

Data Visualization

The Data Visualization course, also part of SPD media, teaches students to deal with data in a visual way, creating clarity and overview for the audience in one single view. Gigamapping is addressed as well, which allows students to visually approach large, complex problems in a holistic way.

Pictorials

The use of pictorials is essential to the designer, as they purport information in a very effective and concise manner. Understanding how pictorials are interpreted and how they can support any form of visual communication is hence of value to any design discipline.

General info

Today's field of industrial design engineering has broadened its scope: disciplines as *systems design*, *service design*, *process design*, *strategic design*, *interaction design* and many more are included. Almost every product is nowadays part of an interactive system in which all the parts and stakeholders must be considered. For such levels of complexity and abstraction, the power of visualization becomes even more evident. It allows the designer to discover and express relationships, progressions, emotions, experiences; depict stories, scenarios and various other intangible aspects involved in the system. Visual communication is therefore one of the most powerful competences of the 21st century designer.

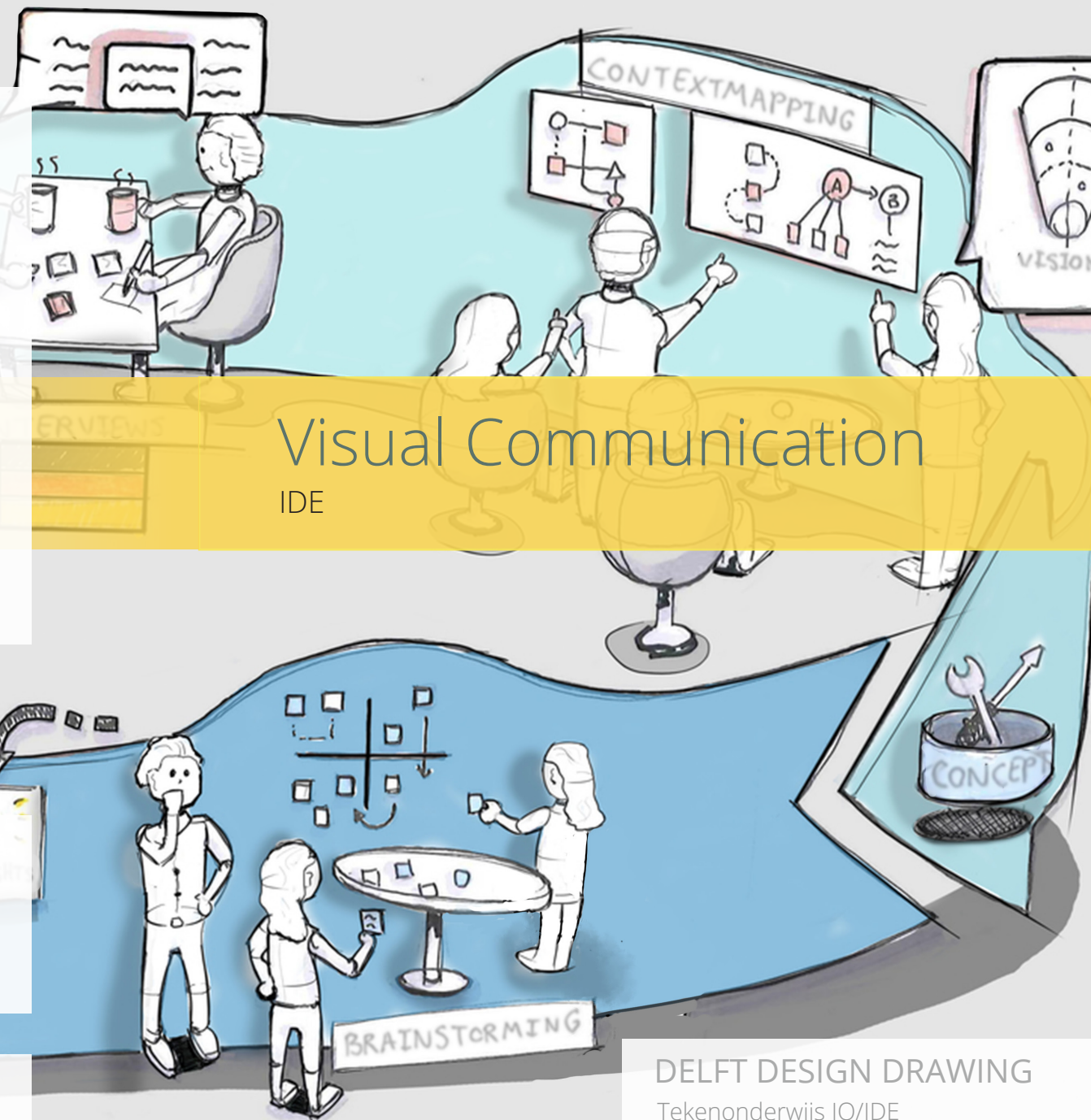
Throughout the curriculum, IDE's design drawing staff members teach courses and course modules in collaboration with several departments. The line of visual communication courses builds on the drawing fundamentals, and ranges from data visualization to process sketching and storyboarding.

