



iasdr 2017



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Newcastle upon Tyne, England

Animation as a Creative Tool: Insights into the Complex

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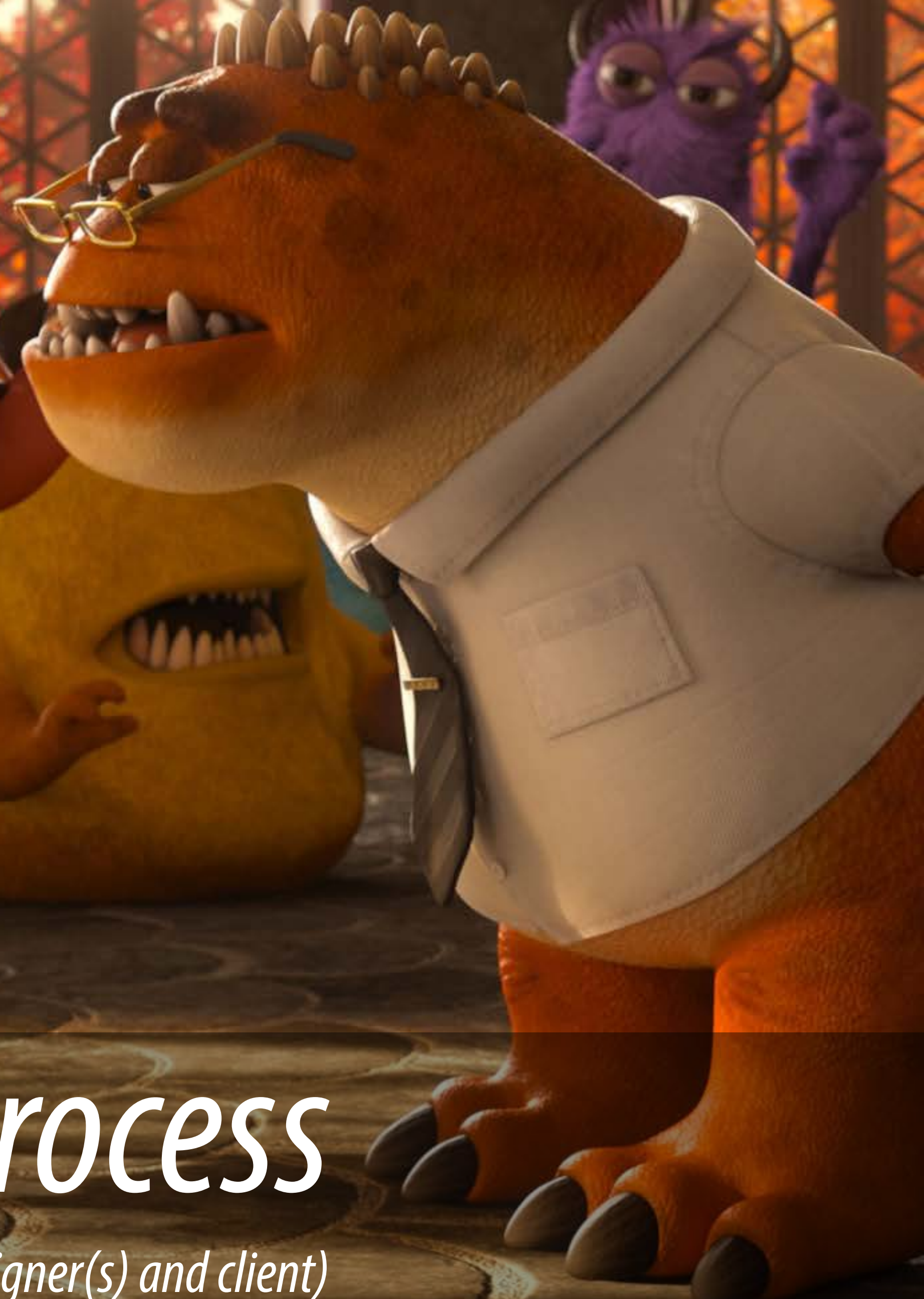
Northumbria University



Visualising for Effective Communication

(Concepts and designs through animations = ideas / interactions / thinking / decision-making)

