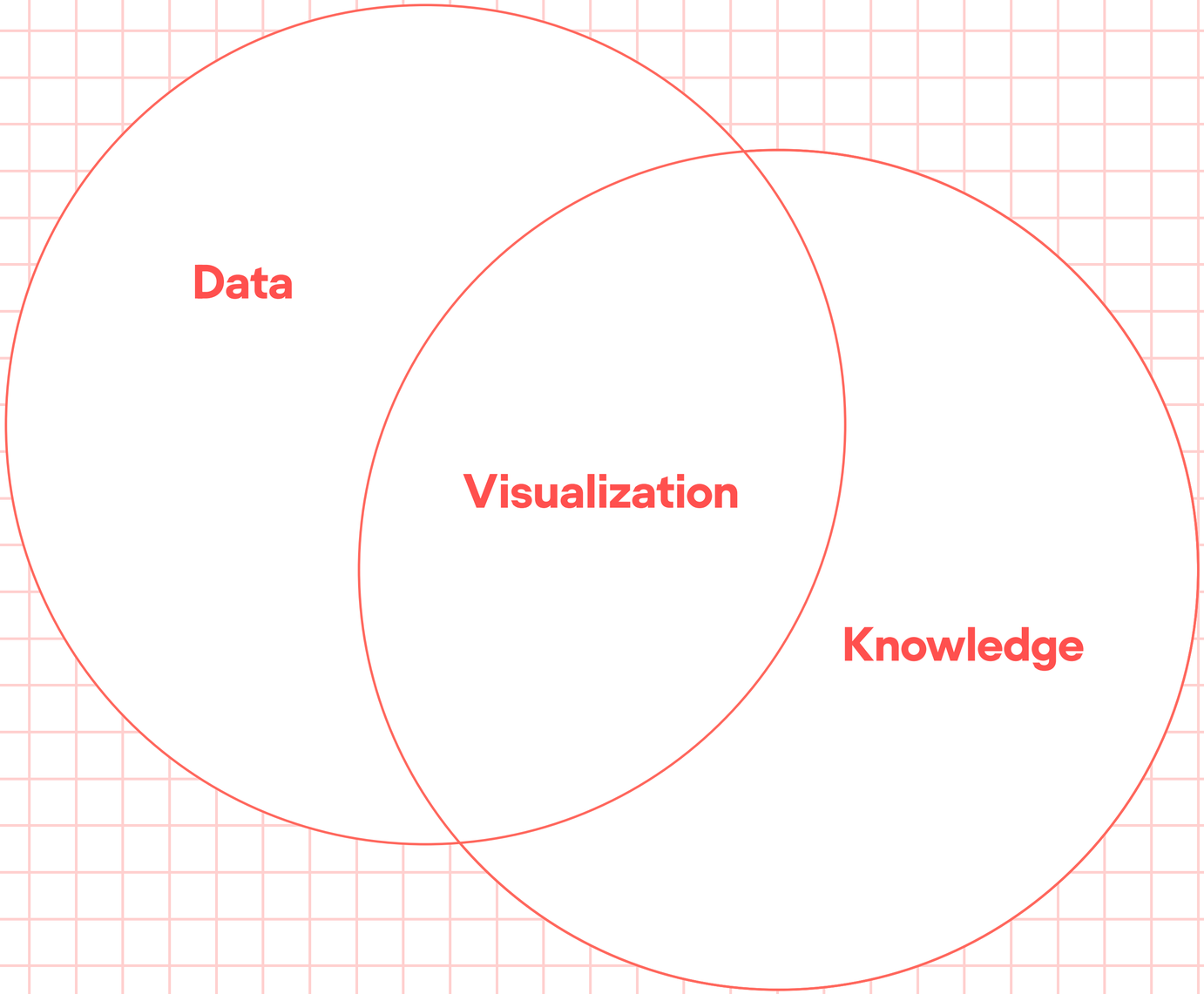
Modular Information Design
Visual Dimensions selection
For dots

