

**vision
plus
2007**

Vision Plus 12
Schwarzenberg
5-7 July 2007



**Information
Design**
Achieving
Measurable
Results

Vision Plus 2007

Information Design – Achieving Measurable Results

The International Institute for Information Design (IIID) is proud to announce Vision Plus, a multi-disciplinary international conference on Information Design, to be held July 5–7, 2007 at Schwarzenberg, Austria. The theme of this twelfth in the series of Vision Plus symposia is “Information Design – Achieving Measurable Results”.

- How and to what extent can we measure the success of a given work?
- How do we quantify the role and impact of intangibles like design?
- What techniques and technologies can be used to get measurable results?
- How are information designers building the necessary metrics into their projects?

Vision Plus will explore this challenging, complex, and controversial question from all angles. The program will present successful examples and case studies, and the sessions are structured to facilitate stimulating and provocative discussions. Some of the main topics to be covered are:

- Orientation systems and transportation information
- Web-Design and navigation systems
- Simplification of complex information in financial and health communications
- Inclusive design
- Educational initiatives: curriculum development and exchange programs

The conference will be chaired by IIID President Robert O. Swinehart, Carnegie Mellon University, Pittsburgh, USA und IIID Vice President Charles Wesley Ervin, Health Care District of Palm Beach County, Florida, USA.

For the first time parallel sessions will be held including workshops. The conference language is English.

Registration

Download the Registration Form at:
<http://www.iiid-visionplus.net/Registration.aspx>

Participation Fee: € 470 (€ 376*)
Additional participant(s) from same office/
institution: € 352,50 (€ 282*)
Students (with student ID): € 235 (€ 188*)
(*20% reduction for payment before April 5, 2007)

The participation fee includes coffee breaks and lunch on all three days and a social event with dinner on July 5, 2007.

Speakers

Gordon Akwera, Information Design, New York, USA
José Allard, Pontificia Universidad Católica de Chile, Santiago, RCH
Ruedi Baur, Intégral Ruedi Baur et Associés, Paris/Zürich
Alex Bitterman, Rochester Institute of Technology, Rochester, USA
Bryce Breitenstein, Breitenstein Medical Associates, Long Beach, USA
Mikel Breitenstein, University of Wisconsin-Milwaukee, USA
Keith Bright, Keith Bright Consultants Ltd., Thatcham, GB
Janet Carpman, Carpman Grant Associates, Ann Arbor, USA
Karen Cheng, University of Washington, Seattle, USA
Jill Dacey, University of Idaho, Moscow, USA
Mario Doulis, University of Applied Sciences Northwestern Switzerland, Basel, CH
Stefan Egger, IIID, Vienna, A
Veronika Egger, isdesign, Vienna, A
Colette Jeffrey, Enterprise IG, London, GB
Guido Kempter, Fachhochschule Vorarlberg, Dornbirn, A
Krzysztof Lenk, Rhode Island School of Design, Providence, USA
Michael Mrazek, NET Communication Management GmbH, Salzburg, A
Karin Nijhuis, Interimair Internet Consultancy, Utrecht, NL
Jim Northover, Lloyd Northover, London, GB
Thomas Porathe, Maelardalen University, Eskilstuna, S
Roger Remington, Rochester Institute of Technology, Rochester, USA
Hanna Risku, Danube University, Krems, A
Cori Schauer, NASA Ames Research Center, Mountain View, USA
Karin Siebenhandl, Danube University, Krems, A
Peter Simlinger, Simlinger Informations-Design GmbH, Vienna, A
David Sless, Communication Research Institute, Fitzroy North, Melbourne, AUS
Erik Spiekermann, SpiekermannPartners, Berlin/London/San Francisco
Paul Stiff, University of Reading, Reading, GB
Lennart Strand, Maelardalen University, Eskilstuna, S
Robert Swinehart, Carnegie Mellon University, Pittsburgh, USA
Brianna Sylver, Sylver Consulting, Chicago, USA
Bonnie Sadler Takach, University of Alberta, Edmonton, CDN
Alex Tyers, Communication Research Institute, Fitzroy North, Melbourne, AUS
Karel van der Waarde, Van der Waarde Design Research, Elewilt, B
Rupesh Vyas, National Institute of Design, Ahmedabad, IND
Victor Zwimpfer, Institute for Media Studies, Basel, CH

Venue

Vision Plus will be held at the Angelika Kauffmann Hall in Schwarzenberg, a picturesque alpine village in the Bregenzerwald region of Vorarlberg, Austria, bordering Switzerland (CH), Liechtenstein (FL) and Germany (D).