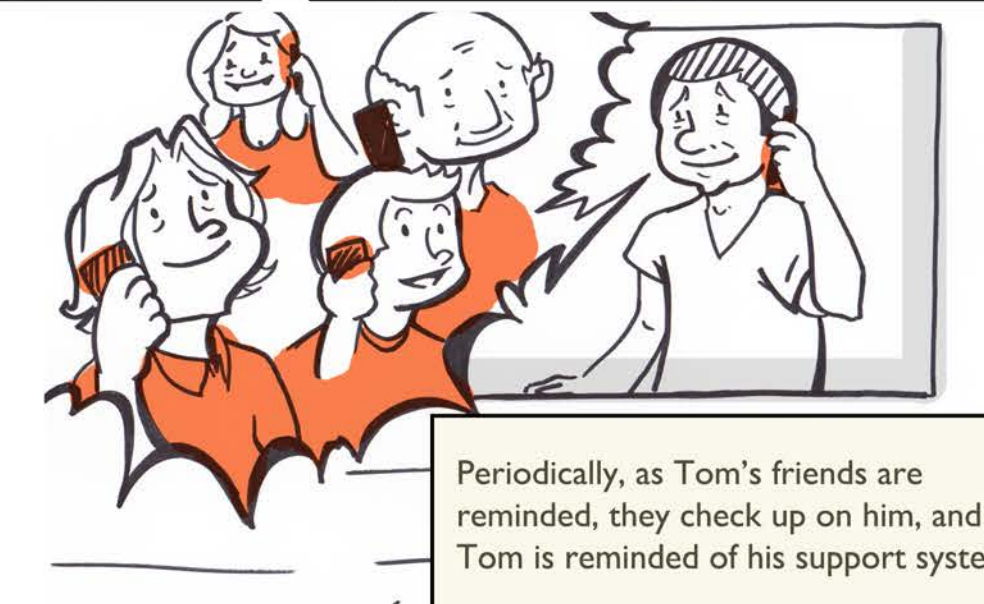
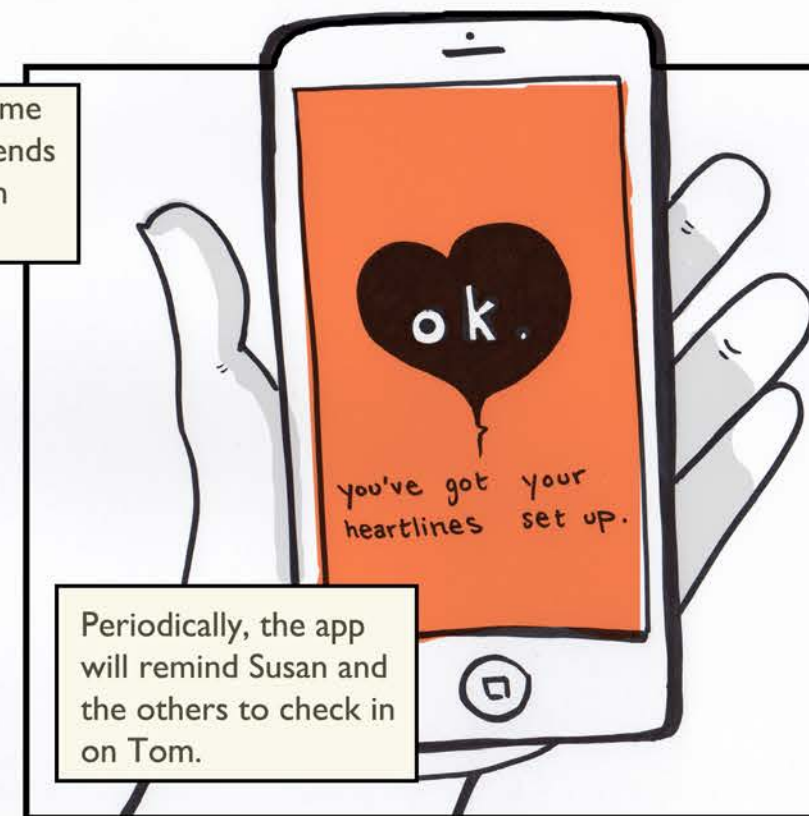
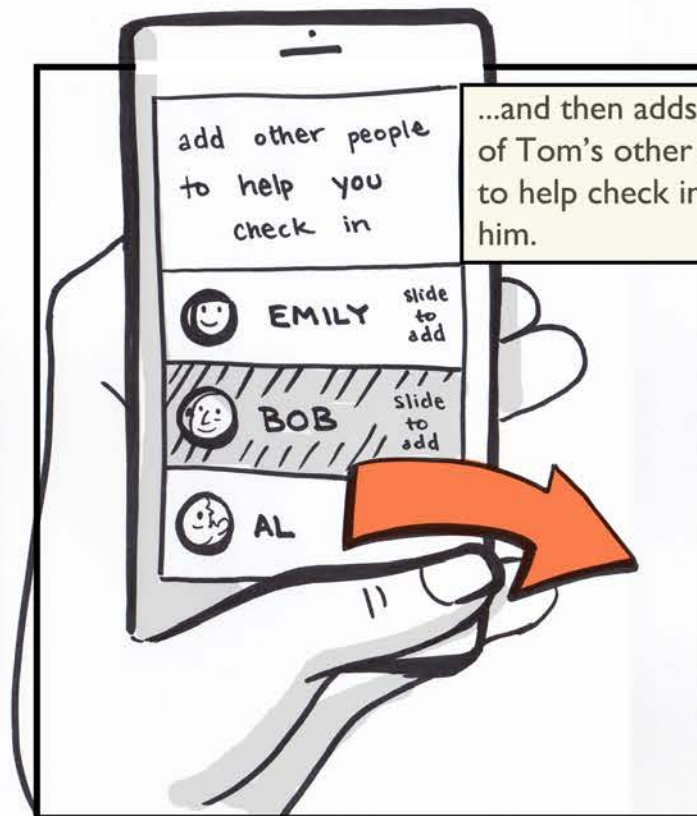