Color 3A.1  Basic Colors	Color 3A.4  Color gradient	Color 3A.5  Filled and empty	Shape 3B.1  Geometrical	Shape 3B.2  Organic	Shape 3B.3  Rotation	Shape 3B.4  Direction	Shape 3B.5  Stacking	Shape 3B.6  Blurring	Shape 3B.7  Transformation
Shape 3B.8  Volume	Pattern 3D.1  Texture	Pattern 3D.2  Broken lines	Pattern 3D.3  Line thickness	Pattern 3D.4  Density	Pattern 3D.5  Direction	Contour 3E.1  Color	Contour 3E.2  Interruption	Contour 3E.3  Thickness	Contour 3E.4  Shape
Contour 3E.5  Details	Isotype 3F.1  Figurative Shape	Isotype 3F.2  Figurative Shape Detail	Isotype 3F.3  Direction	Isotype 3F.4  Background Shaded	Isotype 3F.5  Background / Foreground	Isotype 3F.6  Background Areal	Isotype 3F.7  Frame or separating line	Isotype 3F.8  Background Figurative

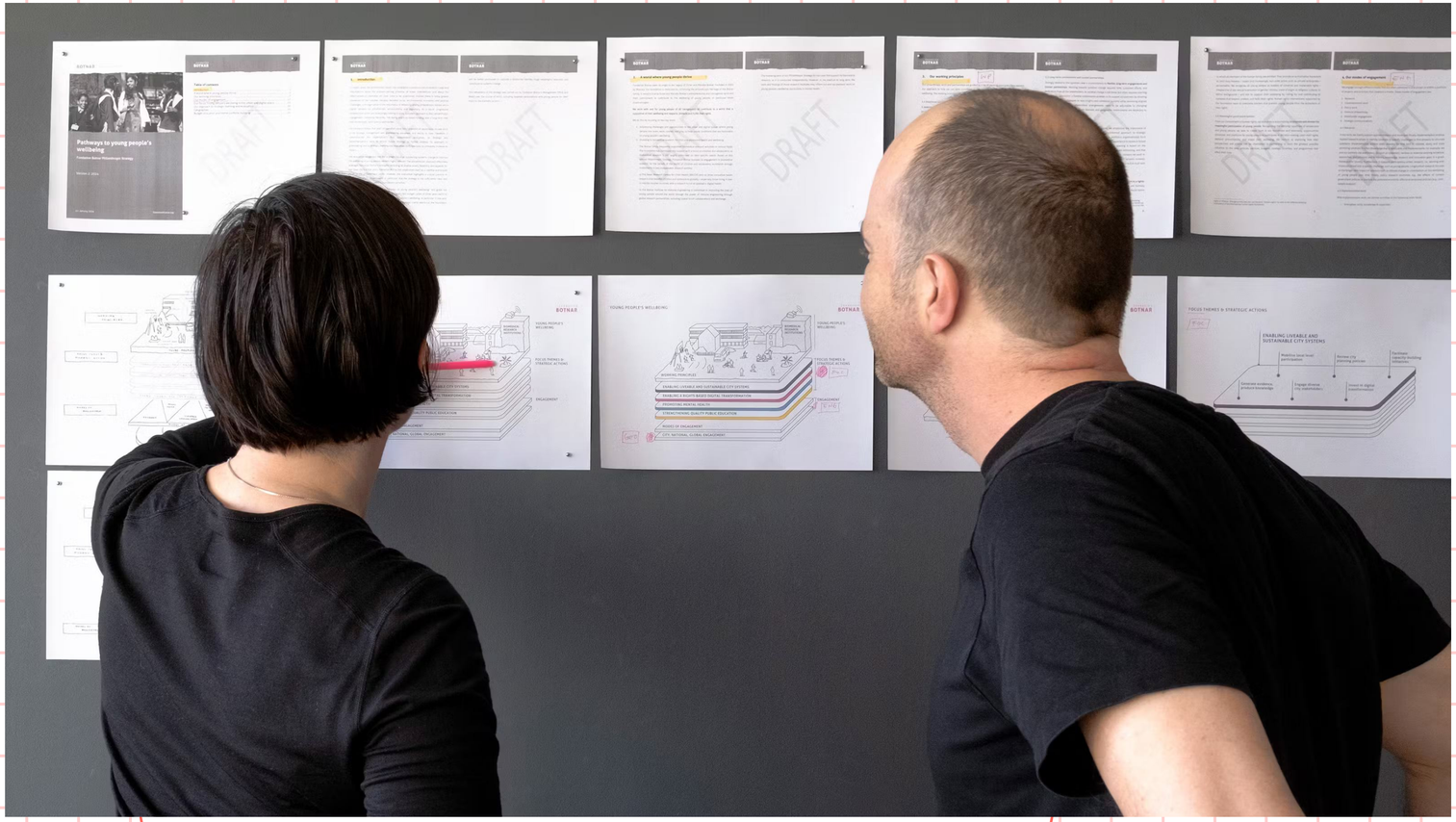
Modular Information Design
Visual Dimensions selection:
For lines

