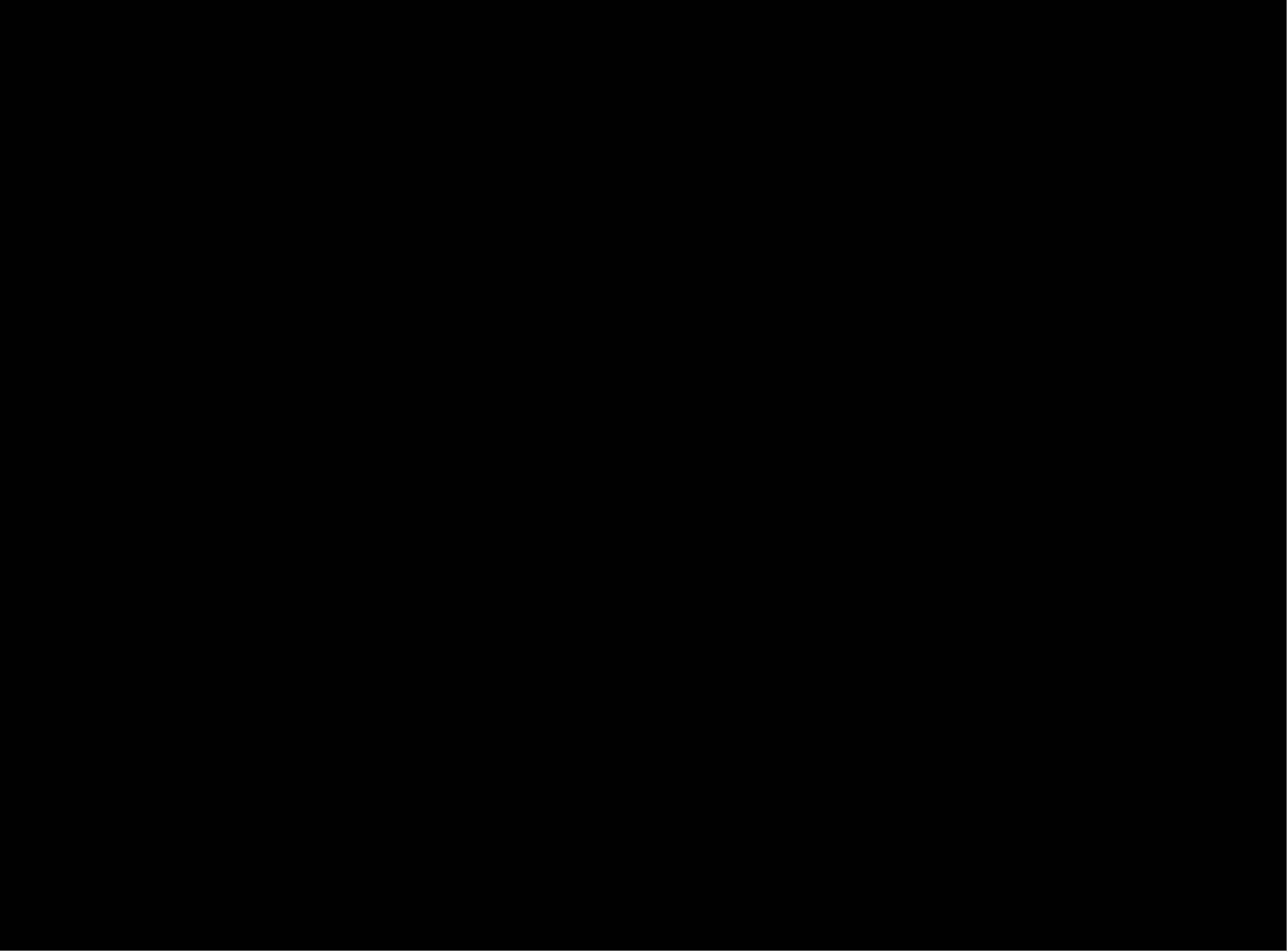


IN
FOR
MA
TION
DE
SIGN
MAP
PING

adi nugroho | DKV III

**mari kita mulai dengan
mengamati..**



A scene from a classic British murder mystery film. In a grand, ornate room, a man in a dark suit lies motionless on a patterned rug. A small wooden box, likely containing a murder weapon, lies on the floor near his head. Several people are gathered around, observing the scene. On the left, a man in a grey overcoat stands near a large vase of pink flowers. In the center, a woman in a green dress and hat looks on. To the right, a man in a dark suit and white shirt stands with his hands behind his back. A woman in a dark dress and white apron, possibly a maid, stands nearby. In the background, a man in a dark uniform and hat, possibly a police officer, stands near a mounted animal head. The room is decorated with a chandelier, framed paintings, and a large potted plant. The text "WHODUNNIT?" is overlaid in large, bold, yellow letters across the center of the image.

WHODUNNIT?

jika anda salah menebak dan tidak melihat si beruang, itu disebabkan oleh kapasitas otak anda yang cenderung **menyaring informasi penting** dan berusaha **fokus** pada informasi itu.

kenapa anda butuh informasi?

6,5

milliar penduduk bumi

195

negara

6800

bahasa

**anda tidak sendirian
di dunia ini! dan di
luar sana adalah
hutan rimba! ketika
berinteraksi di hutan
rimba anda harus
membuat keputusan
untuk bertahan hidup!**

**informasi dibutuhkan
manusia untuk membuat
keputusan.**

**setelah mengamati coba
ingat masa lalu anda..**

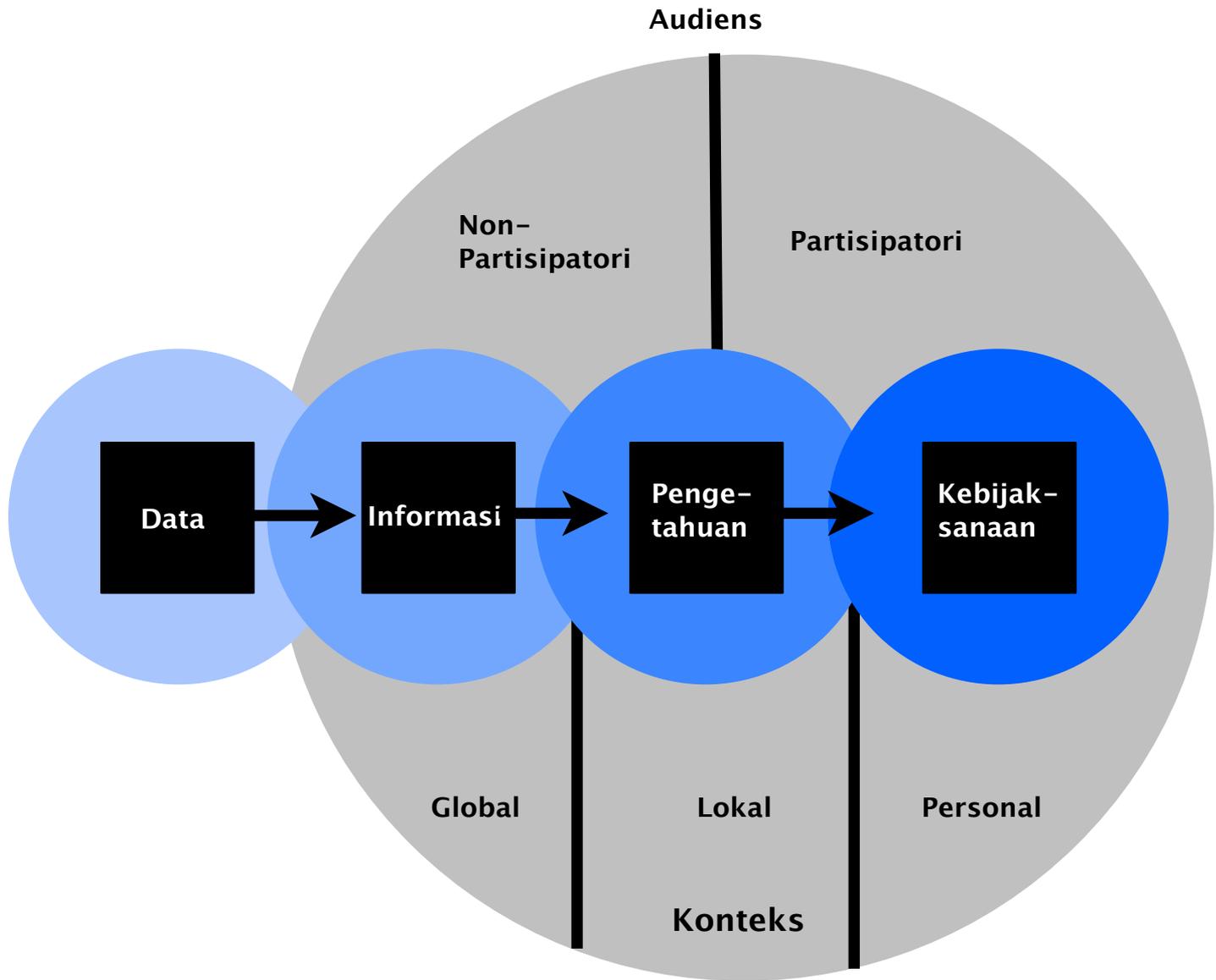
**pertama kali anda
menjadi mahasiswa di
Unika, tahukah anda
dimana ruang pengajaran
dan apa nama gedung
FAD?**

