

# Designing Visual Information

Bram Rutten

Assignment:  
Designing Visual Information

Assignor:  
dr.ir. B.J. Hengeveld

Student:  
Bram Rutten  
B2 (premaster)  
s140795

# content

Assignment

1 infographic

2 collage

3 manual

4 poster, cd, business card

5 spreads

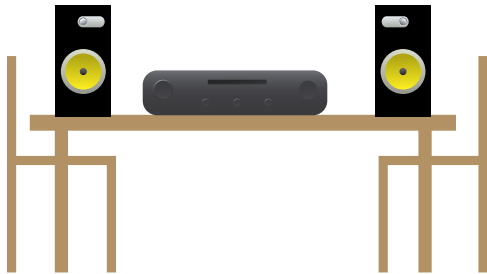
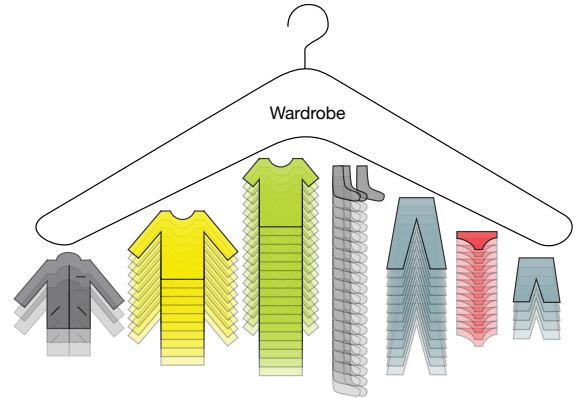
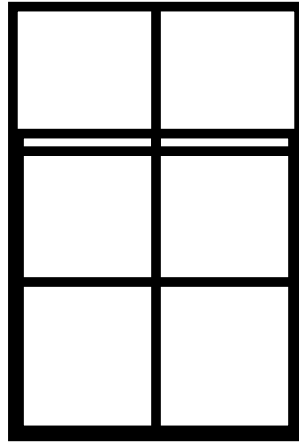
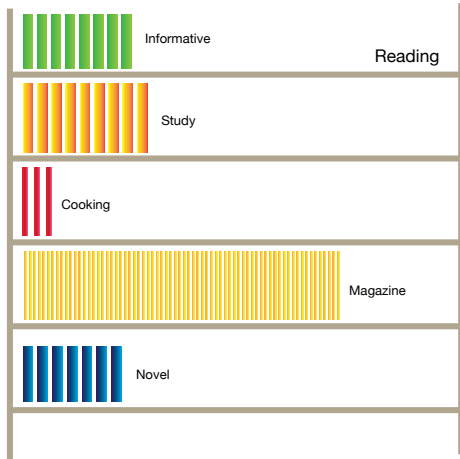
# 1 infographic process

The first assignment: make an info graphic of the types of stuff you have in your room. At first I didn't think it would be a very difficult assignment, but this changed when I started working on it.

I made a sheet with all my stuff divided in categories. I divided my stuff in five categories: Clothing, Furniture, Electronics, Food and Reading.

With this information I just started to try and make visuals. Turning words into images. It was hard to combine all the subjects in one nice composition. I struggled with making it one coherent piece. I tried to use a window as a background to symbolize a room.

computer - hard drive  
8 Informative Cooking  
Reading - books - magazines

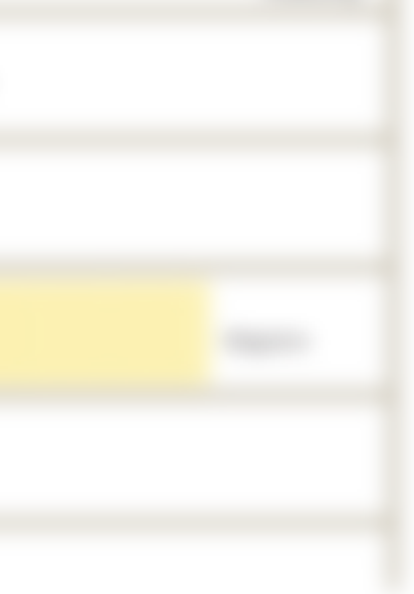


# 1 infographic feedback and reflection

When I compare my work with others, than I think that I often take an assignment to literally. I tried to display everything in my room, but others chose to pick one subject and focus more on that. I got feedback on the use of color and contrast. All the objects get the same amount of attention. There is too much contrast with the background. There is little consistency between the different subjects. There should be some sort of general style.