Line 3C.1	Line 3C.2	Line 3C.3	Line 3C.4	Line 3C.5	Line 3C.6	Line 3C.7	Line 3C.8
							
Color	Thickness	Interruption	Roughing	Details	Organic	Detail Beginning or end	Arrow

Text and numbers

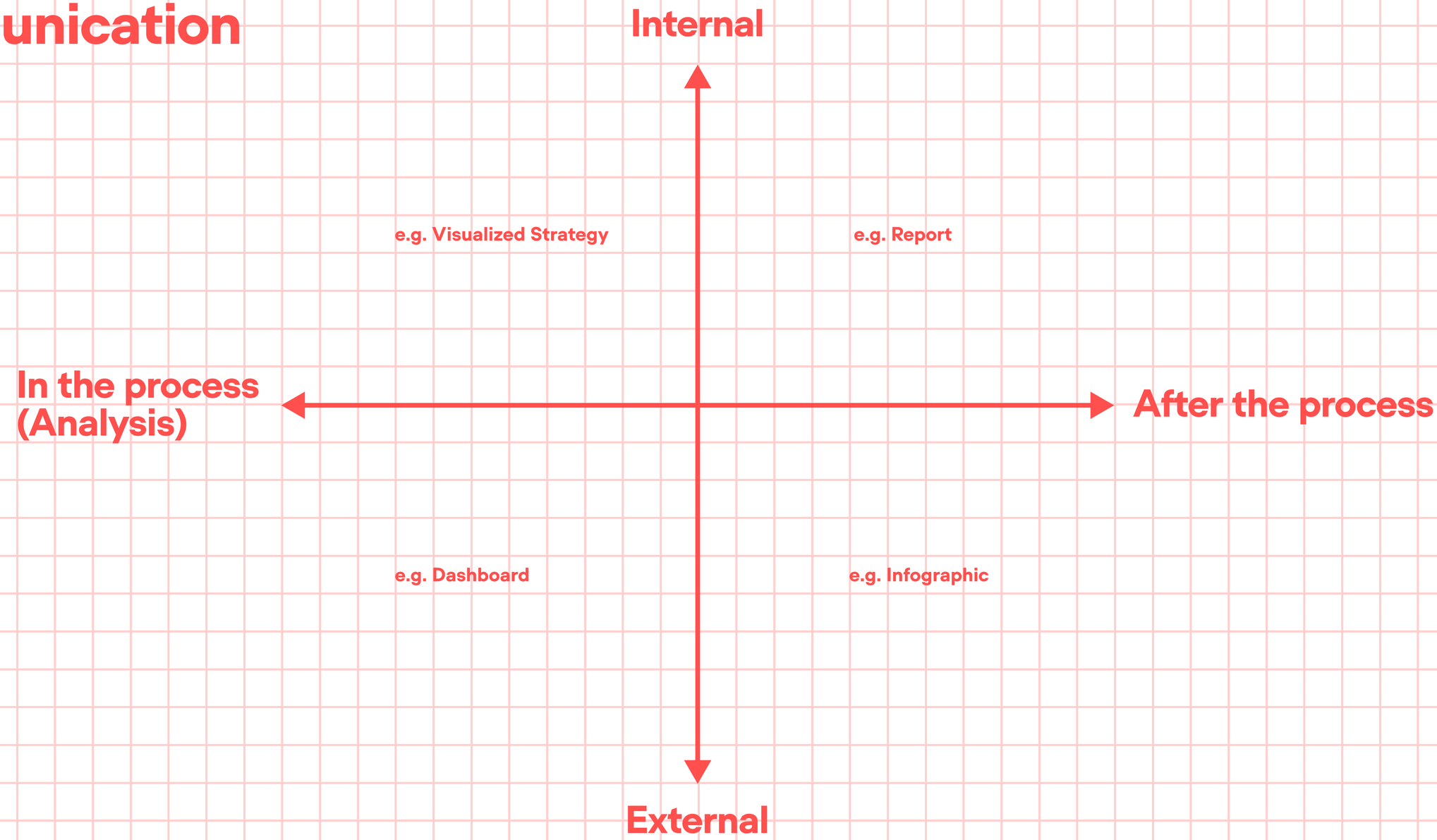


