

cross-cultural data visualisation

project 3: city & transport & people

with James Boekbinder & Marieke de Beurs

project 3

Week 2
Spatial graphics

This week, you will use the data you collected to start creating a data-rich spatial graphic of your commuting route. The following slides are about the process: how we'll work on this.



Route maps



Karres en Brands

Parkattracties- en activiteiten



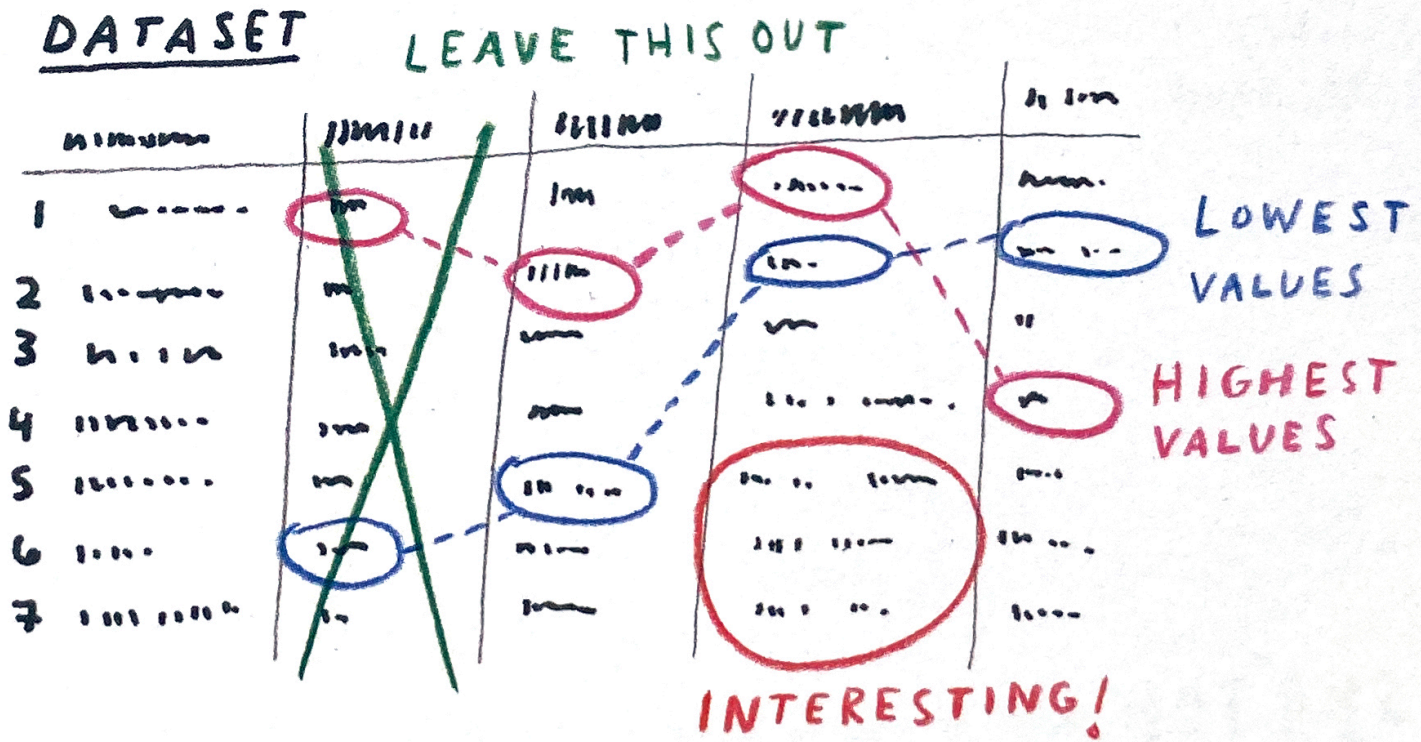
Bureau B+B



Libby van der ploeg

SPEND TIME WITH DATA

Before starting to visualize, always analyze and spend time with your data, searching for patterns and trying to understand it at a deeper level.



ORGANIZE AND CATEGORIZE

Often it's good to simplify the data by grouping it into larger categories based on what will best communicate the story.