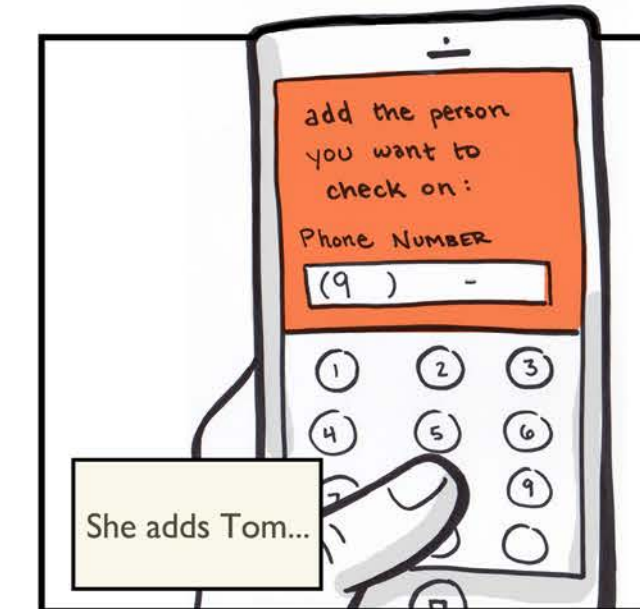
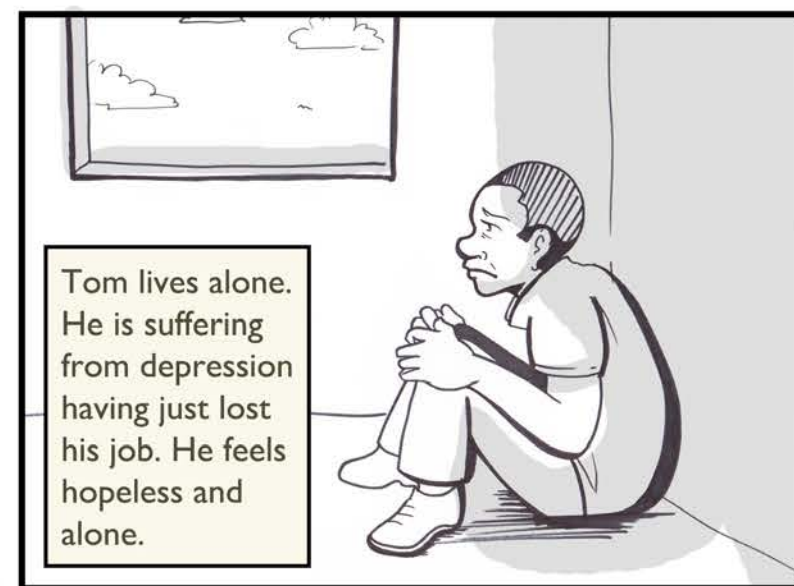