Knowlegde Visualization

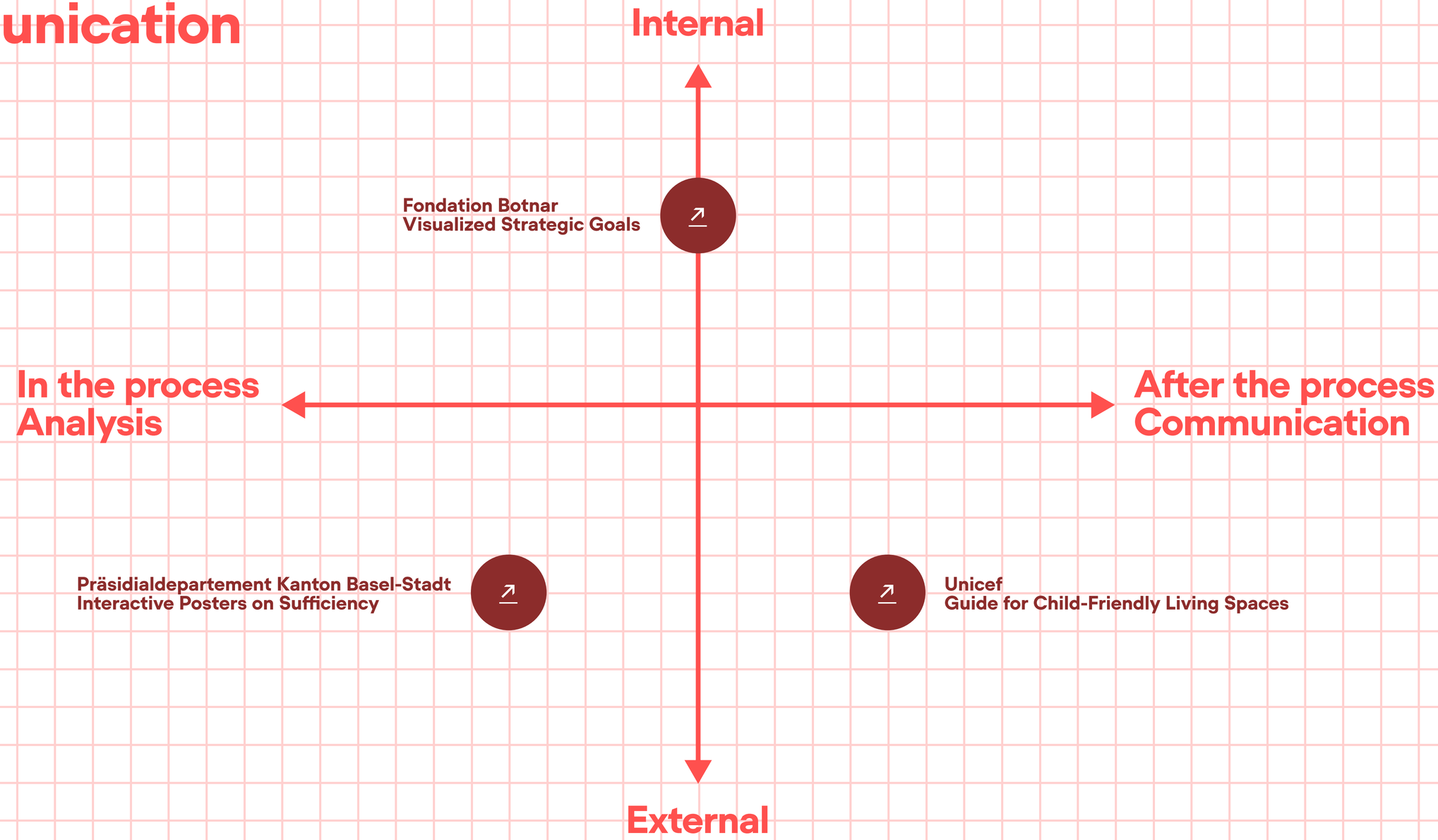


Knowledge

Visualization for Communication

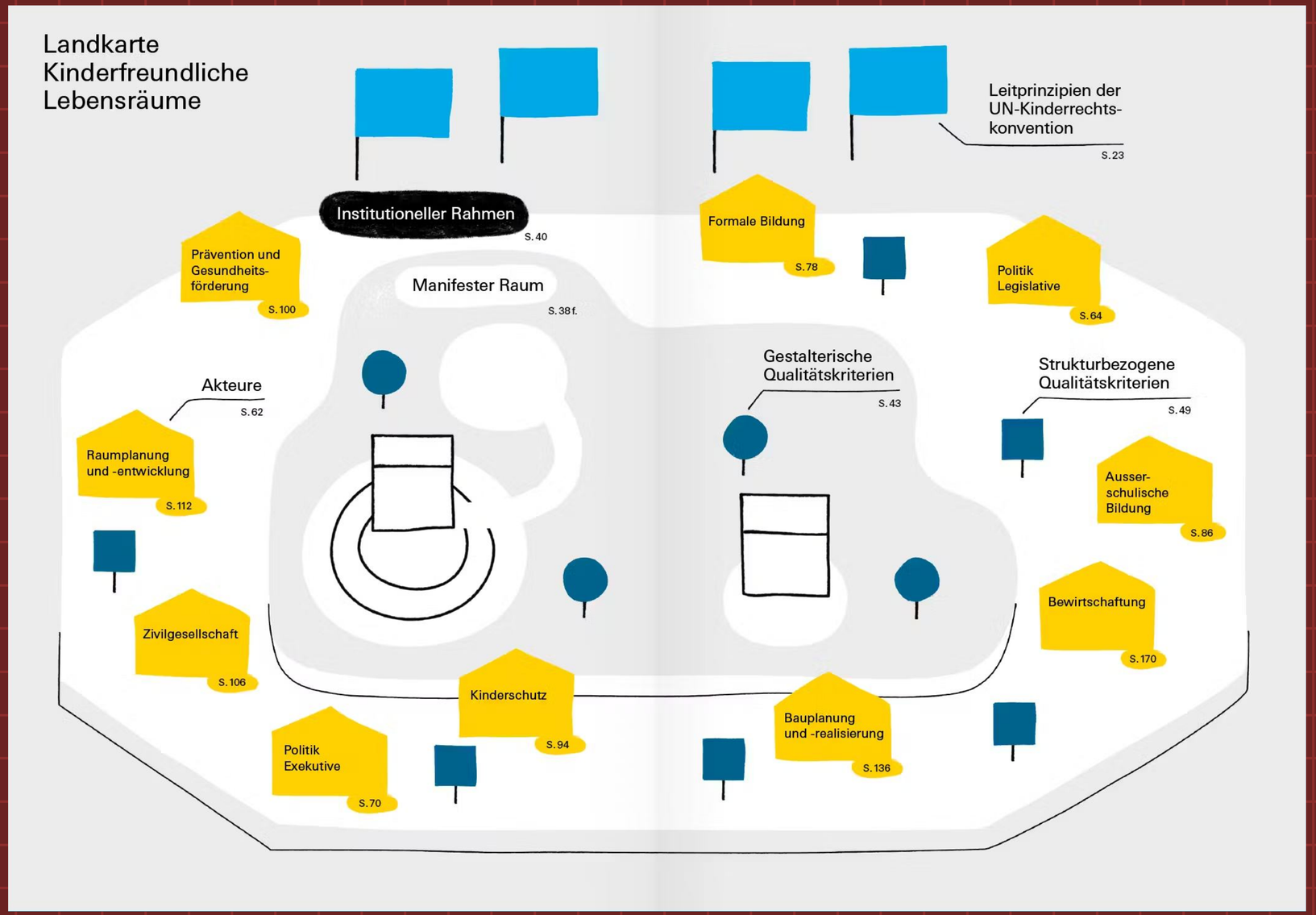


Visualization for Communication



Unicef
Guide for Child-Friendly Living Spaces

Unicef