FEMALE
FRIENDS

NATALIE
BLAISE SARAH
MIRIAM

ANIMALS

DUCK
ELEPHANT
CAT SQUIRREL
DOG FOX

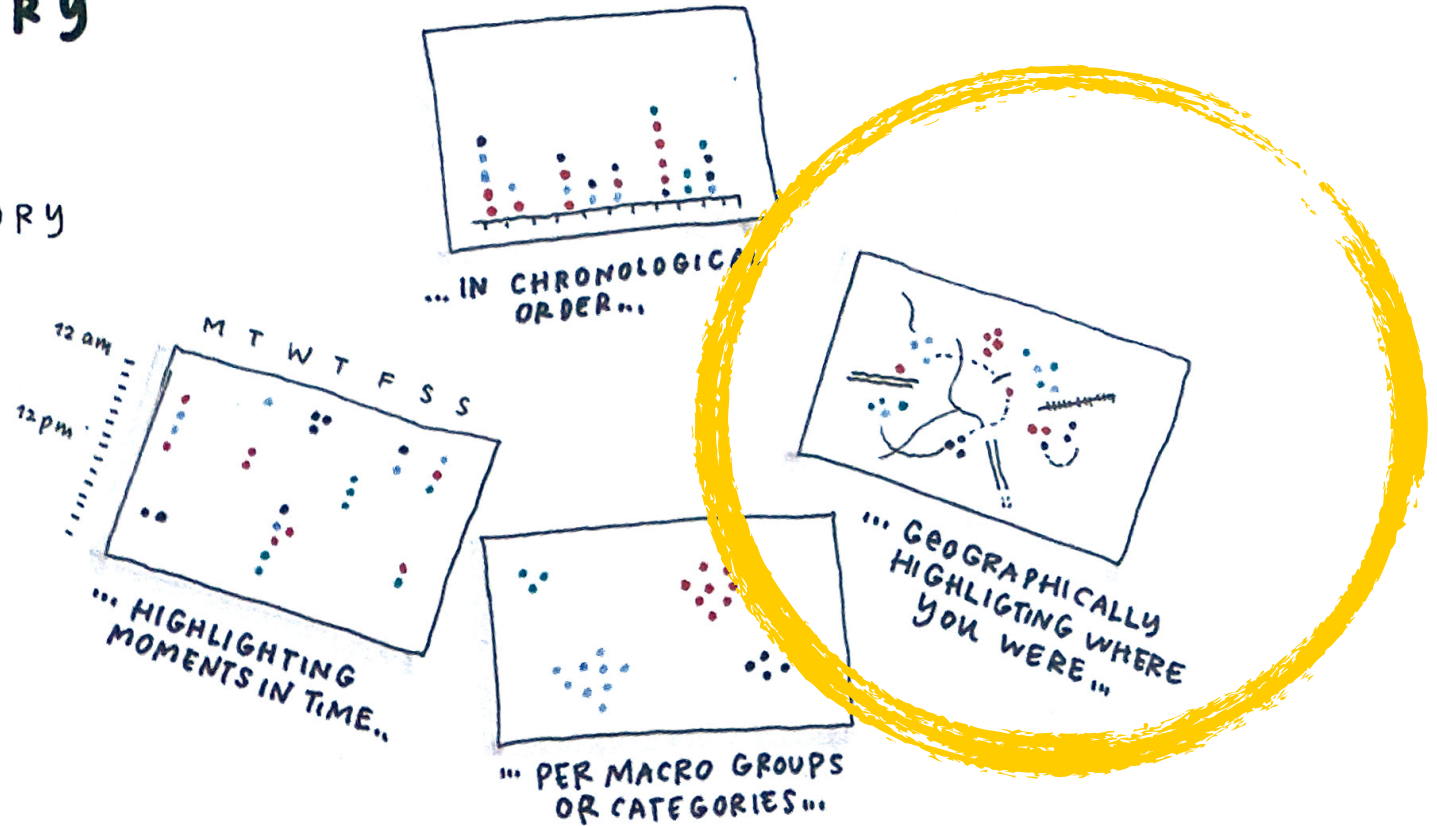
LEISURE
ACTIVITIES

READING
CYCLING
GARDENING
COOKING
RUNNING

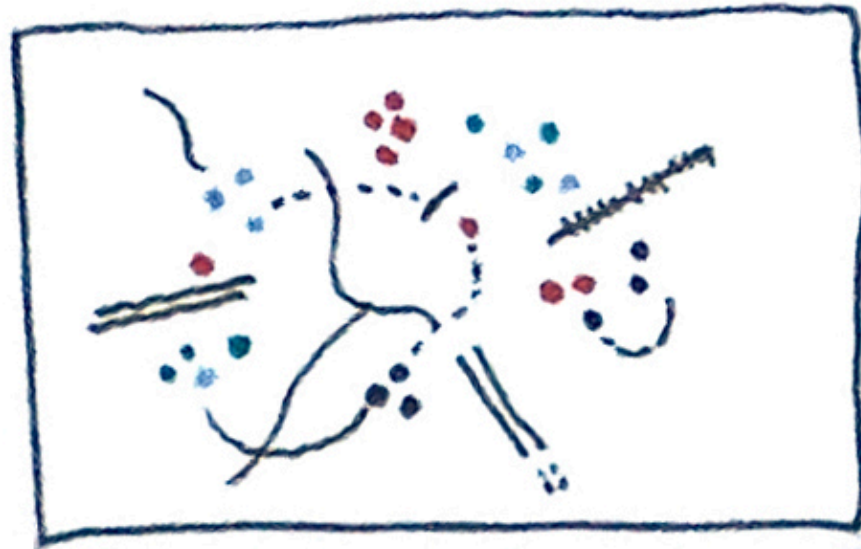
FIND THE MAIN STORY

STARTING WITH PATTERNS
DISCOVERED IN THE DATA,
DECIDE WHAT THE MAIN STORY
IS FOR THE DRAWING.

FINDING THE DATA'S FOCUS
HELPS DECIDE THE LAYOUT
OF A DATA DRAWING.



Spatial relations or events in space

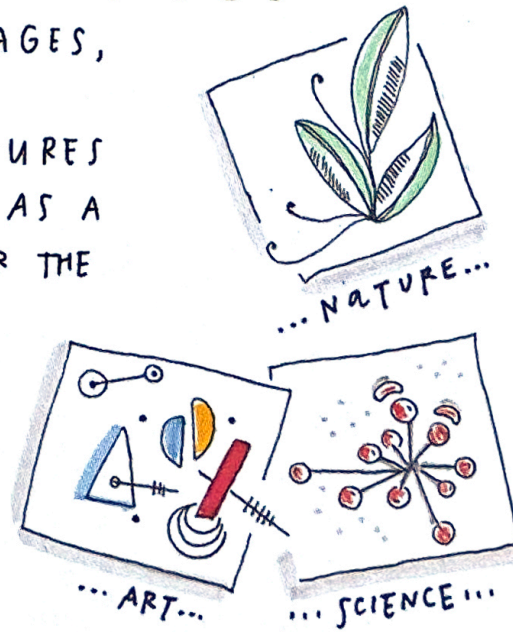


... GEOGRAPHICALLY
HIGHLIGHTING WHERE
YOU WERE ...

Measure the spatial position – **where** things happen

GET VISUALLY INSPIRED

LOSE YOURSELF IN IMAGES,
USING THE AESTHETIC
QUALITIES OF THE FEATURES
YOU ARE ATTRACTED TO AS A
VISUAL INSPIRATION FOR THE
DRAWING.