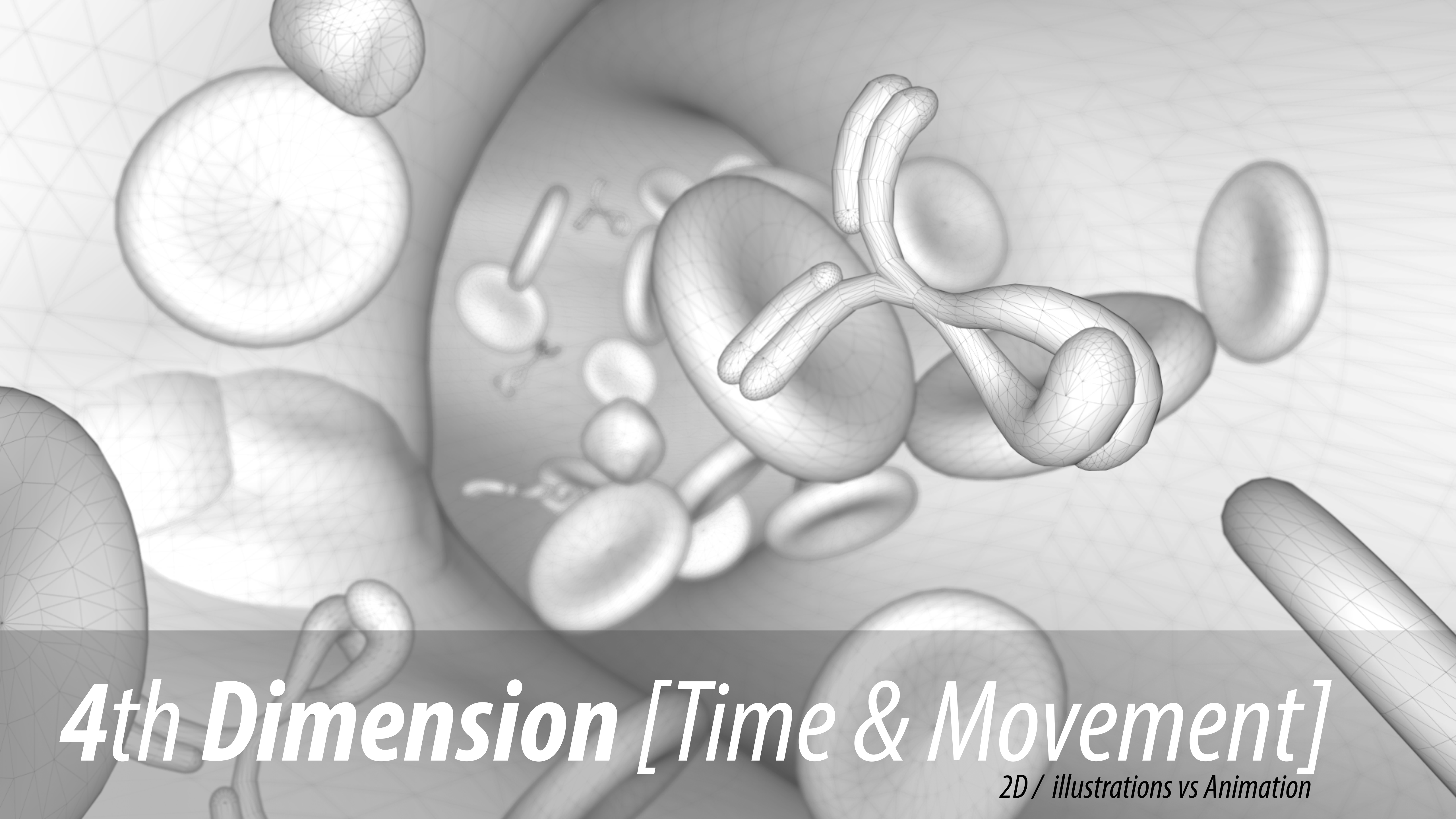


Learning process

(for both designer(s) and client)

Story Telling *(Pace - Experiences - Emotions)*





4th Dimension [Time & Movement]