Guide for Child-Friendly Living Spaces



Relationship 2C.6

Nesting
Stacking

Color 3A.1

Basic Colors

Shape 3B.1

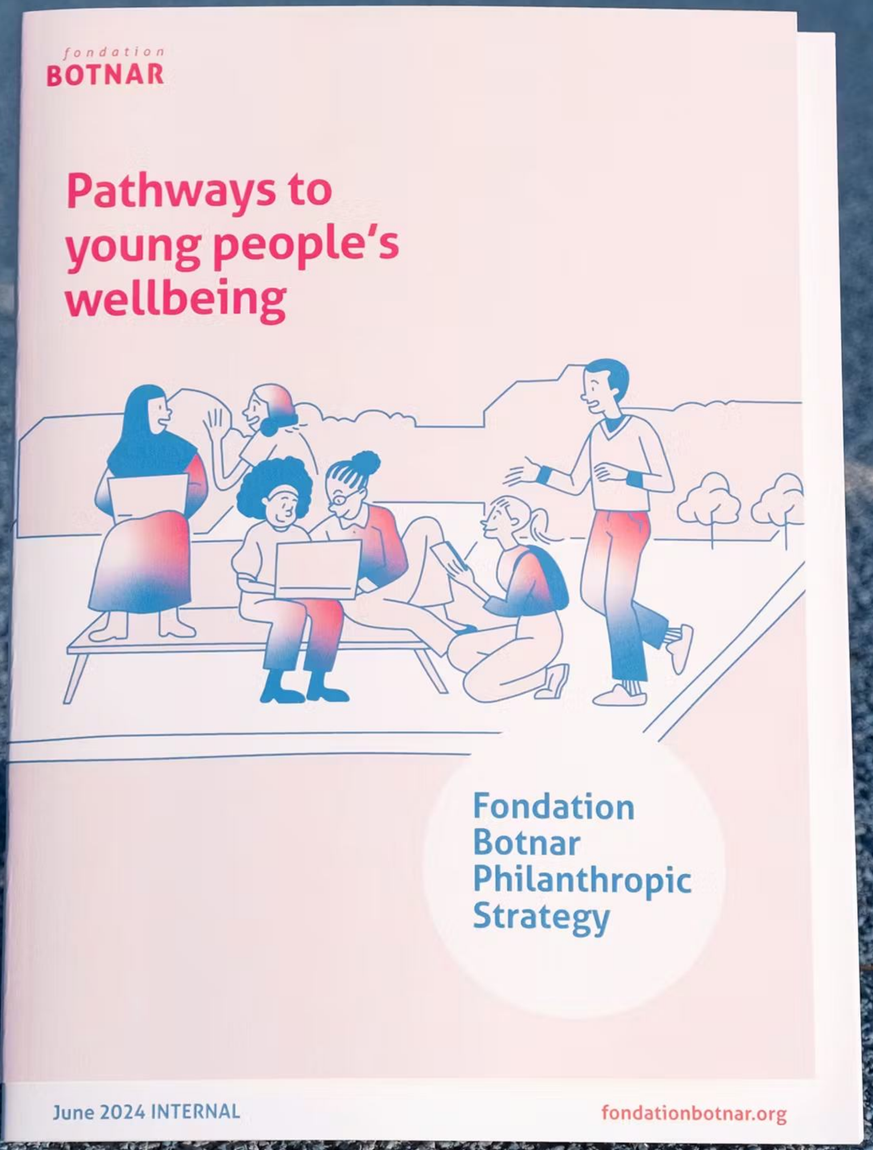
Geometrical

Shape 3B.8

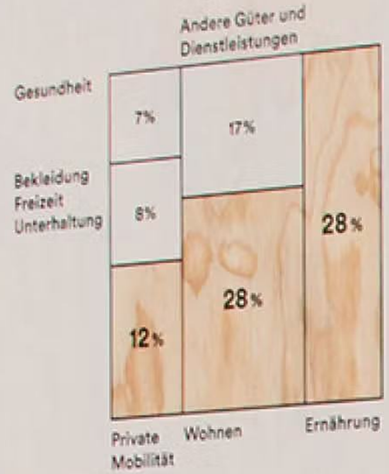
Volume

Verstärkung