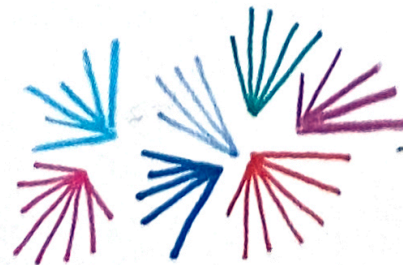


SKETCH AND DRAFT IDEAS

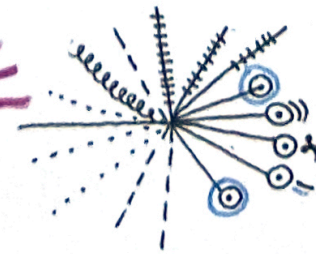
EXPLORE IDEAS BY SKETCHING AND PLAYFULLY EXPERIMENTING WITH FORM, COLOR, AND MATERIALS IN A FREEHAND FASHION AS YOU DECIDE THE VISUAL ELEMENTS THAT WILL REPRESENT EVERY PART OF THE DATA.



EXPLORING VARIATIONS



TESTING COLORS and TECHNIQUES



ADDING DETAILS and DEPTH TO EACH LOG



DRAW THE FINAL PICTURE

After sketching and testing ideas for a data-drawing, you'll find an approach that works. Then create your drawing, ensuring it includes all the tiny details, trying to make it as beautiful (and as understandable) as you can.



Route maps



Spatial Encoding environment

Encoding

Use images and shapes with universal meanings and measurable, distinctive properties.

The task of the designer is 'encoding': using visual patterns that will be easy for users to decode.

Decoding

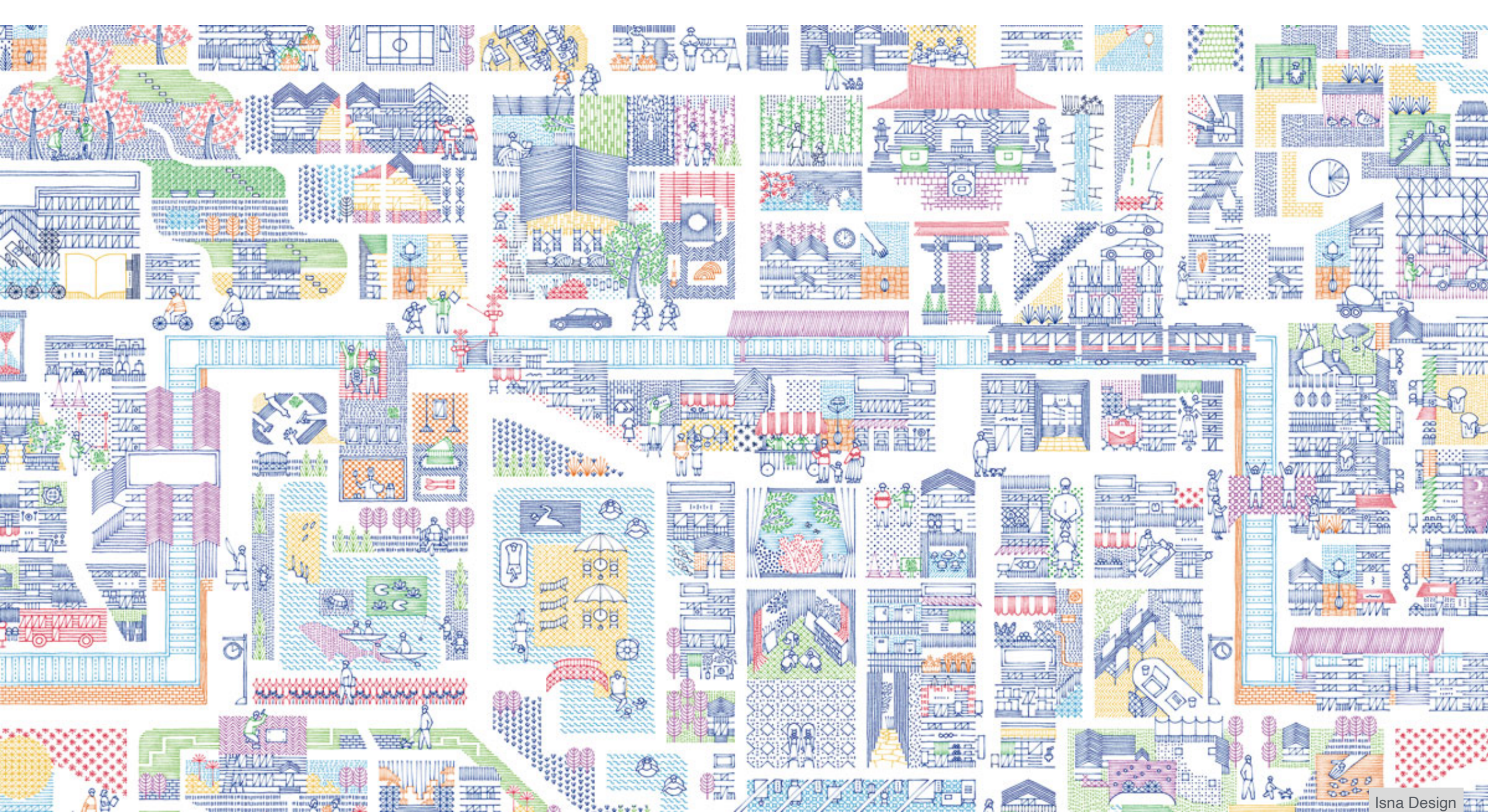
Understanding the information quickly, with a minimum or no conscious effort, simply through recognizing color, shape, position and movement.