2D / illustrations vs Animation

Team engagement & Impact



image - Terry Gilliam's Brazil

125

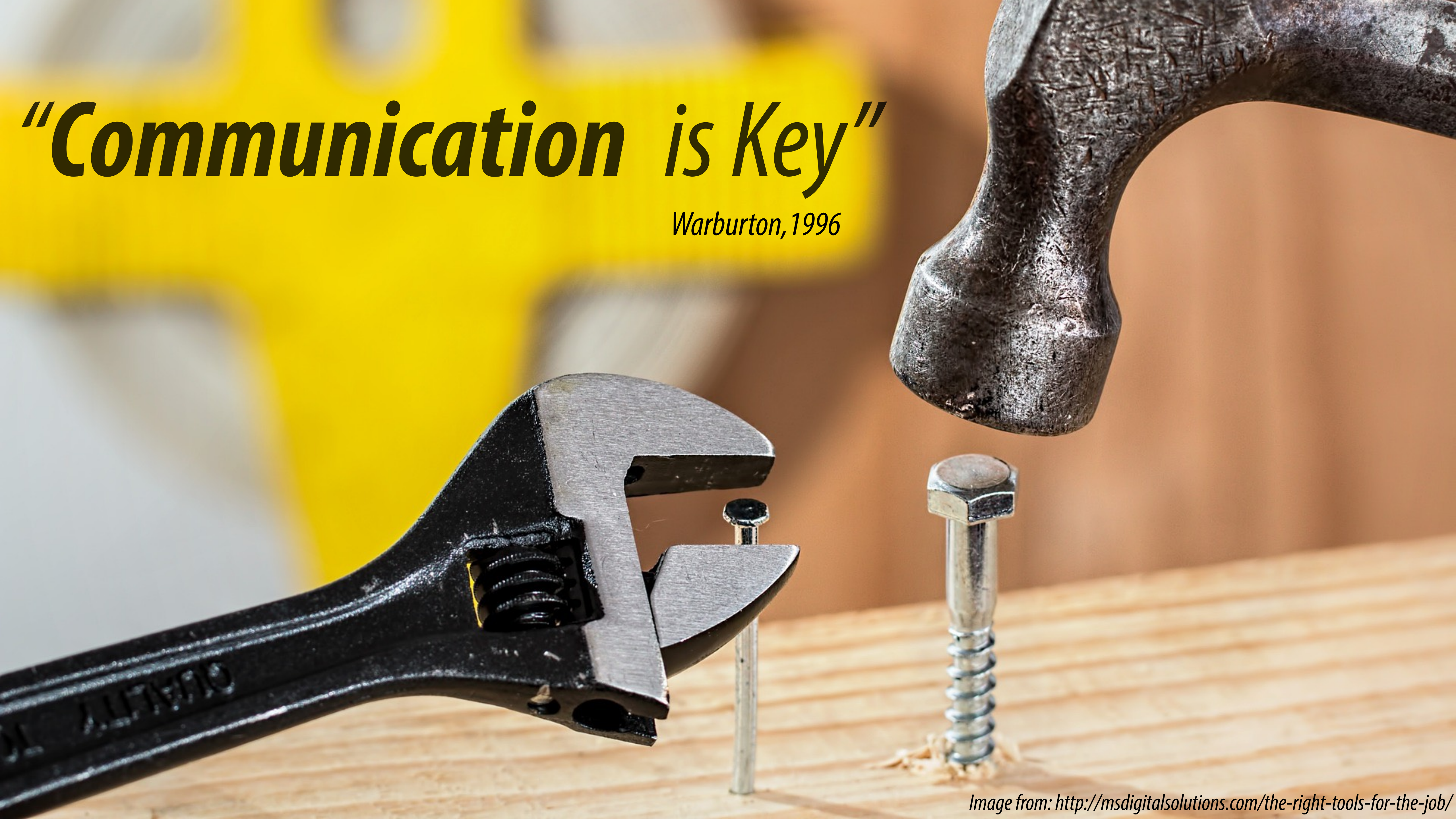
A-Ha!

[301.1234]

**The element of
Understanding**

“Communication is Key”

Warburton, 1996



Front end - early understanding

Crash course in learning / technology / function / process etc...

The collage consists of several overlapping pages of hand-drawn diagrams and notes:

- Top Left:** A diagram showing a stem cell (blue circle) with a red arrow pointing to a cluster of cells. Labels include "Gene" and "FACS".
- Top Right:** A series of diagrams illustrating the process of stem cell culture. Labels include "Single Stem Cell (Pluripotent Stem Cell) - EMBRYONIC STEM CELL", "STEM CELLS GROW UP TOGETHER", "ANTIBIOTIC ADDED & MARKER TO IDENTIFY CELLS", "GREEN WASH MOVES OVER PETRI DISH", "NEW PETRI DISH DIFFERENT COLOUR", "LINK TO 16", "ZOOMING CHANGES MEIOSIS CHROMATIDES", "ANTIBIOTIC ADDED & MARKER TO IDENTIFY CELLS", "GREEN WASH MOVES OVER PETRI DISH", "NEW PETRI DISH DIFFERENT COLOUR", "LINK TO 16", "ZOOMING CHANGES MEIOSIS CHROMATIDES".
- Middle Left:** A diagram showing a stem cell (blue circle) with a red arrow pointing to a cluster of cells. Labels include "Stem cell".
- Middle Right:** A series of diagrams illustrating the process of stem cell culture. Labels include "ANTIBIOTIC ADDED & MARKER TO IDENTIFY CELLS", "GREEN WASH MOVES OVER PETRI DISH", "NEW PETRI DISH DIFFERENT COLOUR", "LINK TO 16", "ZOOMING CHANGES MEIOSIS CHROMATIDES".
- Bottom Left:** A series of diagrams illustrating the process of stem cell culture. Labels include "CAMERA OVER TAKES DNA", "CAMERA OUT", "CLOSE UP ON WIRES & GATING (MAY HAVE CELL OUT)".
- Bottom Right:** A series of diagrams illustrating the process of stem cell culture. Labels include "ZOOM INTO MITOCHONDRION IDENTIFY", "1. WHAT IT IS (BATTERY)", "2. CONTAINS DNA", "3. AREAS OF ERROR", "ZOOM INTO ONE CELL IDENTIFY THE DIFFERENT ELEMENTS OF THE STRUCTURE", "ZOOM BACK OUT TO SHOW WHOLE CELL AGAIN", "IDENTIFY MITOCHONDRION & SHOW A BLOW UP OF WHAT IT LOOKS LIKE", "LABEL ENTERS FRAME".