Furthermore, related workshops are offered within the following courses & modules:

- IDE-Academy (1st year MSc.)
- Minor sustainability (3rd year BSc.)
- Minor Medical design (3rd year BSc.)
- Product Communication and Presentation (PCP) (1st year MSc. IPD)
- Manage Your Master (1st year MSc.)



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Visual Communication

IDE

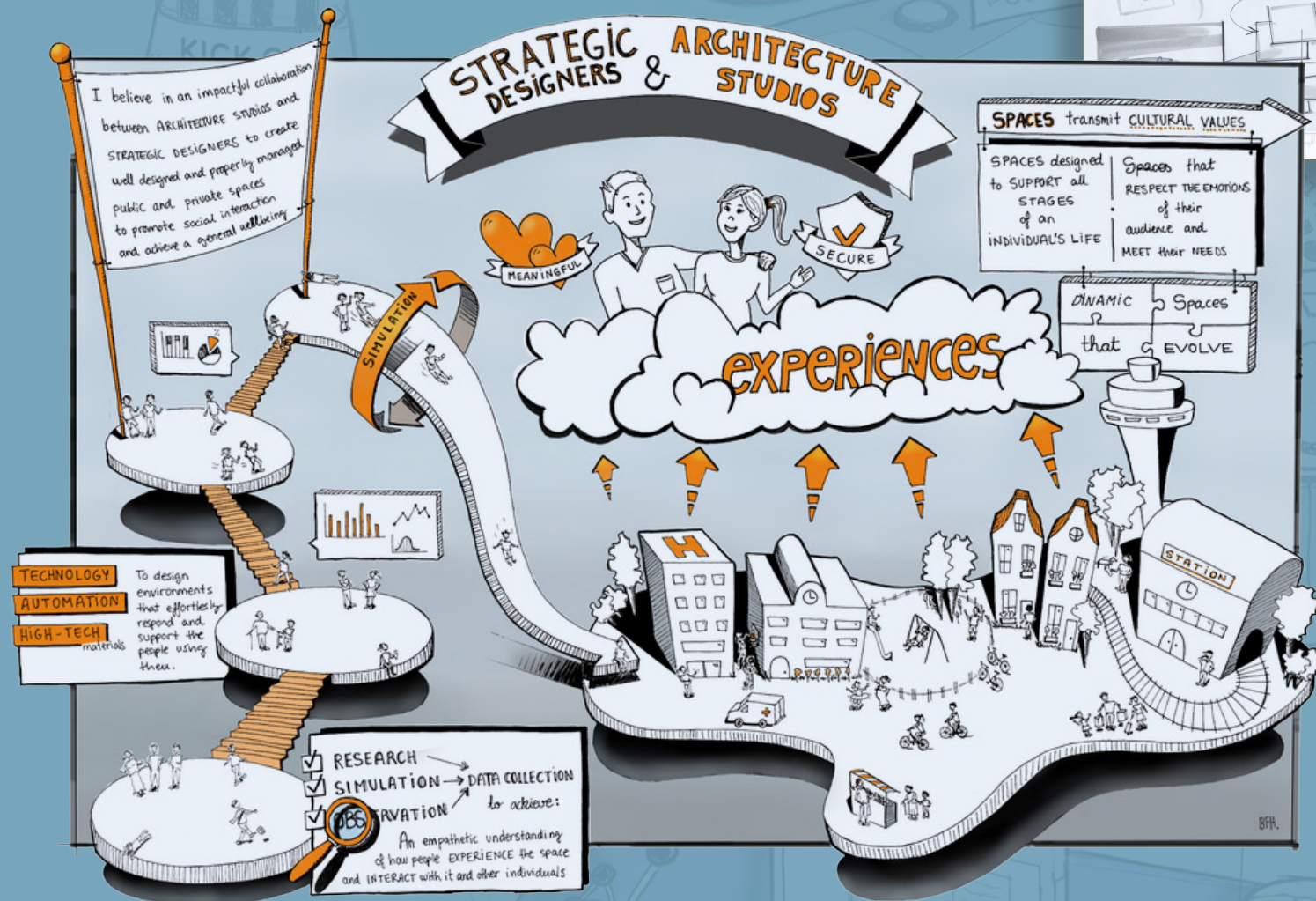
DELFT DESIGN DRAWING

Tekenonderwijs IO/IDE

The power of Visual Communication

Process Sketching

As part of IDE's MSc course of SPD media, the Process Sketching course comprises three workshops. The course focuses on visual notetaking, which allows the students to visually capture their thoughts and externalize them immediately. Subsequently, the course focuses on visual storytelling and effective ways to draw and compose an abstract idea or concept.

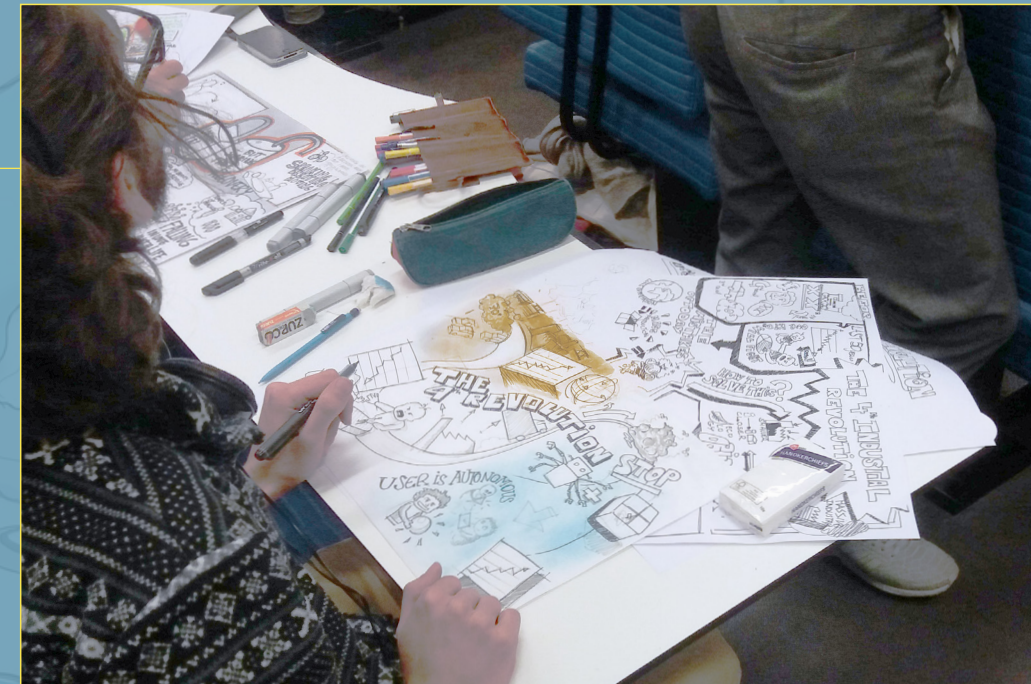


Visual Thinking

Visual thinking is the way of thinking that has gained tremendous recognition within the field of design thinking. Complex and abstract concepts, which are ubiquitous in the modern day design industry, can be grasped if (and only if) they are visualized appropriately. Whether the visualization consists of intricate sketches or thumbnails, to visualize the problem at hand is to grasp it, and allows communication to be clear and unambiguous.

Storytelling

Visual storytelling focuses on the ability and knowledge to engage the audience in the story you want to tell, using sketching knowledge and methodology. Most design problems in today's world do not have a single product as the answer; the answer often incorporates a story that needs to be told. A successful designer manages to create a



Exploration of a subject by visualizing situations, systems and abstract concepts

vision about the world, her design solution in that world, and how the lives of people are changed through that design. This vision, this story, should be told in an engaging manner which enables the audience to relate to the imaginative power of the designer.

Storyboarding

Storyboarding allows the designer to visualize and ideate about several options for a scenario. Storyboarding can involve the exploration and presentation of a customer journey, but it can also be used as a preliminary investigation of an intended presentational movie. Among other issues, understanding what scenes are needed, what camera angles or what props must be used reduces the level of uncertainty significantly.