It was good to exercise my Illustrator skills. I learned a lot about displaying information in a space, use of color and interpreting an assignment. As a designer it is good to be able to interpret an assignment creatively. I have to get used to the system. I discovered that it is no problem to make mistakes, because you learn from them.





## 2 collage process

The second assignment: make a collage focussing at composition. This assignment was the hardest for me to do. The objective was to use a special material for the background.

First I searched for unusual materials for a background. I used a grapefruit net, an old envelope and I found this piece of translucent plastic. I was intrigued by the way the plastic distorts the image behind it depending on the distance between the image and material. As displayed in the three images on the right.

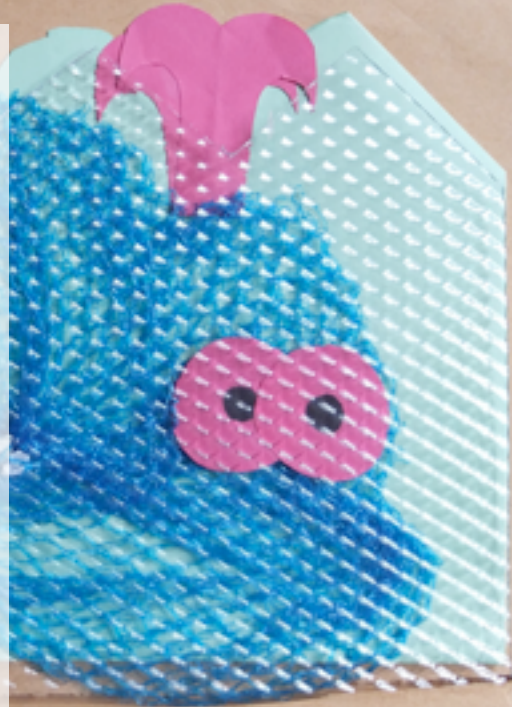
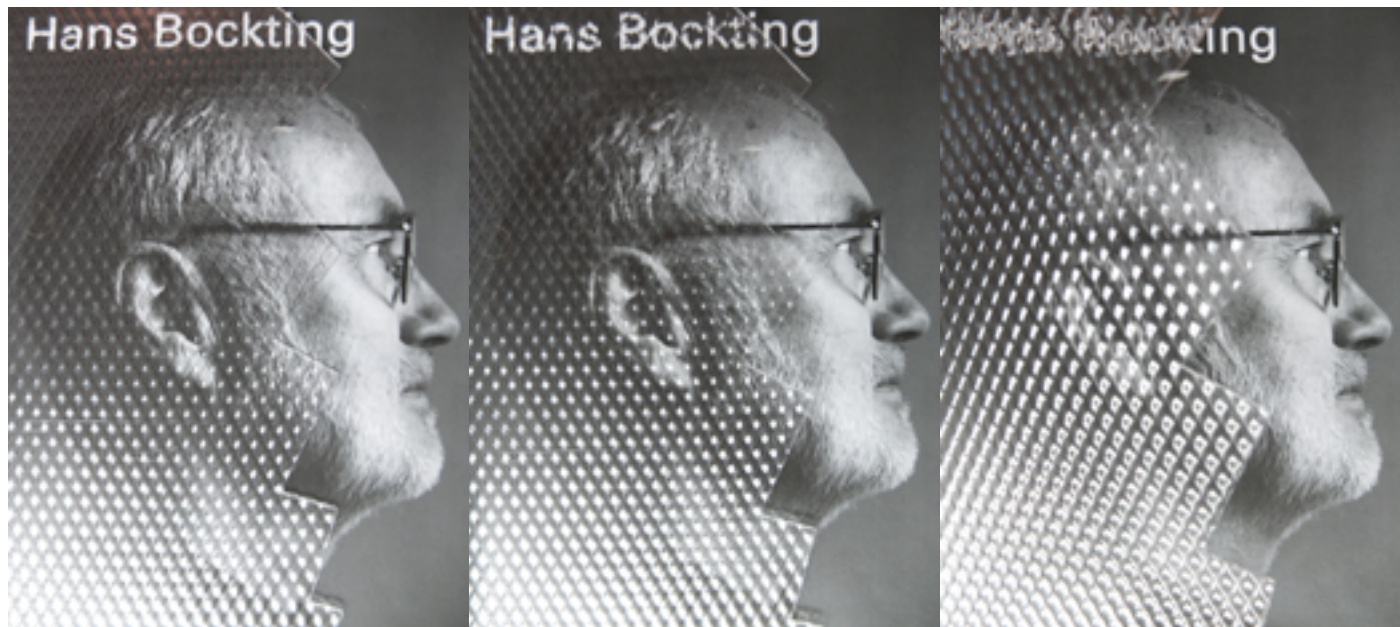




