

Informational and Scientific Graphics

Isotypes and Information Graphics

Isotype concept involves the use of elementary pictographs to present complex data, particularly statistical data.



16-44. Henry C. Beck, map for the London Underground, 1933. Replaced geographic fidelity with diagrammatic interpretation. [Meggs]



16-43. Gerd Arntz and Otto Nuerath, "Gesellschaftsgliederung in Wien" (Social Stratification in Vienna) chart, 1930. [Meggs]

Industrial Product Information

Ladislav Sutnar

- The first to transform product information
- His major contribution was developing a system for structuring information in a logical and consistent manner
- His approach transformed static and uniform arrangements into dynamic patterns of clear, rational organization.



17-50. Ladislav Sutnar, page from *Catalog Design Progress*, 1950. [Meggs]

Data Presentation

World Geo-Graphic Atlas

- Published by the CCA in 1953, Walter Paepcke wanted a book that promoted a better understanding of each other.
- The Atlas was distributed for free to clients, suppliers, museums, and libraries.



17-51. Herber Bayer, pages from the *World Geo-Graphic Atlas*, 1953. Planets are in scale with respect to each other and the sun. [Meggs]

World Geo-Graphic Atlas

Herber Bayer

- Labored for 5 years to create the atlas, combining information from multiple scientific disciplines.
- Ahead of his time, Bayer's illustrations pioneered new ways for presenting complex information



17-52. Herber Bayer, pages from the *World Geo-Graphic Atlas*, 1953. Color coding, symbols, cross-sections, maps, and illustrations provide a visual inventory of earth resources. [Meggs]



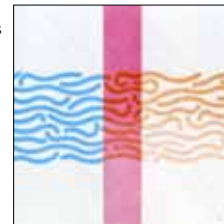
17-53. Herber Bayer, pages from the *World Geo-Graphic Atlas*, 1953. Immediate visual comparisons about population and energy use can be made. Information based on Buckminster Fuller's Dymaxion Projection. [Meggs]

Functional Graphics for Science

Anton Stankowski

- Major contribution: The creation of visual forms to communicate invisible processes and physical forces
- Brought a strong mastery of constructivist design, an intellectual acumen for science and engineering, and a burning curiosity to his design of complex scientific and engineering concepts.

18-10. Anton Stankowski, calendar cover for Standard Elektrik Lorenz AG, 1957. A radial configuration symbolizes transmission and radiation using the client's radio and telephone products. [Meggs]



18-11. Anton Stankowski, image from a Viessmann calendar, undated. Linear elements change color after passing through the central bar, representing heat and energy transfer in furnace boilers. [Meggs]