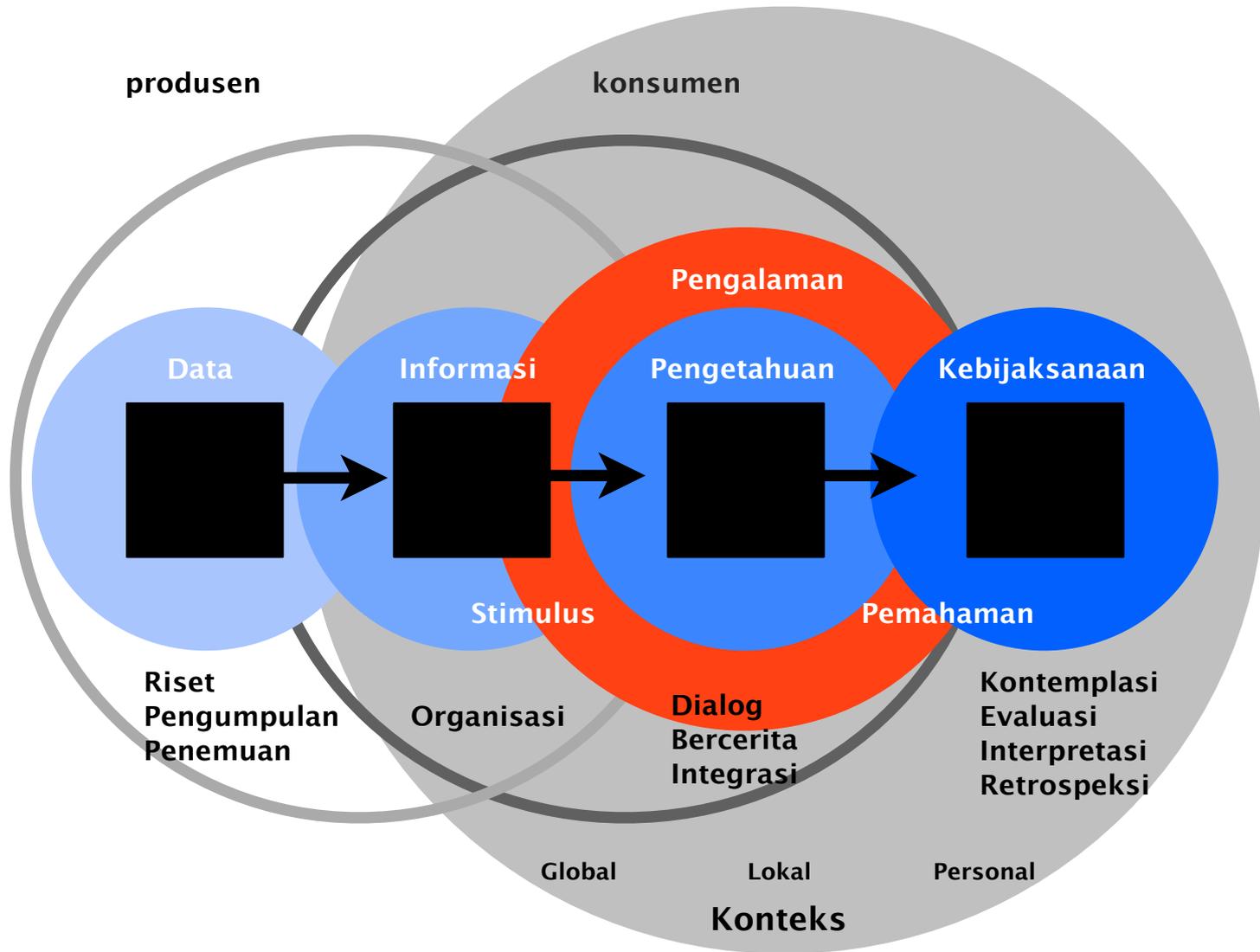
ketika manusia berusaha membuat **navigasi (pemetaan, mapping)** di tempat baru untuk pertama kalinya, mereka akan **(1) beradaptasi**, lalu **(2) berhadapan dengan serangkaian keputusan**, dan **(3) melakukan aksi**.

navigasi tersebut muncul karena adanya **data** yang masuk ke otak dan diolah menjadi **informasi yang bernilai.**

untuk memiliki sebuah **nilai informasi**, data tersebut harus (1) **diorganisasikan**, (2) **dirubah**, (3) **diterjemahkan menjadi sesuatu yang bermakna**

dengan adanya **makna**,
maka anda akan
melakukan **interpretasi**,
berkontemplasi,
mengevaluasi,
restropeksi, lalu
memahami!





kenapa informasi harus dirancang?

definisi desain
informasi

Ilmu dan seni
mempersiapkan informasi
sehingga dapat
digunakan secara **efektif**
dan efisien oleh manusia.

Jacobson (1999)

3 objektif desain informasi

(1) mengembangkan dokumen yang komprehensif, cepat dan akurat untuk didapatkan serta mudah diterjemahkan ke tindakan (aksi) yang efektif

(2) merancang interaksi dengan benda/situasi/ lokasi/peralatan supaya menjadi lebih mudah dimengerti, nyaman dan menyenangkan

(3) memungkinkan manusia untuk menemukan arah pada ruang tiga dimensi dan dua dimensi.

**3 elemen objektif
desain informasi**

- (1) elemen dokumen
rencana aksi (action plan)**
- (2) elemen petunjuk
penggunaan**
- (3) elemen menemukan
arah dan lokasi**

bagaimana memulainya?