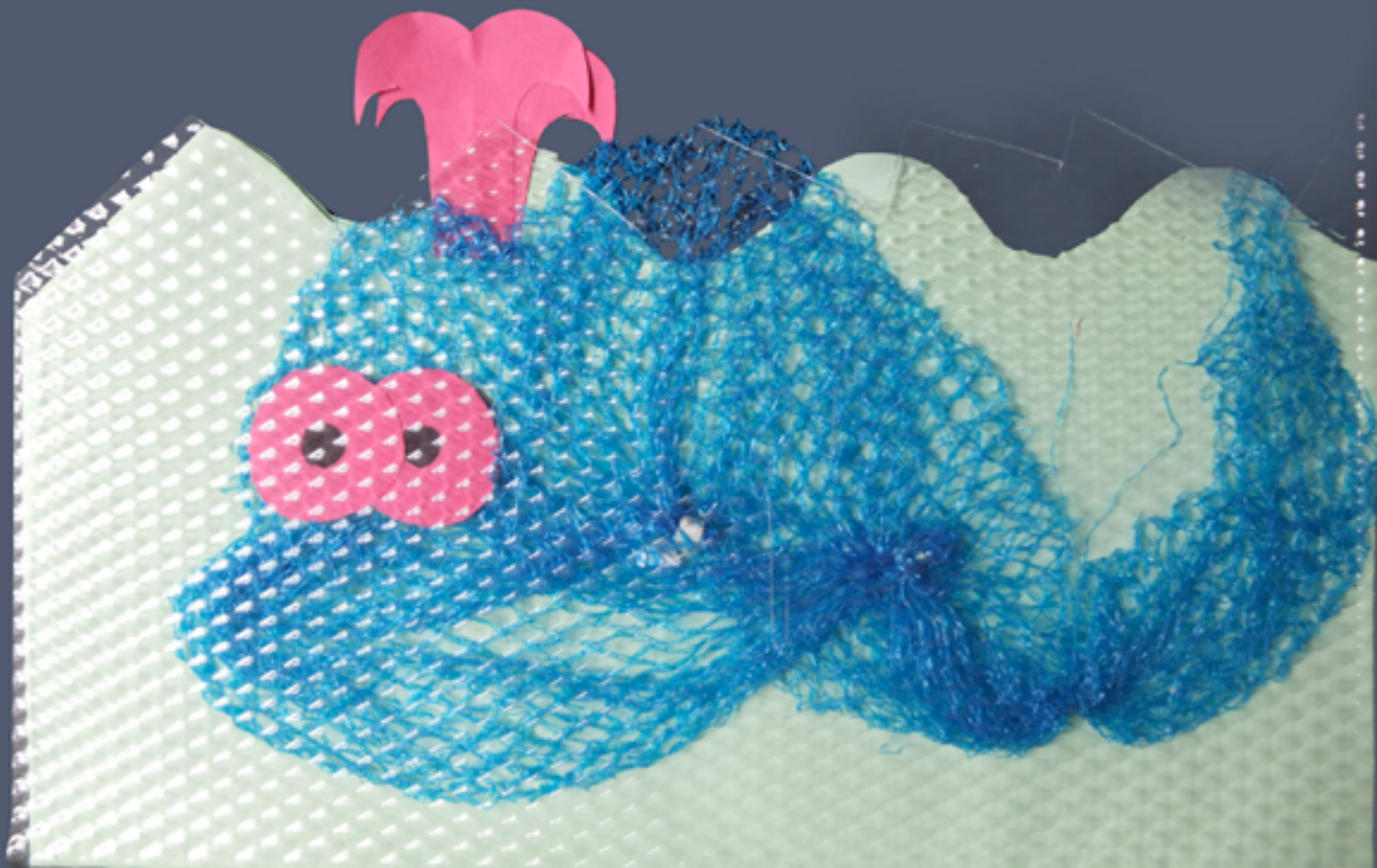
foto: Aatjan Renders



## 2 collage feedback and reflection

Feedback was to try out a different background. I removed the brown envelope and placed the piece on a dark background. The composition was not about the image for me, but about the composition created by the distortion of the image. When I look back, I think that I interpreted this assignment too creatively. The exercise should have been about the search for optimal composition of objects in a space.

Again I learned a lot about displaying information in a space, use of color and interpreting an assignment. As a designer it is good to be able to interpret an assignment creatively, but not to lose the objective out of sight.

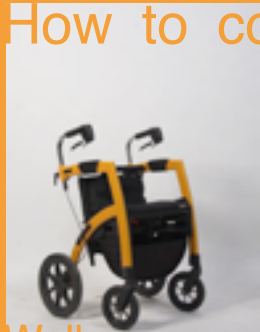


## 3 manual process

The third assignment: make a manual for a recent project. I made a manual for using the wheelchair accessory for the Rollz Motion.

First I made an overview for myself to find out how to explain the necessary steps. I wanted to make clear what the result would be for the user when taking the steps. So the first two figures explain the beginning and the end. The other three figures explain step by step how to do it.

# How to convert your



Walker

into a



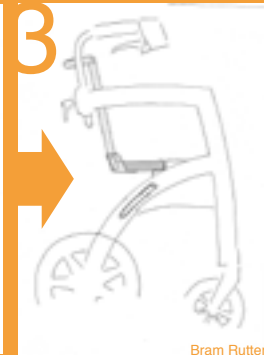
Wheelchair



1



2



3

## 3 manual feedback and reflection

I received feedback about the use of text and the composition. The images explain themselves. There is no need for text to explain the steps. The spacing between the images is not the same. This was intentionally to separate the two photos from the three steps, but I think I could have done it better. The images are arranged to the top of the canvas. The reason for it was to make place for a gradient which makes the whole manual less plain. I think I could have used a better solution.

How to do



How to do



## 4 poster, cd, business card process

The fourth assignment: make a poster, cd cover and a business card with the same visual elements using a recent project. I started with the poster, then the business card and finally the cd.

The poster was the most difficult to do, because it is hard to imagine how big the format is. I used A2 size. Also because you have only one side, making a good composition is more difficult. The images were conflicting each other. I tried different compositions for the poster. Shown on the right.





The Rollz Motion is a walker which can be transformed into a wheelchair by means of an accessory.

Rollz International asked us to redesign the wheelchair accessory for the Rollz Motion.

This project was performed in collaboration with two other students.



# Rollz Motion



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# Rollz Motion



## 4 poster, cd, business card feedback and reflection

I got feedback on composition. The poster has got a lot of white space. Printing on glossy paper could make it look less flat. The title is a little alone and lost. The big image cut in half is strong, but it should be positioned a little higher. The shadow is cut at the edge.

It was a lot of work, but I liked this assignment. It gives you insight, what the platform does to the content. I learned that it is not always necessary to display all your content. Sometimes it is better to leave things out.