Truth to Position*
(rules for conscious honesty)

Seductive Details*
(interesting elements in text)

Seductive Illustrations*
(interesting elements in pictorial form)

* Hilton, 2002

* Kim, Yoon, Whang, Tversky, & Morrison, 2007

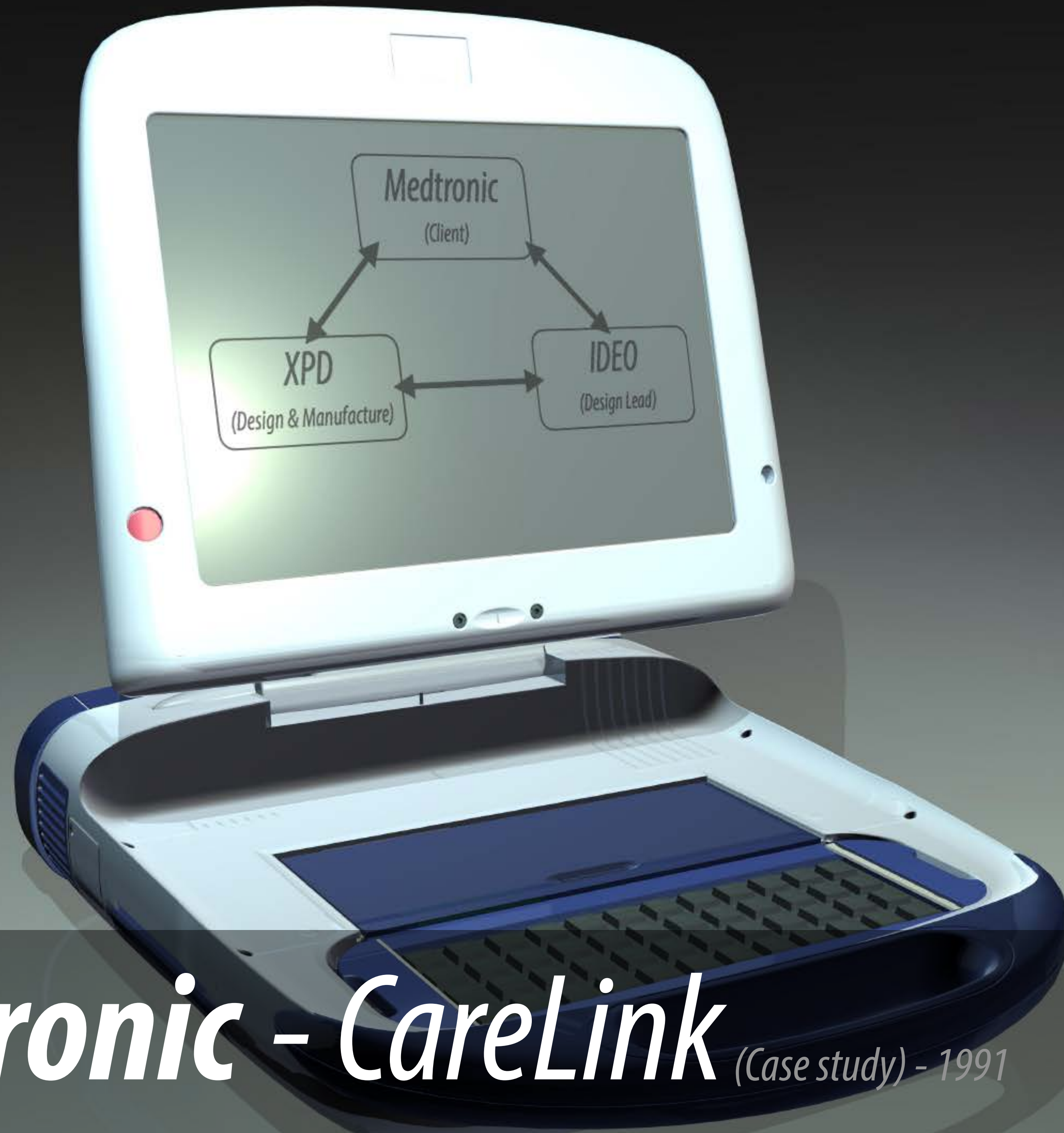