**a. kumpulkan data
melalui :
(1)riset dan (2)observasi**

**b. buatlah organisasi /
pengelompokan /
klasifikasi berdasar :**
(1)Abjad, (2)Lokasi,
(3)Waktu, (4)Skala,
(5)Angka, (6)Kategori,
dan (7)Keacakan
(randomness)

c. buatlah **hierarki atau sistem informasi** berdasar dua data awal anda sebelumnya.

hierarki secara tidak langsung akan memudahkan anda melakukan pemetaan terhadap satu permasalahan

studi kasus

Jono (bukan nama sebenarnya) mahasiswa baru **DKV Unika 2012**. Di hari pertama **PTMB** ia ditugasi oleh kakak kelasnya untuk bertemu dengan **pak Bowo di ruang A.7.1** pada pukul **14:30** untuk menyerahkan tugas. Saat ini Jono berada di ruang **B.1.3** dan **15 menit** hanyalah waktu yang ia miliki.

data

A. Subjek : Jono

Status : Mahasiswa baru 2012

Posisi awal : B.1.3 (Lantai 1)

Waktu di posisi awal : 14:15

Posisi akhir : A.7.1(Lantai 7)

Waktu di posisi akhir : 14:30

B. Objektif : Menemui Pak Bowo dan menyerahkan tugas

Lokasi : Gedung Henricus Constant A ruang A.7.1

Metode pencapaian : Berjalan, menggunakan tangga

Alternatif metode : Berlari, menggunakan tangga

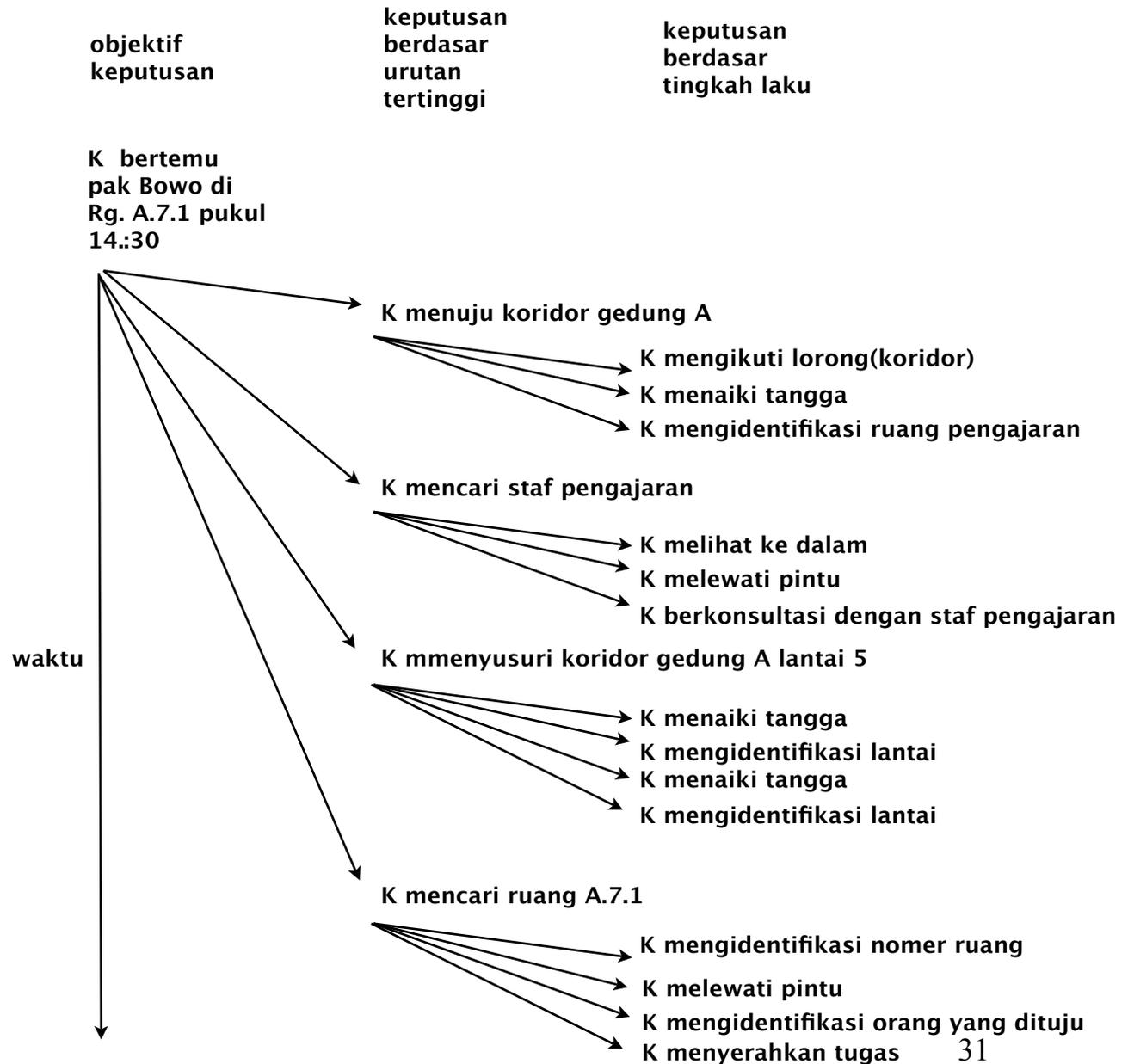
C. Kemungkinan (Skenario) Keputusan :

- 1. Bertanya kepada orang lalu menentukan navigasi lanjutan sendiri**
- 2. Menentukan navigasi sendiri sejak awal dengan mencoba menelusuri lantai per lantai**
- 3. Menentukan navigasi awal menuju ruang pengajaran, untuk menanyakan navigasi lanjut mengenai ruang A.7.1**
- 4. dst**

D. Jenis Informasi : Menemukan arah dan lokasi

Variabel pengguna : Tempat dan waktu

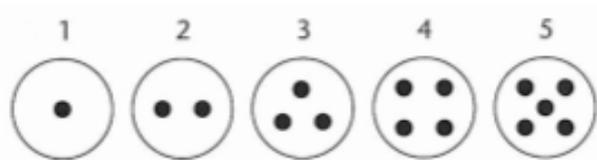
hierarki informasi pengambilan keputusan skenario 3



**d. visualisasikan
hierarki informasi
tersebut ke dalam
bentuk info grafis.**

semiotika grafis

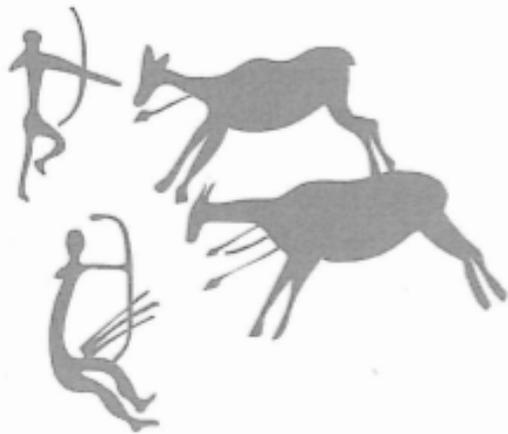
Contoh pengorganisasian data dengan bahasa visual



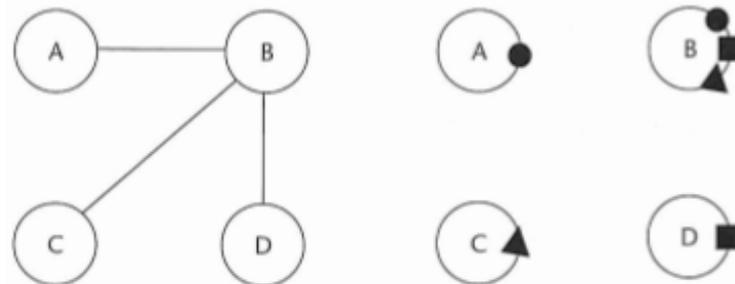
Pengelompokan karakter melalui simbolisasi bentuk dan angka

$$\chi \propto \int_1^{\infty} \omega \oint_{\lambda} \left| \frac{\prod \lambda_l}{\oint \Psi} \right|$$