Rollz  
Motion



## 5 spreads process

The fifth assignment: Make three spreads and communicate your project in different styles. This was fun to do. Analyzing a style and trying to use it with your own project.

First I did the HEMA style. It took me a while to find out which font they use. It is Futura. The things I discovered, that you can recognize HEMA by is the font, use of colour and the composition of text.

## NIEUW

**electric bicycle charging station**  
the racks for the bicycles have three outlets for charging, each of these outlets has got a ring which displays a timer, before departure.

# 10.14



by arriving the cyclist sets the time of departure by turning the wheel. electric bicycles need to charge for one or two hours, it's unnecessary to charge the bike the whole day, therefore the charger will start charging two hours

the outlet starts charging two hours before departure. this means that when you put your bicycle in the rack at 9:00 am and leave at 6:00 pm, the bicycle is doing nothing for 7 hours, the battery is not even completely empty from the trip, to work bicycles that need to leave early, for example at 3:00 pm, can be charged with energy from bicycles that depart later on the day, the batteries are kept healthy by charging and discharging.



## 2+1 Gratis\*

\*bram ruiten



## 2+1 gratis\*

alle kinder- en tienerondergoed  
Diverse soorten en verpakkingen.  
van 3.50 tot 8.50

\* Alle combinaties zijn mogelijk, met goedkeuringe afhalen is gratis.

## digibirds zijn slimme vogeltjes die op commando kunnen fluiten en tjlpen

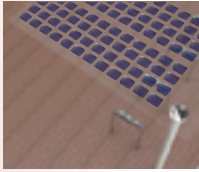


## NIEUW

**digibird**  
Eén keer fluiten en deze interactieve digibirds beginnen voor je te zingen. Ze kennen 24 liedjes. Er zijn trouw verschillende vogeltjes. En als je er meerdere hebt, zingen ze allemaal tegelijk. Ben je zo jong dat je nog niet kunt fluiten? Geen probleem, de kinderen ook hoor de magische fluiting!

## 14.95

10 onze artikelen zijn ook te bestellen op [hema.nl](http://hema.nl)



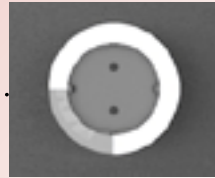
**1** This bicycle shed is very energy efficient and user friendly. The sheds roof is supported by two pillars and a glass structure. The roof itself is covered with photovoltaic cells. Electric bicycles can be charged. The racks for the bicycles have three outlets for charging.

**2** The racks for the bicycles have three outlets for charging. Each of these outlets has got a ring which displays a timer. By arriving the cyclist sets the time of departure by turning the wheel.

**3** Electric bicycles need to charge for one or two hours. It's unnecessary to charge the bike the whole day. Therefore the charger will start charging two hours before departure.



**4** The outlet starts charging two hours before departure. This means that when you put your bicycle in the rack at 9:00 am and leave at 6:00 pm, the bicycle is doing nothing for 7 hours.



**5** The battery is not even completely empty from the trip to work. Bicycles that need to leave early, for example at 3:00 pm, can be charged with energy from bicycles that depart later on the day. The batteries are kept healthy by charging and discharging.





### 1 Work this light fantastic

Bring up the glamour with glass and beaded lighting. Choose chandeliers with chunky angular drops to create a focal in the room. For more subtle lighting and feature lighting, try wall scones in curved Art Deco style. Available chandeliers, from £100, House of Fraser, 0203 294 7473, houseoffraser.co.uk.