* Harp & Mayer, 1997



Muuto I'm Boo – Carafe

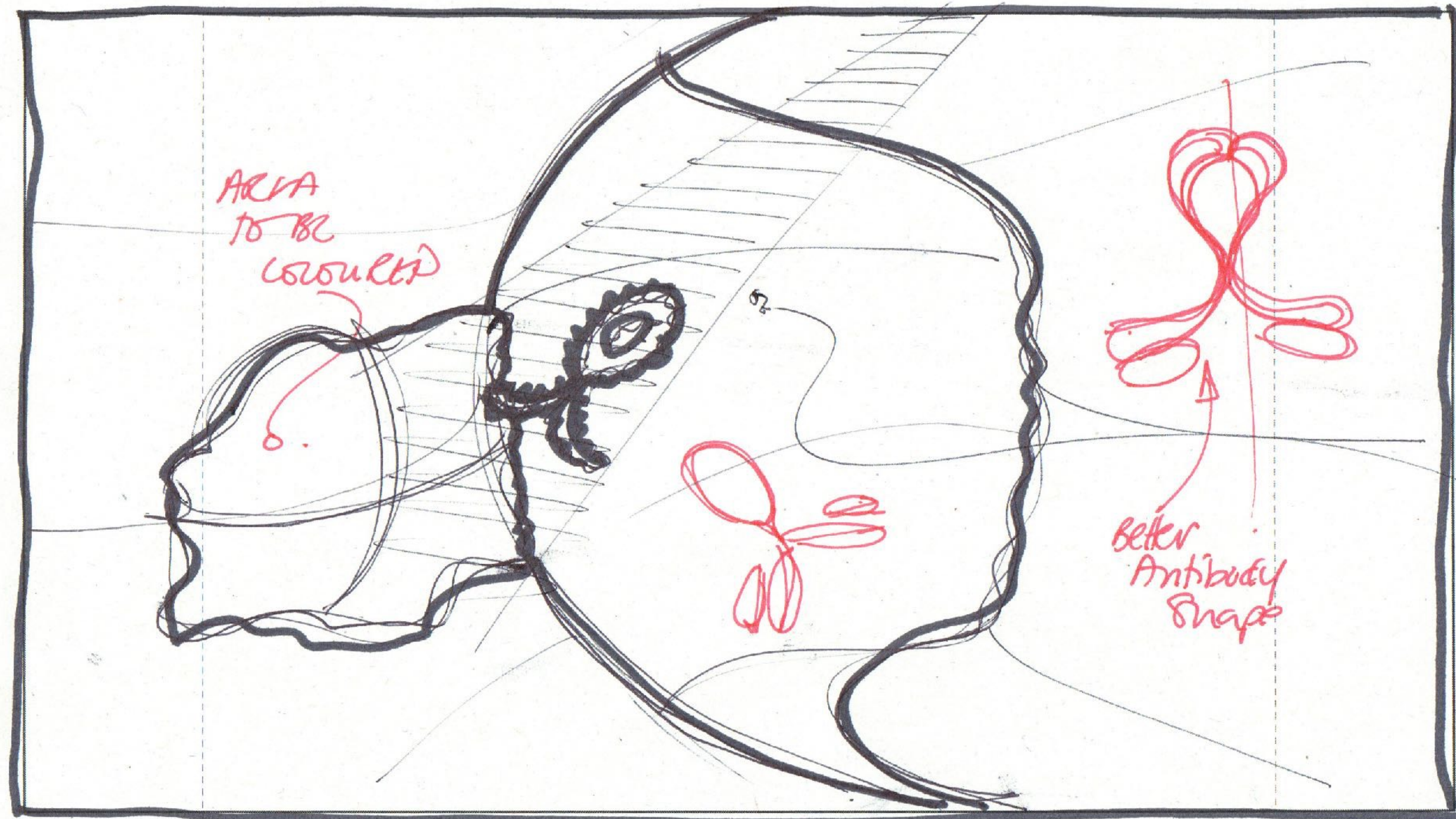
Social process *(not subjective - bridge the gap between team members)*





Medtronic - CareLink (Case study) - 1991

BioTransformations - Cloaking (Case study)