Fiona Yeung



Isna Design



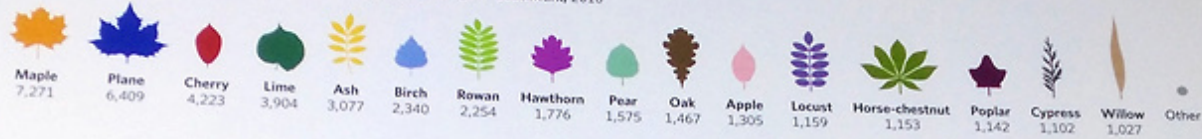
Seeking Shade

Natural remedies exist for the Urban Heat Island Effect. They're called trees.

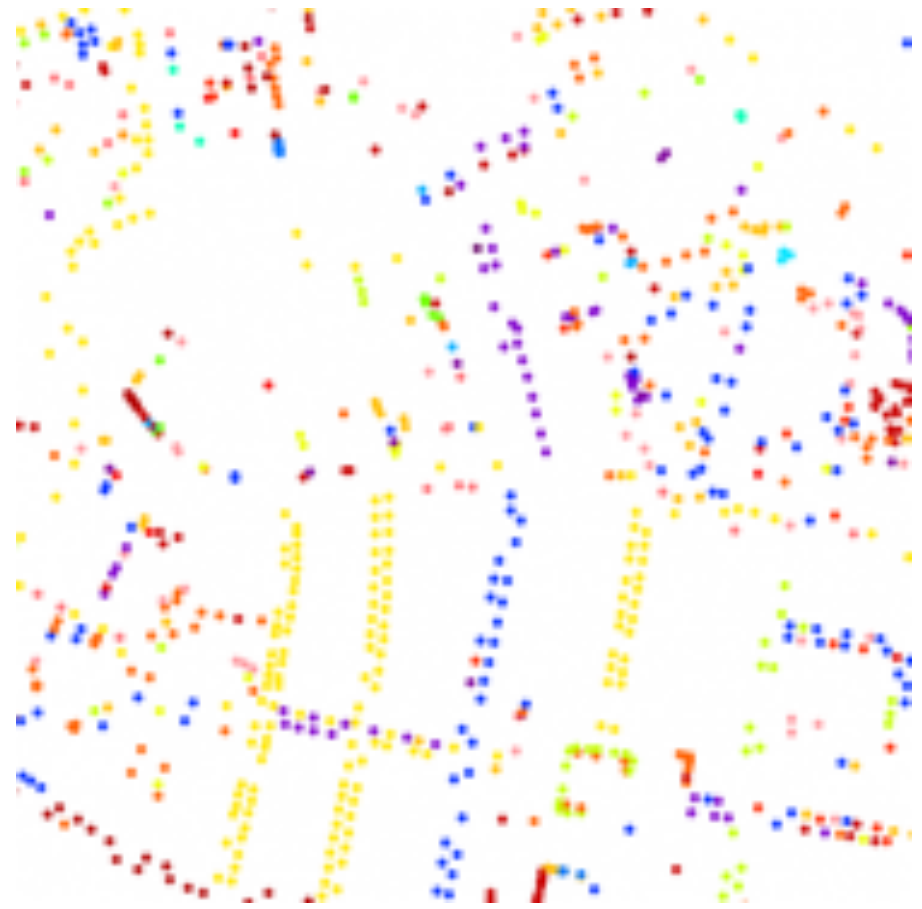
Strip away the roads, rails and buildings from the Borough of Southwark and what've you got? A forest. With nearly 600 'street trees' per square kilometre, it's one of London's leafiest boroughs. Only Islington has a higher density. As a whole, the city maintains more than half a million of these all-natural air filters. After planting 10,000 during his first term, the Mayor of

London hopes to increase tree cover by five per cent by 2025. Emphasizing 'Right Place Right Tree', the London Trees and Woodland Framework recommends he plant broadleaf trees like maples, planes and limes, which shade people and property in summer whilst admitting sunlight in winter. Come spring, apple, pear and cherry trees offer another benefit: flowers.

Genuses with more than 1,000 public trees in the London Borough of Southwark, 2010



In Burgess Park, wild cherries paint the path of the old Surrey Canal with white blossoms.



Greetings From London

You say hello. I say *cześć*.