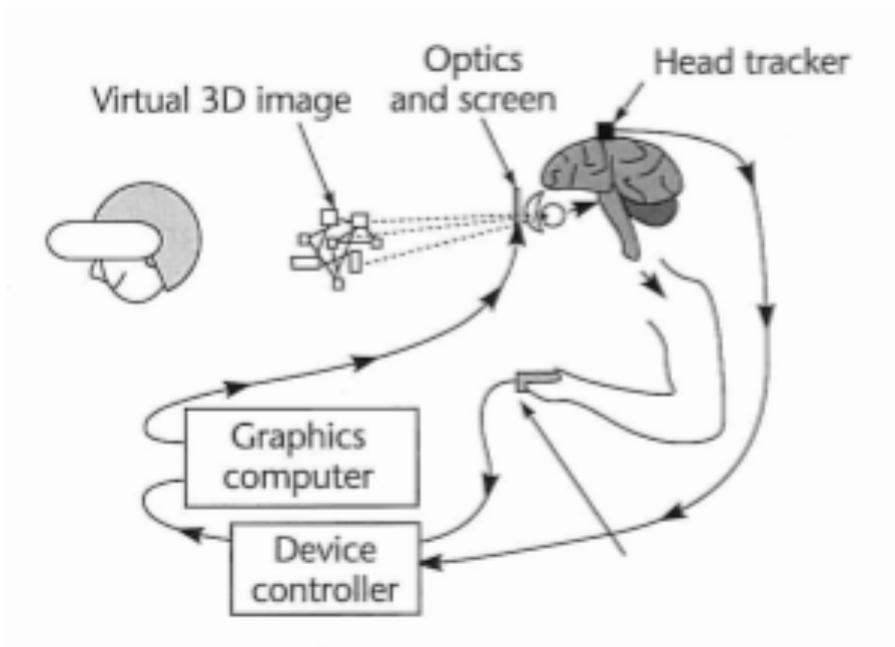
Pengelompokan karakter melalui simbolisasi bentuk dan angka berupa formula



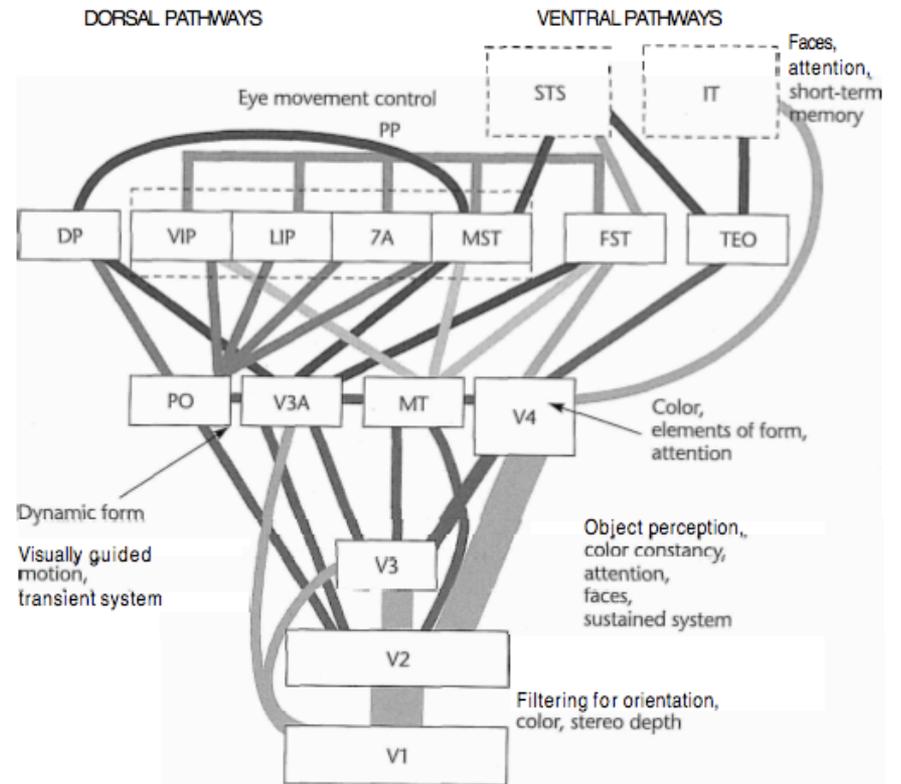
Pengelompokan karakter melalui simbolisasi bentuk stilasi



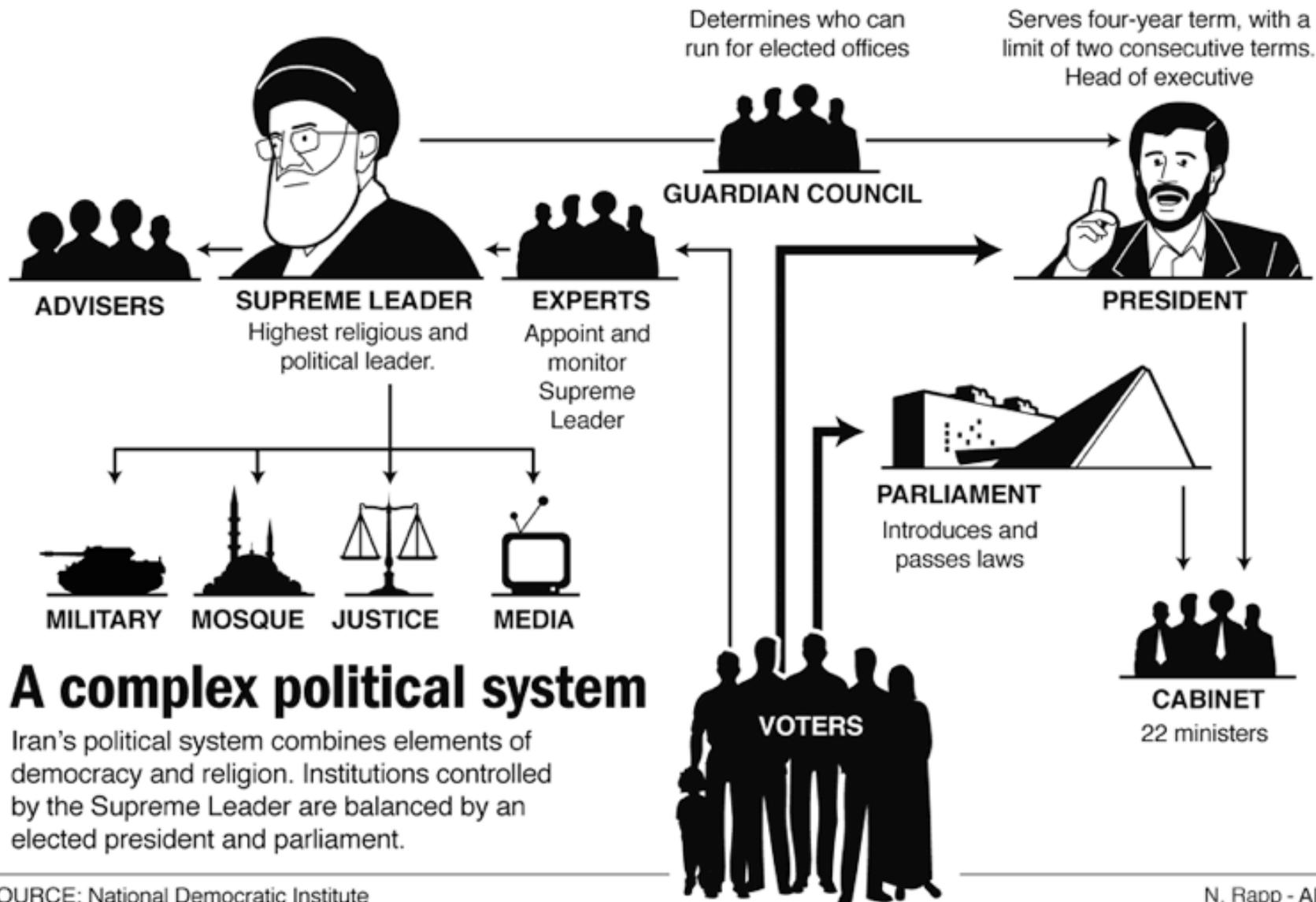
Pengelompokan karakter melalui huruf dan bentuk representasi