Accommodation

For travel information and hotel bookings, go to www.bregenzerwald.at click “Vision Plus” and scroll all the way down to fill in the “Vision Plus-Anfrageformular”. The tourist office of Bregenzerwald will be able to help you with your individual needs.

Bregenzerwald Tourismus
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Sa, Su 8:00–13:00)
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Contact

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Vision Plus 2007

Information Design – Achieving Measurable Results

Das International Institute for Information Design (IIID) veranstaltet vom 5. bis 7. Juli 2007 ein interdisziplinäres Symposium Vision Plus in Schwarzenberg, Vorarlberg. Das Thema für dieses 12. international besetzte Symposium ist "Information Design – Achieving Measurable Results":

- Wie kann man den Erfolg eines Projekts messen?
- Anhand welcher Kriterien lässt sich die Qualität von Information feststellen?
- Wie kann man vergleichbare und messbare Resultate erzielen?
- Wie kann man objektive Maßstäbe im Designprozess einsetzen?

Vision Plus stellt sich mit diesem Thema einer aktuellen, von Wissenschaft und Wirtschaft gleichermaßen gestellten Herausforderung. Es werden erfolgreiche Beispiele und Fallstudien aus verschiedensten Bereichen des Information Design präsentiert, darunter:

- Orientierungssysteme und Verkehrsinformation
- Web-Design und Navigationssysteme
- Information Design im Finanz- und Gesundheitsbereich
- Inclusive Design
- Ausbildung und Training

Den Vorsitz führen IIID Präsident Robert O. Swinehart, Carnegie Mellon University, Pittsburgh, USA und IIID Vizepräsident Charles Wesley Ervin, Health Care District of Palm Beach County, Florida, USA.

Dieses Jahr werden erstmals parallele Sessions mit Workshops abgehalten. Die Konferenzsprache ist Englisch.

Anmeldung

Download des Anmeldeformulars unter:
<http://www.iiid-visionplus.net/Registration.aspx>

Teilnahmegebühr: € 470 (€ 376*)
Zusätzliche Teilnehmer vom selben Büro/Institut:
€ 352,50 (€ 282*)
Studenten (mit Studiennachweis): € 235 (€ 188*)
(*20% Ermäßigung für Frühbucher bis 5. April 2007)

Die Teilnahmegebühr beinhaltet Mittagessen und Kaffeepausen für drei Tage und einen Social Event (Empfang mit Abendessen) am 5. Juli 2007.

Sprecher

Gordon Akwera, Information Design, New York, USA
José Allard, Pontificia Universidad Católica de Chile, Santiago, RCH
Ruedi Baur, Intégral Ruedi Baur et Associés, Paris/Zürich
Alex Bitterman, Rochester Institute of Technology, Rochester, USA
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Colette Jeffrey, Enterprise IG, London, GB
Guido Kempter, Fachhochschule Vorarlberg, Dornbirn, A
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Michael Mrazek, NET Communication Management GmbH, Salzburg, A
Karin Nijhuis, Interimair Internet Consultancy, Utrecht, NL
Jim Northover, Lloyd Northover, London, GB
Thomas Porathe, Maelardalen University, Eskilstuna, S
Roger Remington, Rochester Institute of Technology, Rochester, USA
Hanna Risku, Danube University, Krems, A
Cori Schauer, NASA Ames Research Center, Mountain View, USA
Karin Siebenhandl, Danube University, Krems, A
Peter Simlinger, Simlinger Informations-Design GmbH, Vienna, A
David Sless, Communication Research Institute, Fitzroy North, Melbourne, AUS
Erik Spiekermann, SpiekermannPartners, Berlin/London/San Francisco
Paul Stiff, University of Reading, Reading, GB
Lennart Strand, Maelardalen University, Eskilstuna, S
Robert Swinehart, Carnegie Mellon University, Pittsburgh, USA
Brianna Sylver, Sylver Consulting, Chicago, USA
Bonnie Sadler Takach, University of Alberta, Edmonton, CDN
Alex Tyers, Communication Research Institute, Fitzroy North, Melbourne, AUS
Karel van der Waarde, Van der Waarde Design Research, Elewijt, B
Rupesh Vyas, National Institute of Design, Ahmedabad, IND
Victor Zwimpfer, Institut für Medienwissenschaften, Basel, CH

Veranstaltungsort

Vision Plus findet im Angelika-Kauffmann-Saal in Schwarzenberg, einem malerischen Dorf im Bregenzerwald statt. Schwarzenberg liegt in Vorarlberg, Österreich, nahe der Grenze zu Deutschland, Schweiz und Liechtenstein.

Unterkunft

Für Hotel- und Zimmerbuchungen, das "Vision Plus-Anfrageformular" verwenden, zu finden bei www.bregenzerwald.at, ganz unten auf der Website.

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