### 2 Choose sleek storage

Minimal furniture looks in style in a bedroom and will bounce light around the room, making it feel more spacious. Having a mirror-free wall is a labour of love, but reflective surfaces create a particularly elegant look and are well worth the extra bottle of glass cleaner! **Harper two-door wardrobe, £275, 0800 0264 871 876, house.com.**

#### EXPERT ADVICE

Look for sleek, column and oval, asymmetrical patterns, bedspreads, throws, cushions and feature dials for added to bedrooms and colour-coord bedrooms. **Amelia Barker, Designer's of Darlington, ameliabarker@darlington.co.uk.**



### 5 Indulge in his furniture

This glass-topped height-adjustable table is made from a strong, fire-retardant, non-toxic resin. A pair of these flanking the bed will add a fun element to the scheme and exude luxury. Accessorie with a simple lamp and some telephone chargers. **Table in a room! Fibre Resin and Metal, £99, Antiqueshopx, 02045 0036 8476, antiqueshopx.co.uk.**



### 6 Lounge around

A reading area in the bedroom was the height of sophistication in the 1920s, including a new corner with a small console in which to relax on a simple chair. **Chloe Lounge, £245, The Storage sofa rug, from £70, Laura Simons, £275, 01462 671 000, £3633, callalodge.co.uk.**

#### EXPERT ADVICE

This look is very eclectic and can include ornate prints or fabric items so you can let your imagination run wild! **Amelia Barker, co-founder, Callalodge & Storage, callalodge@callalodge.com.**



### 7 Be a bathing beauty

Follow the theme through to the en suite with dramatic, high-gloss, black cabinetry. Installing a chandelier suitable for bathrooms will help boost the glamorous, white-on-white, sparkling wet provide task lighting. **Polishedlux bathroom furniture by Antiques by Petrol, £5,347.75, Polishedlux Inspired Room Design, 02061 843364, polishedlux.net.**

### 8 Add plenty of sparkle

Think high shine and glittering glass. A bevel mirror is an absolute must, as is a shimmering or glossy perfume bottle. **Bevelled mirror, £25, Whitehouse, £144, £113 8000, whitehouse.com. Bevel perfume bottle, £45, Chandelier & Mirror Company, 01223 43710, chandeliersandmirrors.co.uk. Eau de Toilette bottle, £5.95, DotsandDashes, 020 6746 2473, dotsanddashes.com.**



### 10 Focus on details

With such a refined room style, the smallest details count. Think about handles and knobs, switches and sockets. Swap modern white radiators for cast-iron radiator variants in polished gunmetal grey for an authentic feel. **Four column 760 cast-iron radiator, from £75, The Century Radiators, 0207 407346, thecenturyradiators.co.uk.**



# 10 ideas for Art Deco style

Add some glamour to your boudoir...

### 3 Get clean lines

Geometric shapes and clean lines were prominent features of the Art Deco era. Choose a bedstead in polished chrome with a simple, angular design and dress the bed with crisp lines in subtle pattern to complement the simple, masculine style of the furniture. **Empire bedstead, from £219 for a double size, Dreams, 0844 233 8255, dreams.co.uk.**



### 4 Layer textures

This style is all about texture and sparkle. Create a sumptuous feel by adding different textures of bedding. Mix velvets with silks and satin sheens in tonal shades for a real come-to-bed look! **Woolie towel, Jampers double duvet, £90, pillowcase, £30 for two, Velvet Cushion Cover, £80, pillow sham, £30, Cass Corbett printmaker, £5, at House of Fraser, 0203 294 7473, houseoffraser.co.uk.**



### 9 Dress it up

No boudoir would be complete without a dressing table. Top with a triple-globe mirror flanked by bevelled mirrors. If possible, position your table opposite a window for maximal natural light when using the mirror. **Chelsea dressing table mirror, £270, triple bevelled mirror, £195, triple bevelled mirror, £195, House of Fraser, 0203 294 7473, houseoffraser.co.uk.**