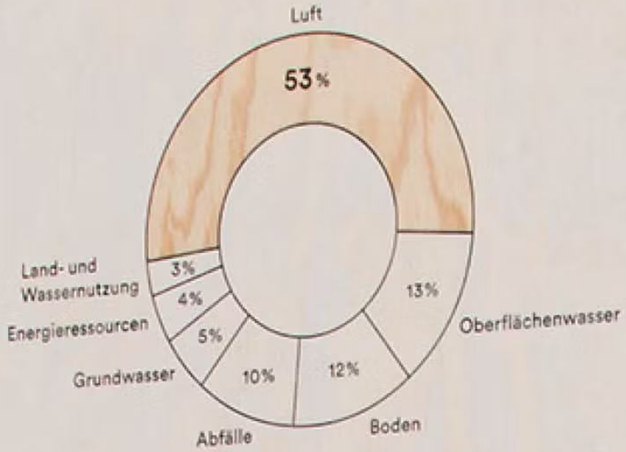
Fondation Botnar
Visualized Strategic Goals



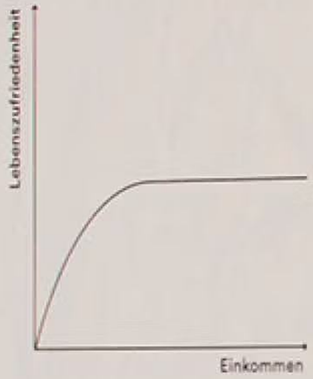
UMWELTBELASTUNG / BEREICHE



UMWELTBELASTUNG / ART



EINKOMMEN / LEBENSZUFRIEDENHEIT



Die Glücksforschung zeigt:

UMWELTBELASTUNG / CO_2 PRO PERSON / JAHR

20 483 KM PRO EINWOHNER/-IN DER SCHWEIZ SIND WIR JÄHRLICH UNTERWEGS.

AUTOBESITZ

Basel-Stadt: 45% der Haushalte

Schweiz: 79% der Haushalte

WIE SIND SIE AM LIEBSTEN TÄGLICH UNTERWEGS?