The Visualization of Information

Professors Moldenhauer, Nathan and Spannaus have collectively explored the impact of people’s knowledge of words and images on choices for the design – that is, the visualization – of the information. Their presentation will discuss the use of visual metaphors, perception, usability, learning theories, information design principles, and visual hierarchy and how these things affect the way that people create meaning from their physical experiences and develop semiological systems to encode and communicate those experiences. The visualization of information is about relationships – the grouping, flow, and pacing of information – and Moldenhauer, Nathan, and Spannaus have been, with the assistance of the WSU Registrar, re-working the Add and Override Approval form to focus on how of both words and visual elements can shape the ability of people to navigate information and perform specific tasks. The collaborators discovered that there were many layers of interpretation required and challenges to understanding the sequence of steps – who does what and when — required to complete the form. In this presentation they will discuss their working process, the current prototype of a new design for the form, and the impact of the visualization of information in print and digital materials.

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-Geoff Nathan is Professor of English and Linguistics in the Department of English. His research interests in Linguistics are in the fields of phonology, Cognitive Grammar and music and its relation to language.

-Tim Spannaus is Program Coordinator and teaches interactive technologies classes. He is also director of the Certificate in College and University Teaching. He is interested in e-Learning/Online learning, instructional design and development, competency development, project management, scholarship of teaching and learning.