Hierarki informasi dalam bentuk kombinasi diagram dan pengelompokan karakter



Hierarki informasi dalam bentuk kombinasi diagram dan pengelompokan bentuk huruf dan angka



A complex political system

Iran's political system combines elements of democracy and religion. Institutions controlled by the Supreme Leader are balanced by an elected president and parliament.

SOURCE: National Democratic Institute

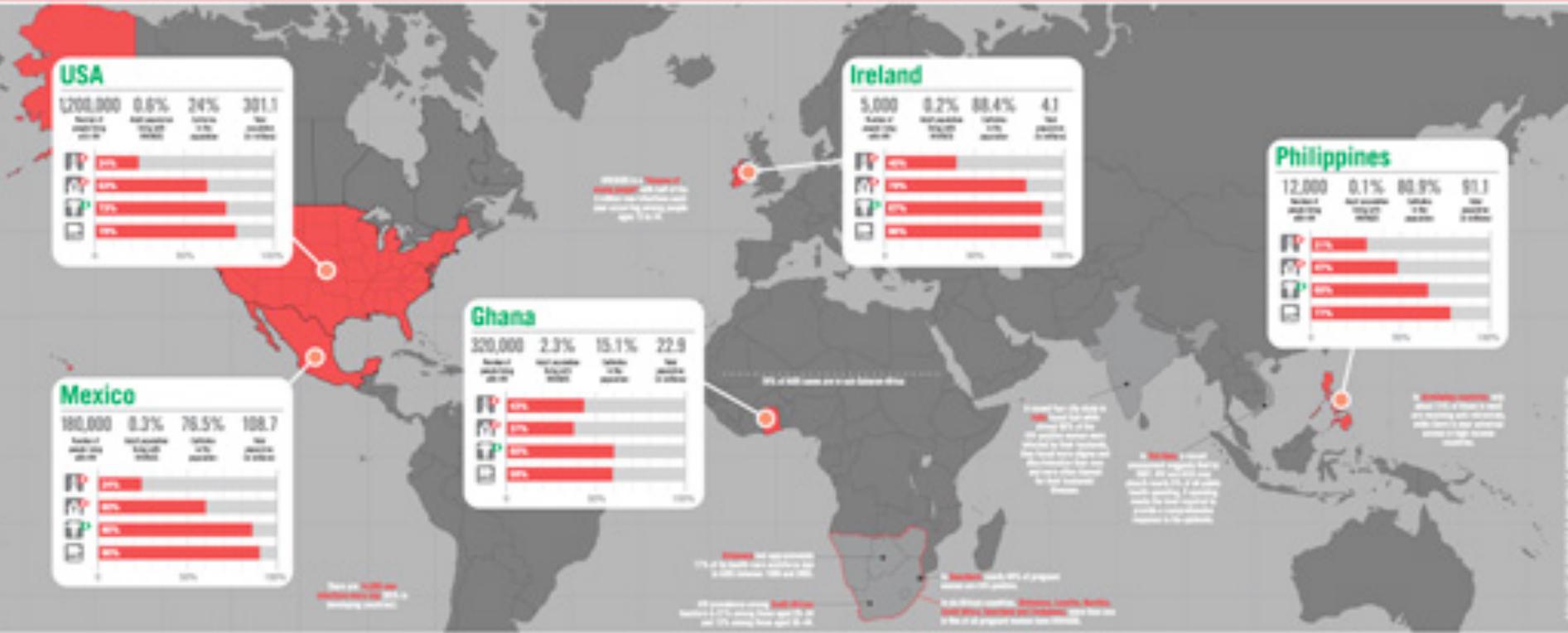
N. Rapp - AP

Catholics around the World Support the Use of Condoms to Prevent HIV/AIDS

While it is well known that the Catholic hierarchy preaches and lobbies against the use of condoms to prevent HIV and AIDS—even when a husband or wife is infected and wants to prevent transmission to their partner—that is not the whole story on Catholics and safer sex.

Catholics for Choice conducted an international poll in five countries on four continents to determine what Catholics think about the church hierarchy's teaching. The facts on this poster tell the story: Catholics around the world overwhelmingly believe that the decision to use

condoms is prolife and that Catholic hospitals should be required to provide them. Catholic people live in the real world. It is now time for the hierarchy to lift the ban on condoms.



The questions we asked Catholics over 18 in Ghana, Ireland, Mexico, and the Philippines, and the United States were as follows:



Have you ever heard a Catholic priest or bishop speak in a sermon, in the media, or some other way against the use of condoms?
The percentage in the answer represents the amount of people who heard church leaders speak against the use of condoms.



The Catholic church prohibits Catholics from using condoms for any reason, including preventing HIV and AIDS. Do you agree more that the church position on condoms is the right one and should not be changed, or that the church position on condoms is wrong and should be changed?
The percentage in the answer represents the amount of people who think the church should change its policy on condoms.

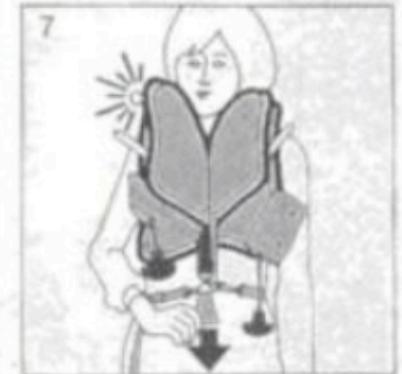
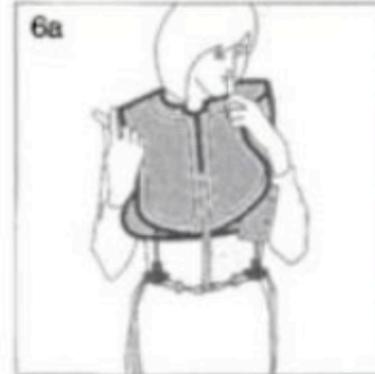
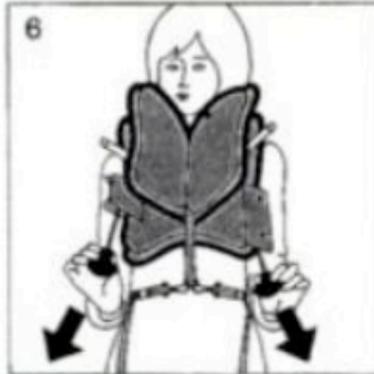
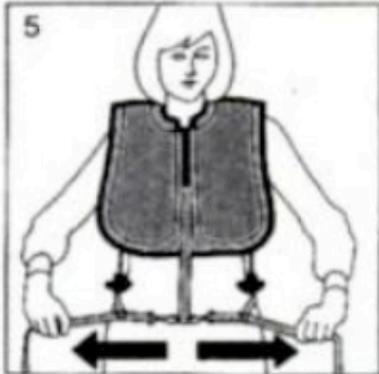
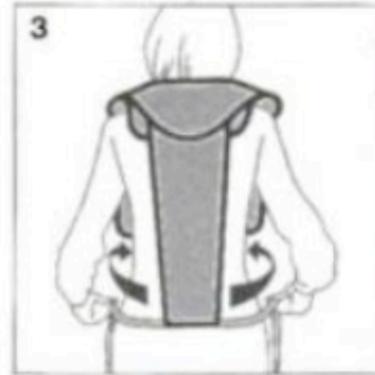
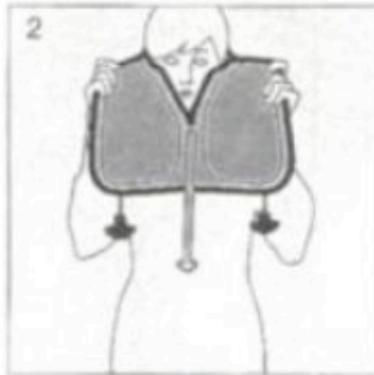