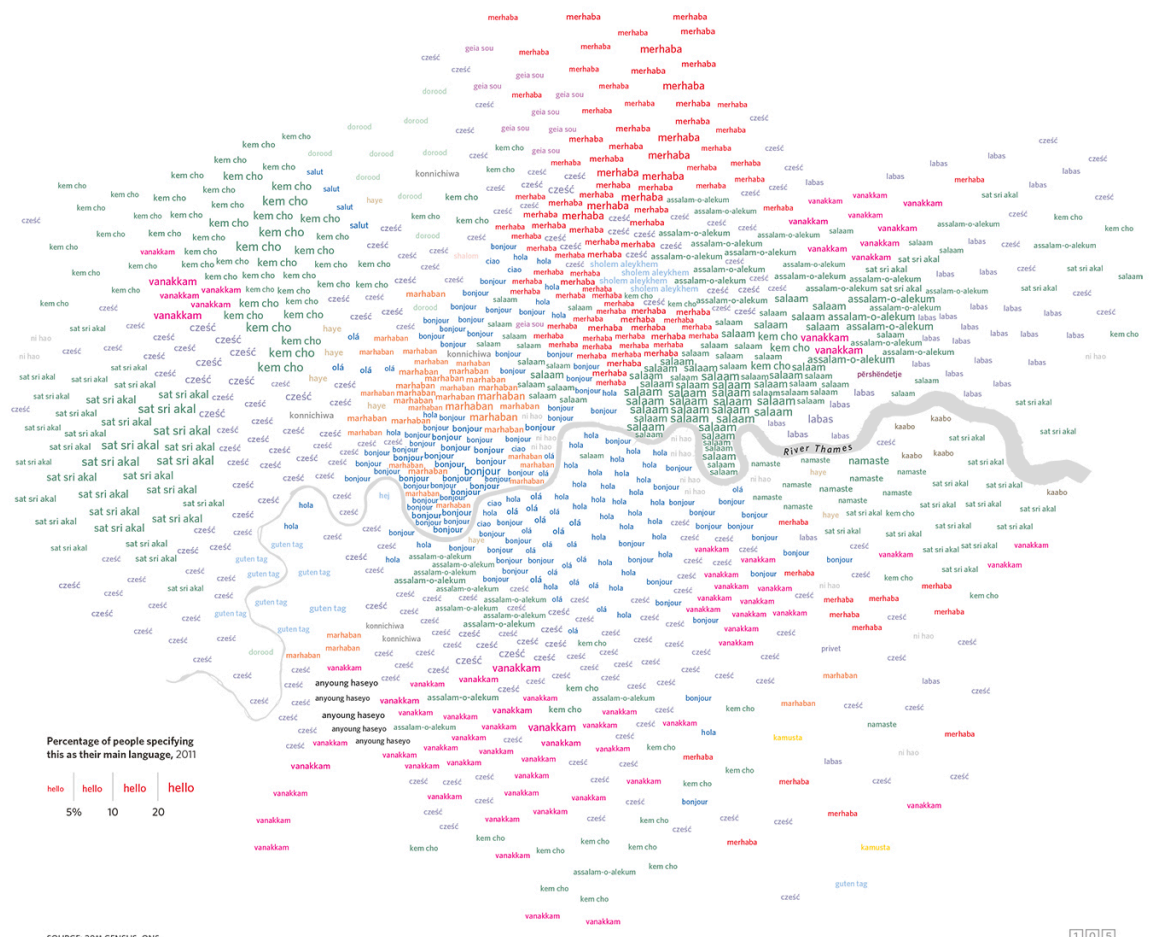
London boasts over 300 different spoken languages – more than any other city in the world. The capital's *lingua franca*, of course, remains English: 78% of Londoners cited it as their 'main' language in the 2011 Census. The other 22% speak in different tongues, including Urdu, Somali and Tagalog. We celebrate the city's linguistic diversity by mapping how you'd say 'hello' in the most frequently spoken languages aside from English. Each 'hello' has been scaled to show the percentage of people in each area who use it. Bengali is now the third most spoken language in the capital, behind Polish. So next time you are heading east of the City, give *salaam* a try, or *hola* south of the river. You might just get a *labas* or *olá* in return.

LANGUAGE FAMILIES

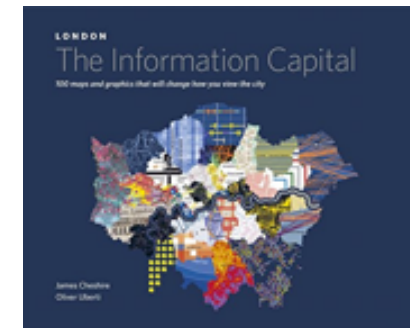
Romance	Germanic	Balto-Slavic	Indo-Aryan	Iranian	Other
bonjour French	guten tag German	labas Lithuanian	salaam Bengali	dorood Persian/Farsi	marhaban Arabic
ciao Italian	hej Swedish	cześć Polish	kem cho Gujarati	shalom Hebrew	ni hao Chinese
olá Portuguese	sholem aleykhem Yiddish	privet Russian	namaste Hindi & Nepalese	kamusta Tagalog/Filipino	konnichiwa Japanese
salut Romanian	përshëndetje Albanian	geia sou Greek	sat sri akal Punjabi	anyoung haseyo Korean	anyoung haseyo Korean
hola Spanish			assalam-o-alekum Urdu	merhaba Turkish	kaaba Yoruba

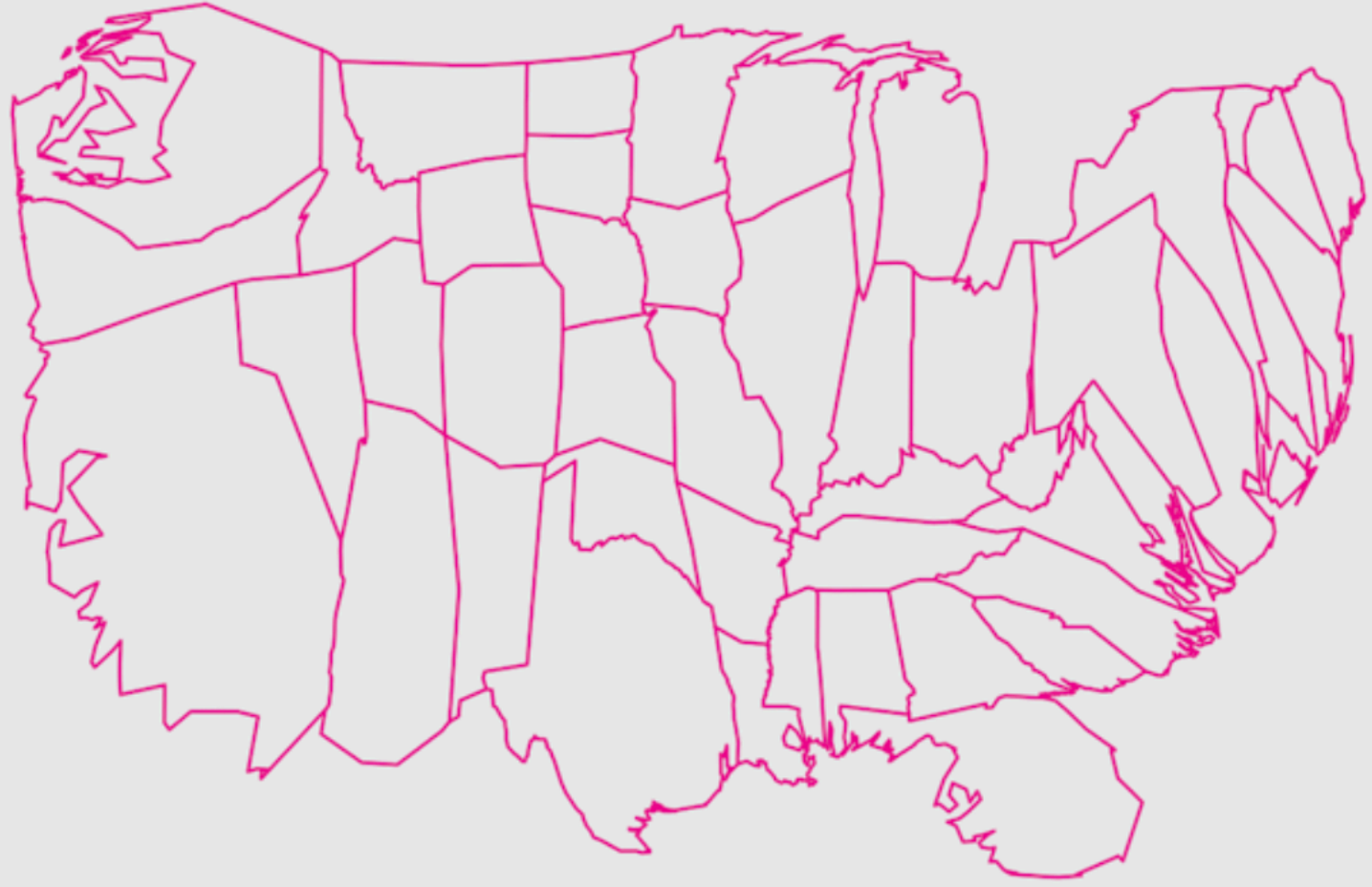
It is rare for a language to have only one way to say hello. We have done our best to match levels of formality and reflect the most popular usage. If in doubt, just say hi!