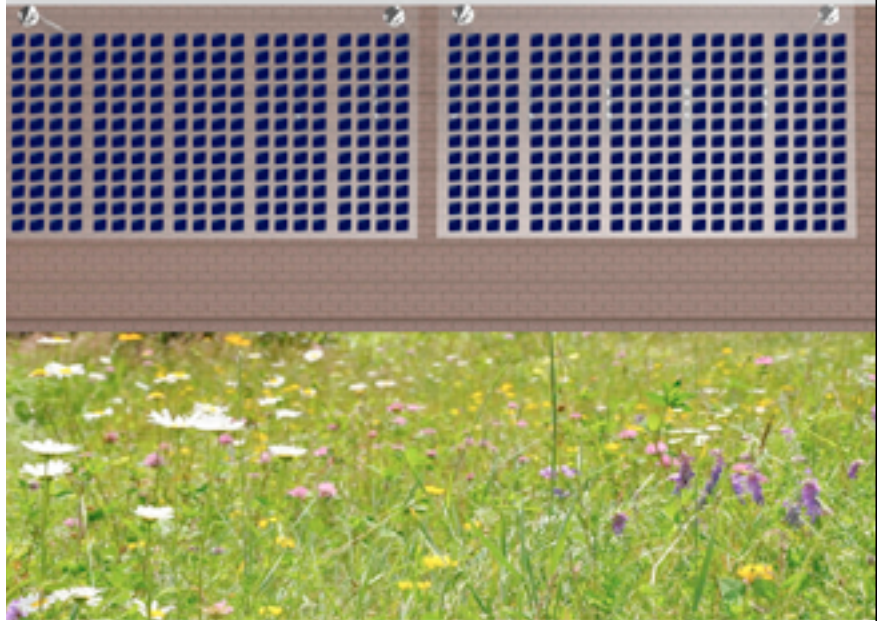


Tekst en fotografie: Bram Rutten

**T**his bicycle shed is very energy efficient and user friendly. The shed's roof is supported by two pillars and a glass structure. The roof itself is covered with photovoltaic cells. Electric bicycles can be charged. The racks for the bicycles have three outlets for charging. Each of these outlets has got a ring which displays a timer. By arriving the cyclist sets the time of departure by turning the wheel. Electric bicycles need to charge for one or two hours. It's unnecessary to charge the bike the whole day. Therefore the charger will start charging two hours before departure. The outlet starts charging two hours before departure. This means that when you put your bicycle in the rack at 9:00 am and leave at 6:00 pm, the bicycle is doing nothing for 7 hours. The battery is not even completely empty from the trip to work. Bicycles that need to leave early, for example at 3:00 pm, can be charged with energy from bicycles that depart later on the day. The batteries are kept healthy by charging and discharging. This bicycle shed is very energy efficient and user friendly. The shed's roof is supported by two pillars and a glass structure. The roof itself is covered with photovoltaic cells. Electric bicycles can be charged. The racks for the bicycles have three outlets for charging. Each of these outlets has got a ring which displays a timer. By arriving the cyclist sets the time of departure by turning the wheel. Electric bicycles need to charge for one or two hours. It's unnecessary to charge the bike the whole day. Therefore the charger will start charging two hours before departure. This means that when you put your bicycle in the rack at 9:00 am and leave at 6:00 pm, the bicycle is doing nothing for 7 hours. The battery is not even completely empty from the trip to work. Bicycles that need to leave early, for example at 3:00 pm, can be charged with energy from bicycles that depart later on the day. The batteries are kept healthy by charging and discharging. This bicycle shed is very energy efficient and user friendly.

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## 5 spreads feedback and reflection

I could have tried to convert my images in the style as well. Adapt the colours of the themes in the images, because the images determine a style as well as the use of text and colour.

For the good home magazine I should have put more material on the page. It is a little empty. I tried to fill the page with a gradient. I never realized how much a style does to the content. Of course it depends on the style how much it influences the content, but still. This is an important insight to gain as a designer. I am now much more capable to motivate my design choices in the subject of Designing Visual Information, instead of intuition.

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# reflection Designing Visual Information

I really learned a lot from this assignment. The way of learning is totally new to me, being a premaster. Especially the reflecting part is something I have to get accustomed to.

It was nice to see the different approaches from everyone and although it is tiring to listen and watch for such a long time, I think it was useful for me to help understand the meaning of the feedback regarding my work.

I also liked the theory parts of the assignment. Very compact presentations, to the point.

After learning a lot of useful things about Designing Visual Information, I want to learn more about designing dynamic visual information, such as interactive web interfaces.