Do you think Catholic hospitals and clinics that the government funds should be required to include condoms as part of AIDS prevention?
The percentage in the answer represents the amount of people who think catholic hospitals should provide condoms.



Do you agree or disagree with this statement: Using condoms is prolife because it helps save lives by preventing the spread of AIDS.
The percentage in the answer represents the amount of people who think condom use is pro-life.

Infografis mengenai representasi data umat Katolik yang mendukung penggunaan kondom untuk mencegah HIV/AIDS di dunia

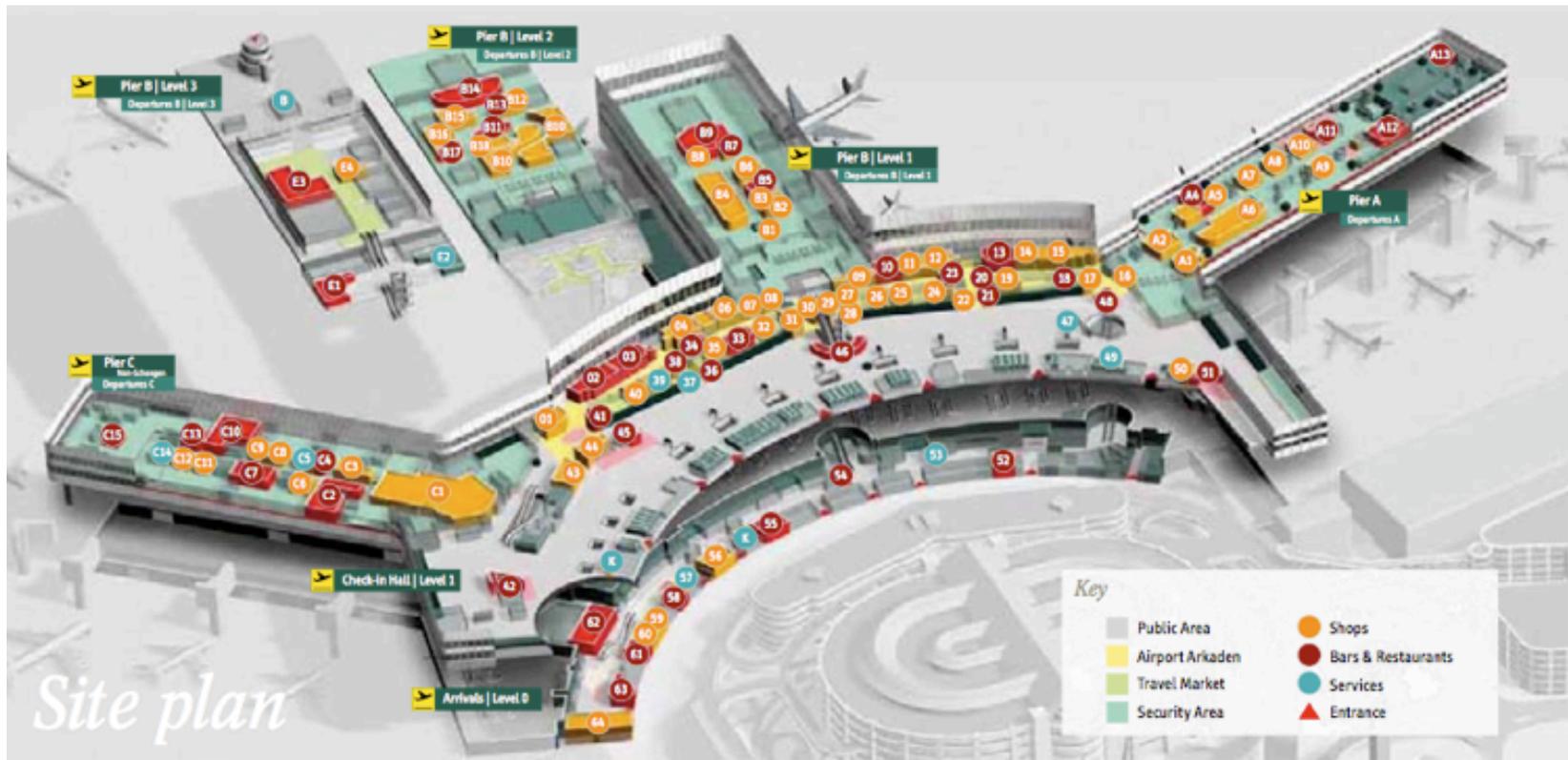


Infografis mengenai petunjuk keselamatan penerbangan > bagaimana cara memakai pelampung pada keadaan darurat pendaratan di air

Emirates



OPTIX DigitalPictures



Bars & Restaurants

- | | | | | | |
|----------------------|-----------------------|------------------------|---------------------------|--------------------------|--|
| 02 Nordsee | 36 Chiquita fruit bar | 95 Zum Schiffchen | 07 Leysieffer Confiserie | C19 Marché Restaurant | 49 Global Blue / Tax Free |
| 03 4 Cani | 38 RELAY | 98 La Gondola | 09 Leysieffer Bistro | C11 Gosch Sylt | 53 ReiseBank |
| 06 Cafetiero | 40 Wilsen | 61 Anadolu | 011 Plaza | C15 Sportsbar | 57 Sparkasse |
| 13 Red Baron | 42 Chicago | 62 McDonald's / McCafé | 013 Leysieffer Confiserie | E1 Starbucks | 64 REWE CITY Markt |
| 18 Le Delizie | 45 Caffè Ritazza | 63 WAVE.Wellnessbar | 014 Leysieffer Bistro | E3 Das Gasthaus | C5 Metropolitan Pharmacy |
| 20 Kamps | 46 b2b | A4 Amoriba | 017 Starbucks | | C14 ReiseBank |
| 21 RELAY | 48 Chalet | A11 Restaurant Ark | C2 Cafetiero | | C2 Wülhfah conference and
banqueting centre |
| 23 Kikaku Sushi Bar | 51 hemingway's | A12 San Pino | C4 Italissimo | | 8 Observation Deck |
| 33 Quicker's | 52 Kamps | A13 Mövenpick Café | C7 Coa | | K Kiddieland |
| 34 Mövenpick Ice Bar | 54 Coffee to Go | 85 Loreley Bistro | C10 Marché Bakery | | |
| | | | | Services | |
| | | | | 37 ReiseBank | |
| | | | | 39 Metropolitan Pharmacy | |
| | | | | 47 ReiseBank | |