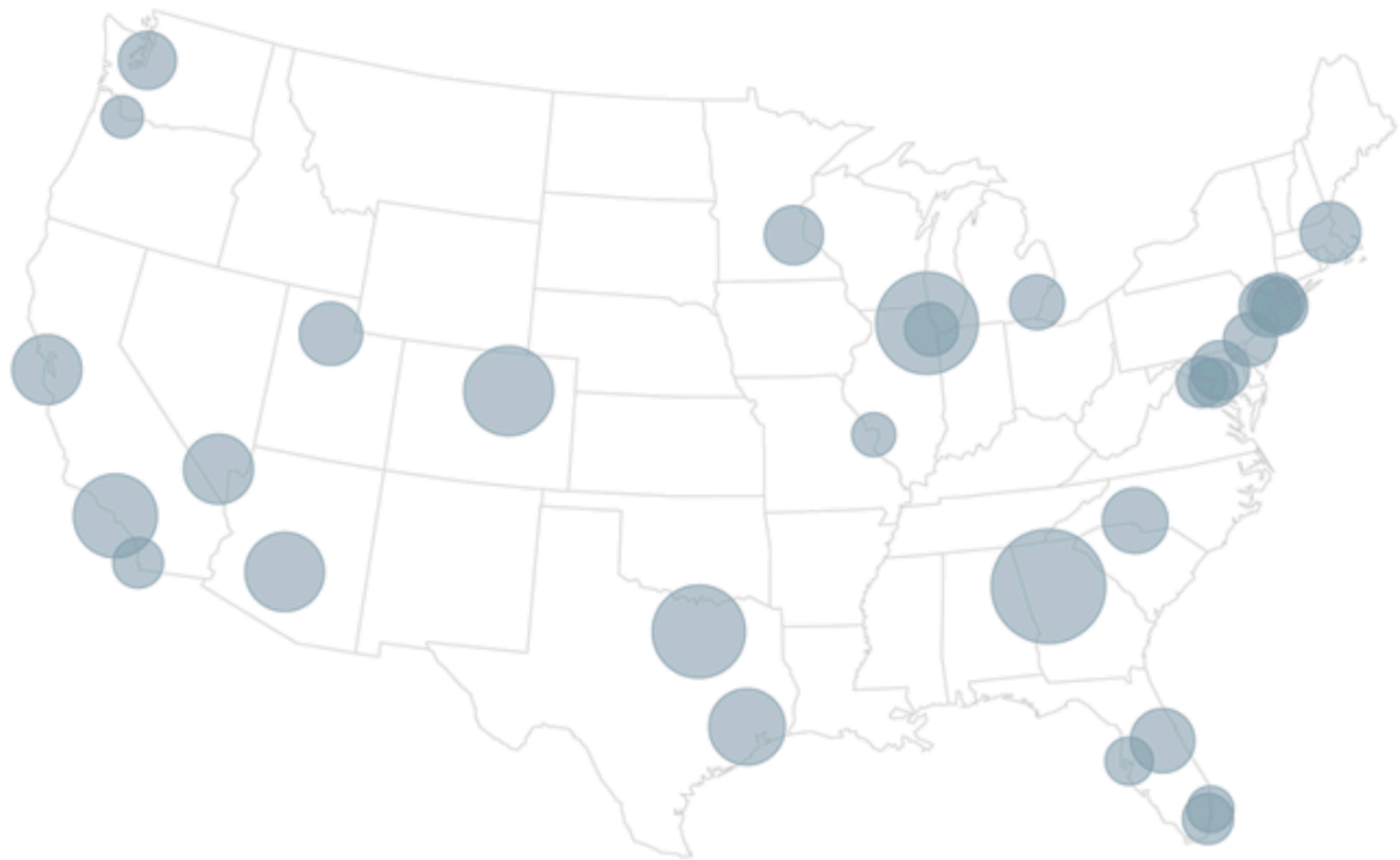
1 0 4 WHO WE ARE



Excerpted from *London: The Information Capital* by James Cheshire and Oliver Uberti (Particular Books, 30 October 2014)





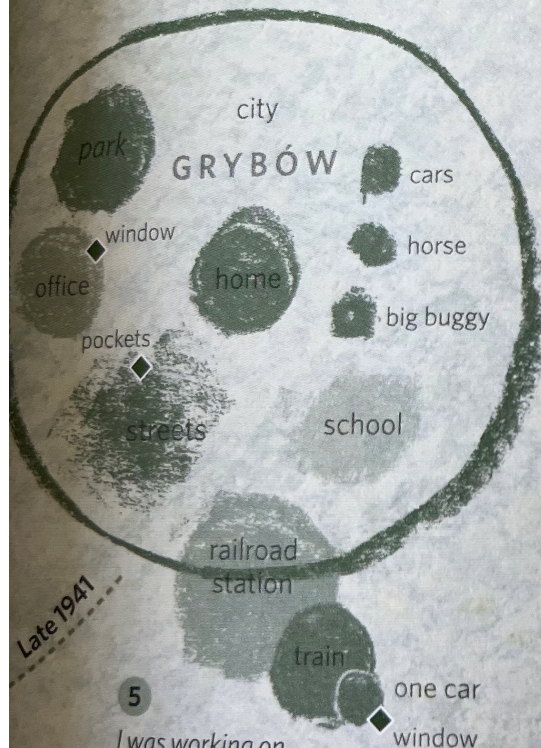


five, six people, fifteen people on the grounds of the **Judenrat**.

the people that worked. You couldn't go across always.

thousand Russian soldiers. And they were all killed, one by one, and burned [at] the **stake**. You could smell it for miles.

SAMBOR



Late 1941



JACOB BRODMAN

1 I couldn't go to **school** anymore... We loaded up the **cars** and the **horse** with the **big buggy** with the whole family... and we travelled towards the **Russian-Hungarian border**.

4 Young men [were sent] to work **other sections of the country**... and they vanished. If they went, they never came back... the Gestapo selected ten people. My father said, 'If I not go, the whole **city** will burn.' I looked out [the **window** of the **office**, to the **park**]. Then [they] shot him in the stomach first, then in the head.

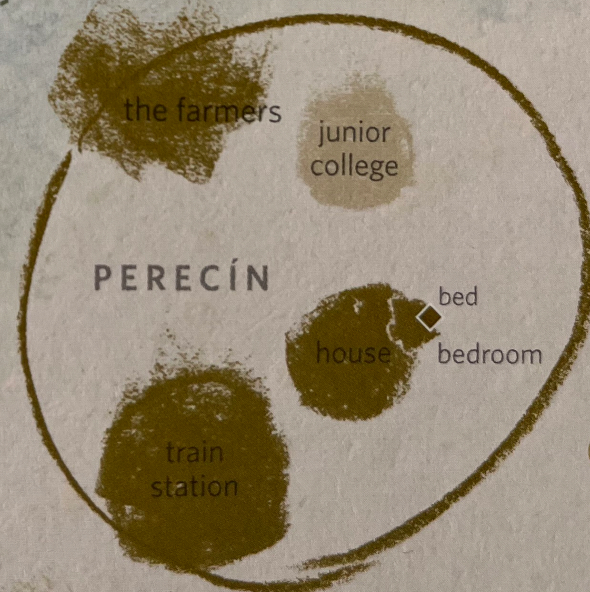
5 I was working on the **railroad station**. I see the **train** coming and loaded with people. In **one car**, my late sister looked out through the **window** and screamed, 'Help us, help us.'

August 1939

1940-41

3 My younger brother and me went back there to cross over to **Russia**, and we couldn't... **the borders** were very guarded.

2 We came to **Sambor**, and the G... overran us. We slept two nights and we started back **home** because there was no use to go further.