Peta tapak (*site*) untuk Bandara Internasional Dusseldorf, Jerman



Pier B | Level 2

Pier B | Level 3

Travel Market site plan

Pier B | Level 2

- 02 clubUrlaub
- 03 ITT
- 06 Flugbörse
- 06 LTUR
- 07 Discount Travel
- 08 Hapag Lloyd
- 09 alltours Reisecenter
- 10 sonnenklar.TV Reisebüro
- 11 GTI Reisebüro
- 12 HOLIDAY LAND
- 13 Die Strandläufer
- 14 air marin
- 15 REWE Touristik
- 16 fly cent

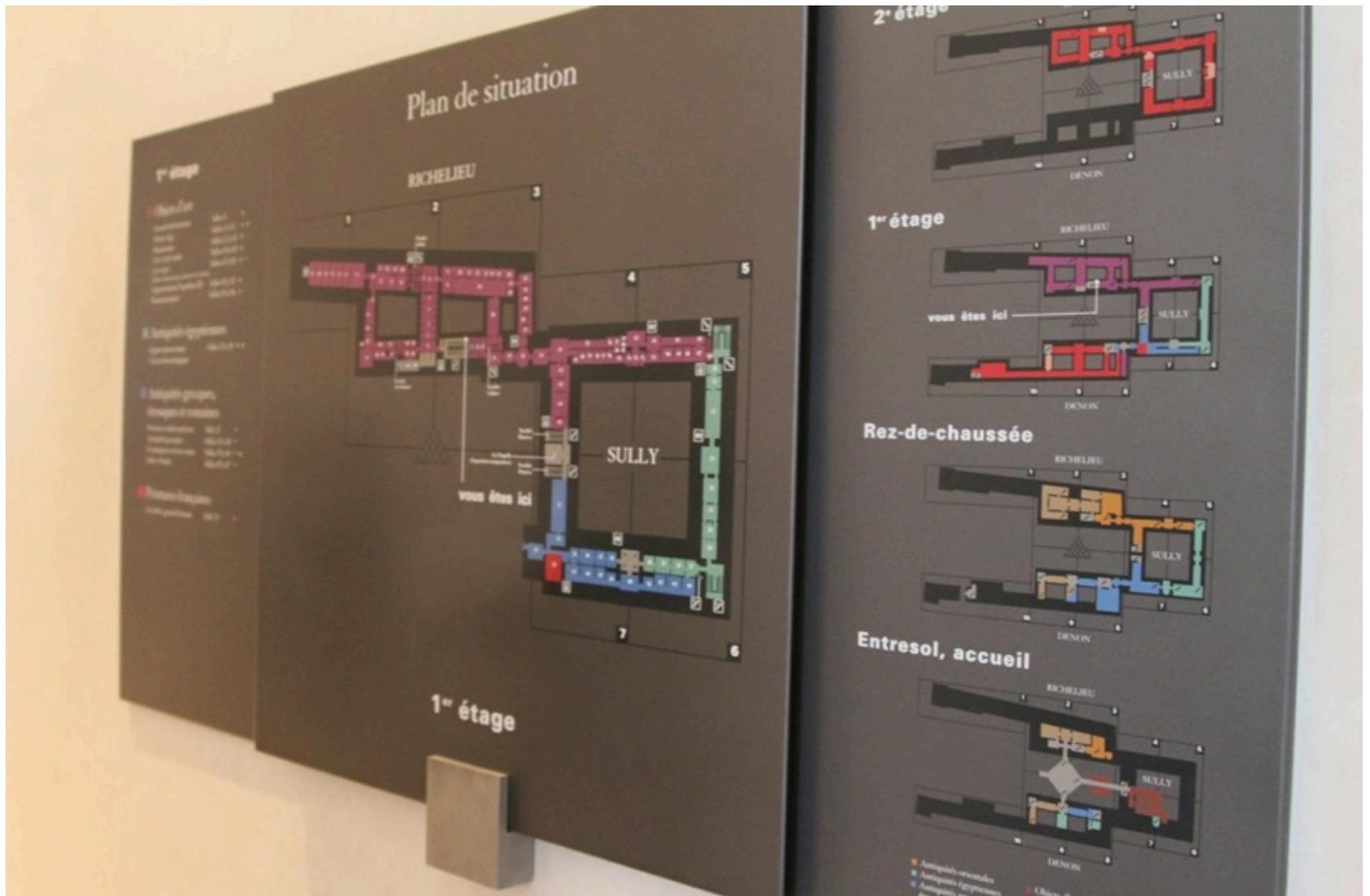
- 17 5 vor flug
- 18 Reiseland
- 19 Immer Urlaub
- 20 TUI Reisecenter
- 21 byebye / spanien.de
- 22 TUI Reisebüro
- 23 Lufthansa City Center
- 24 travelstore
- 25 Schmetterling
- 26 Fun & Family
- 27 Asien Traumreisen
- 28 Click und Flieg

Pier B | Level 3

- 01 Zent Reisen
- 02 Discount Travel
- 03 TUI Travel Star
- 04 Transorient
- 05 Reisefoyer.de
- 06 Thomas Cook Reisebüro
- 07 Click-Lastminute.de
- 08 Bebek Travel
- 09 check and fly
- 10 Solreisen
- 11 ATLAS Reisebüro
- 12 Travel Overland
- 15 Neckermann Reisebüro
- 16 Lastminute-pur.de

- 17 CLEVERGEBUCHT.de
- 18 Terminal Reisen
- 19 TIG Reisecenter
- 20 Düsseldorf Select
- 21 Reiseprofi
- 22 Avolo24.de
- 23 Magic Tours
- 24 Rotstift Reisen
- 25 Premium-Weltreisen.de

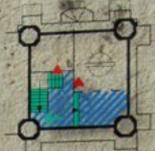
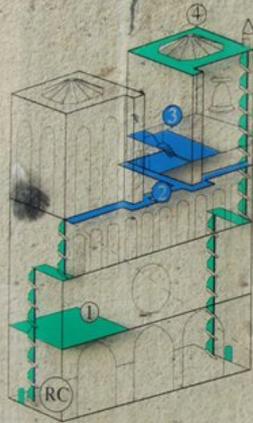
Peta informasi
 biro perjalanan di
 Bandara Internasional
 Dusseldorf, Jerman



Peta situasi Museum Louvre, Paris, Perancis

PLAN D'EVACUATION

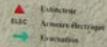
CATHEDRALE NOTRE-DAME DE PARIS



NIVEAU BEFFROI
TOUR SUD



NIVEAU GALERIE
DES CHIMERES



- ④ Sommet de la tour sud
- ③ Beffroi - La tour sud
- ② Galerie des Chimères
- ① Comptoir des ventes
- RC Rez-de-chaussée

INCENDIE

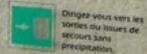
Si vous découvrez un début d'incendie (fumée anormale, fuite de gaz, etc...)

Prévenez les **POMPIERS** au **18** et précisez :

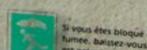
- le type de feu,
- le lieu,
- l'importance et la nature du sinistre

EVACUATION

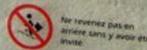
A l'audition du signal sonore d'évacuation,



Dirigez-vous vers les sorties ou issues de secours sans précipitation.



Si vous êtes bloqué dans le fumée, baissez-vous, l'air frais est près du sol.



N'ayez pas en arrière sans y avoir été invité.