1944



ANNA PAT

1 Fall 1938 I was in **junior** when the war broke out so they closed it.

2 After the Hungarians came, we had to give [our] **bedroom** for... Hungarian office

3

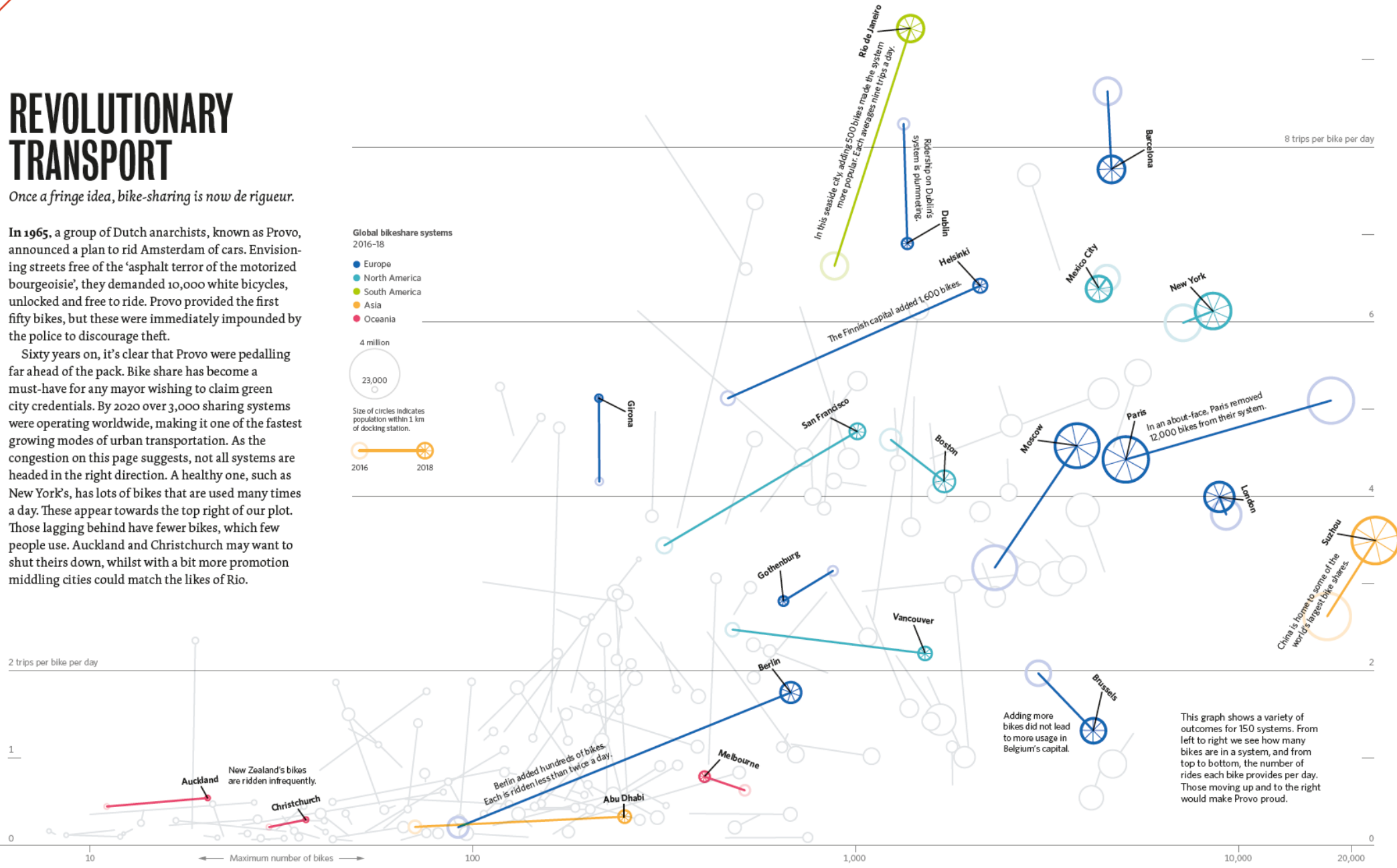
5

REVOLUTIONARY TRANSPORT


Once a fringe idea, bike-sharing is now de rigueur.

In 1965, a group of Dutch anarchists, known as Provo, announced a plan to rid Amsterdam of cars. Envisioning streets free of the 'asphalt terror of the motorized bourgeoisie', they demanded 10,000 white bicycles, unlocked and free to ride. Provo provided the first fifty bikes, but these were immediately impounded by the police to discourage theft.

Sixty years on, it's clear that Provo were pedalling far ahead of the pack. Bike share has become a must-have for any mayor wishing to claim green city credentials. By 2020 over 3,000 sharing systems were operating worldwide, making it one of the fastest growing modes of urban transportation. As the congestion on this page suggests, not all systems are headed in the right direction. A healthy one, such as New York's, has lots of bikes that are used many times a day. Those lagging behind have fewer bikes, which few people use. Auckland and Christchurch may want to shut theirs down, whilst with a bit more promotion middling cities could match the likes of Rio.



SOURCE: JAMES TODD AND OLIVER O'BRIEN, UNIVERSITY COLLEGE LONDON



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DEADLINE

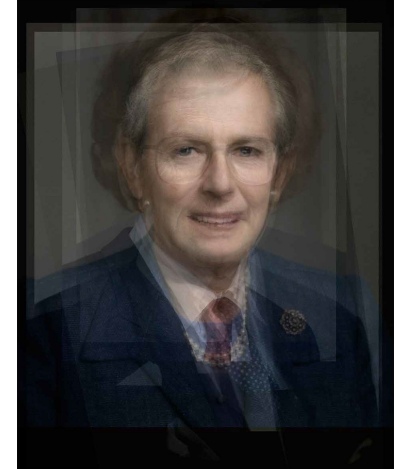
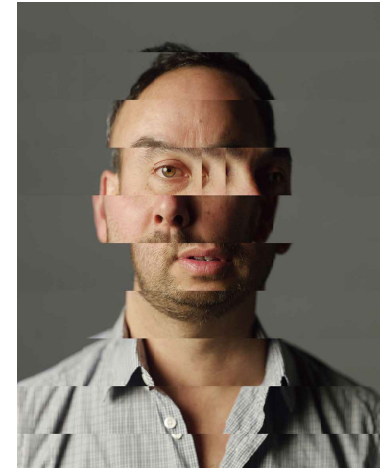
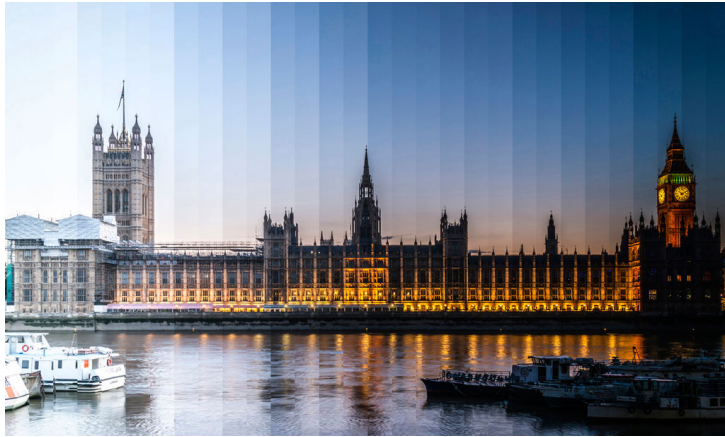
The deadline to deliver a complete first version of the spatial graphic is: Monday, May 30, 2022. 17:00 hours.

Add your work to the Miro board:

https://miro.com/app/board/uXjVO8fTpio=?share_link_id=995166510691

Examples: combine multiple moments into one image

Reminder: Keep gathering the photographs



project 3

Have fun!