Zone de rassemblement **PARVIS**

CoSsec - Tel : 01 49 39 41 17

09-09-1010-11
OCTOBRE 1999

Peta evakuasi keadaan darurat di Katedral Notre-Dame Paris, Perancis

*behaving in an ever
 ruimen aan de 9 vliegveld
 van de weg naar het
 te openbare ruimte
 gebied op de gewest
 het 9. De nieuwe
 omgeving van de
 vliegveld
 later het
 gebied:*

*buildings along the road are largely freestanding in a soberly
 and not public space, creating attractive views through to the
 facades of the high-rise buildings, the old warehouses and the
 9. With their sturdy environment, the new buildings refer to
 the old warehouses in the area.*

*A spectacular solution has been found for access to the
 Jona Island from the Hoopkade quay. Since 2000, the Jan
 Scherding bridge, designed by Ton vanhousen, has pierced
 the original warehouse de Zwijger on its way to the peninsula.*

*A square plan has been drawn up for the most westerly
 section of the quay, the Rijk. Owing to its location, close to
 the city centre, a public function was designated. Surrounded
 on three sides by water, the design of the MuZiekgebouw
 (Music Building) (2002) - by Danish firm Juliane - provides
 concert halls, studios and catering facilities. Alongside the
 MuZiekgebouw, a hotel has been built, designed in 2000 by
 WJ van Kesteren. Another striking feature is the way lines of the
 major Terminal Amsterdam building, by Helmut Obata +
 Associates (HOA), from 1996.*





Hoop, Liefde en Fortuin

KNSM-eiland



KNSM kantine



Pythonbrug



Pakhuis Koning Willem I

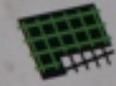
Java-eiland



Amphitrite



Barcelona



Parman



Bakstenen sculptuur (Kikheby)



Zeeman op de uitkijk

Borneo-eiland en Sporenburg



Loods 6



Fragment van een huiskamer, verkleind naar 88%

Abattoir- en veemarkterrein en Entrepot-West



Skydome



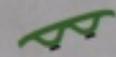
The Whale



Industrieel monument



Jan Schaeferbrug



Brug Borneo-Sporenburg



Piraeus



Bruggen Java-eiland

en de
ot

de Pijlen



Peta informasi kedatangan dan keberangkatan bus di kota Delft, Belanda



Peta informasi kedatangan dan keberangkatan bus di kota, Leiden, Belanda



Peta informasi kedatangan dan keberangkatan kereta di Centraal Station, Den Haag, Belanda

Buildings

Nr	Name	Address
64	Aerodynamica Laboratorium, Windtunnels	Kuyperweg 2
62	Aerospace Engineering	Kuyperweg 1
22	Applied Physics	Lorentzweg 1
8	Architecture	Julianaan 134
20	Aula Conference Centre	Mekelweg 5
5	Biotechnology	Julianaan 67
6	Botanical Garden	Portlandplein 6
12	Chemical Engineering	Julianaan 136
23	Civil Engineering and Geosciences (CEG)	Stevinweg 1
43	Combined Heat and Power Plant	Leeghwaterstraat 36
32a	Composites laboratory / INHOLLAND	Landbergstraat 19
30	Culture Division	Mekelweg 10
51	Delft Aerospace Structures & Materials Laboratory	Kuyperweg 3
16	Deltares	Stieltjesweg 2
30a	Education & Student Affairs	Jeffalison 9a
35	Education Building 35	Cornelis Drettelbeleg 5
36	Electrical Engineering, Mathematics and Computer Sciences (EEMCS)	Mekelweg 4
36	Electronic and Mechanical Support Division (DEMO)	Mekelweg 4
34a	Executive Board / Supervisory Board	Cornelis Drettelbeleg 5
65	Facility Management & Real Estate, Classrooms, Multi-tenant building	Kuyperweg 4 + 6
32	Industrial Design Engineering (IDE)	Landbergstraat 15
42	INHOLLAND University	Rotterdamseweg 141
34	Knowledge Valorisation centre / MultiMedia Services (MMS) / Corporate Policy Affairs	Mekelweg 2
60	Logistics and Environment	Anthony Fokkerweg 5

Gebouwen

Nr	Naam	Adres
64	Aerodynamica Laboratorium, Windtunnels	Kuyperweg 2
20	Aula Conferentie Centrum	Mekelweg 5
8	Bouwkunde (BK)	Julianaan 134
5	Biotechnologie	Julianaan 67
6	Botanische tuin	Portlandplein 6
12	Chemische Technologie	Julianaan 136
23	Civiele Techniek en Geowetenschappen (CTG)	Stevinweg 1
14a	College van Bestuur / Raad van Toezicht	Julianaan 136
32a	Composietenlab. / INHOLLAND	Landbergstraat 19
38	Cultuurcentrum	Mekelweg 10
16	Deltares	Stieltjesweg 2
36	Dienst Elektronische en Mechanische Ontwikkeling (DEMO)	Mekelweg 4
36	Elektrotechniek, Wiskunde en Informatica (EWI)	Mekelweg 4
65	Facilitair Management & Vastgoed, onderwijsruimten, verzamelgebouw	Kuyperweg 4 + 6
40	Haagse Hogeschool	Rotterdamseweg 137
42	Hogeschool INHOLLAND	Rotterdamseweg 141
32	Industrieel Ontwerpen (IO)	Landbergstraat 15
34	Kennis Valorisatiecentrum / MultiMedia Services (MMS) / directie instellingsbeleid	Mekelweg 2
45	Lage snelheids Windtunnel Laboratorium	Leeghwaterstraat 42
60	Logistiek en Milieu	Anthony Fokkerweg 5
62	Lucht- en Ruimtevaarttechniek (LR)	Kuyperweg 1
21	Marketing & Communicatie	Prometheusplein 1
30b	Multi-scale Physics	Leeghwaterstraat 39





21 TU Delft Library

23 University Corporate Office, departments:
Finance & Control, Human Resources and
Administrative Support Department

18a Van Leeuwenhoek Laboratory

Prometheusplein 1

Stevinweg 1

Van der Waalsweg 16

69 verzameigebouw / onderwijsruimten

61 Vliegtuighal

43 Warmte Krachtcentrale

34 Werktuigbouwkunde, Maritieme Techniek,
Technische Materiaalwetenschappen (3mE)



Legenda

 TU buildings
TU gebouwen

 Other buildings / prospective buildings
Overige gebouwen / gebouwen in aanbouw

 Building number
Gebouwnummer

 (Main) entrance building
(Hoofd)ingang gebouw

 Delivery entrance
Goedereningang

 TU roadway
TU ring

 Road
Autoweg

 Bus track
Busbaan

 Cycle path
Fietspad

 Pedestrian area
Voetgangersgebied

 Busstop
Bushalte

 Parking
Parkeerplaats

 Park / sports field
Park / sportsveld

 Water

 Centraal informatiepunt TU Delft
Tel: 015-2781010

Informasi pada desain pameran

PENTING! > Publik adalah editor dari desain informasi yang anda rancang!

Audiens (publik, manusia) sebagai penerima informasi dalam lingkup pameran akan melakukan **observasi** dan **menyaring informasi spesifik** yang mereka terima (**teks, grafis, interactive display dan penempatan**). Hal ini disebut **Evaluasi Formatif** (berdasar bentuk).

Griggs dan
Manning (1983)

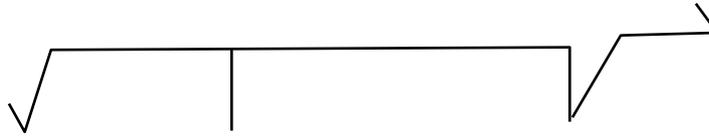
**Ranah
Informasi**



**Objektif,
Pesan,
Prioritas**



**Objek
Teks/Grafis
Format
Masukan
Organisasi
Media penyampaian**



**Pemirsa
(Audiens)**

**Motivasi
untuk
Memperhatikan
dan Melakukan
Sesuatu**



**Pesan
yang di
persepsi**

**Perilaku
lain**



Aksi

Screvens (1969)

Selamat siang pemikir desain!