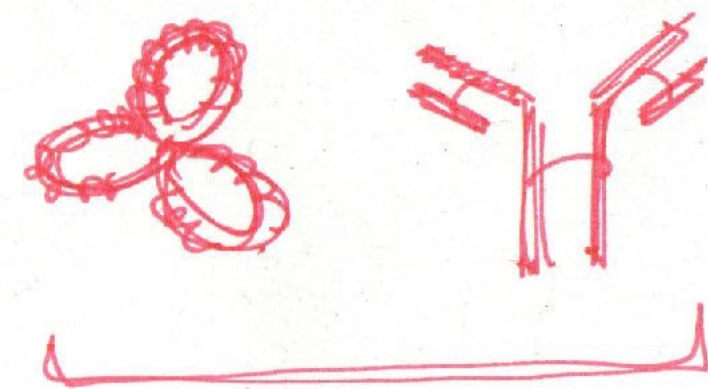


AREA WITHIN AN
ARTERY - CANCER
GROWTH ON WALL

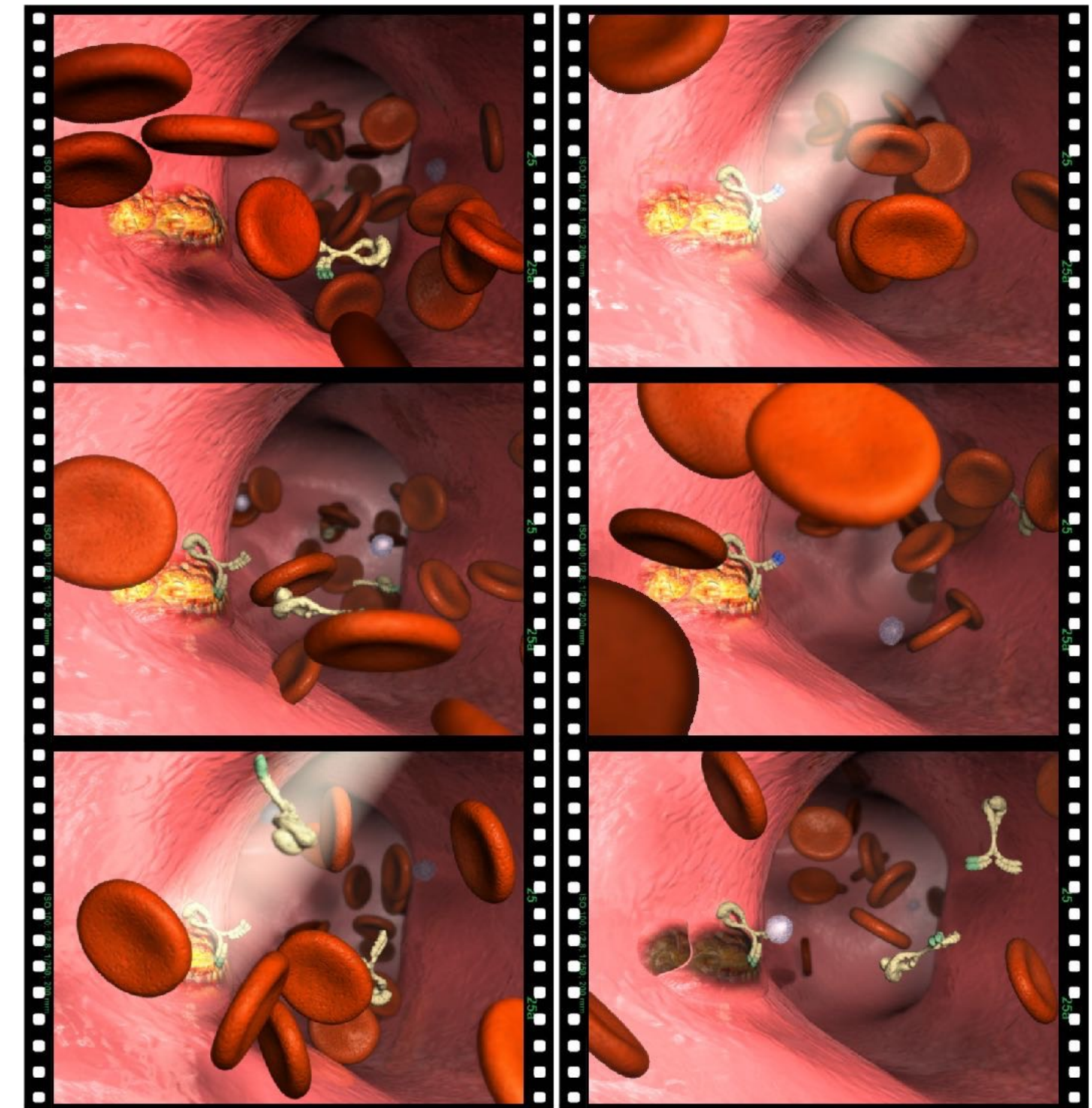
ANTIBODY ATTACHED
TO CANCER

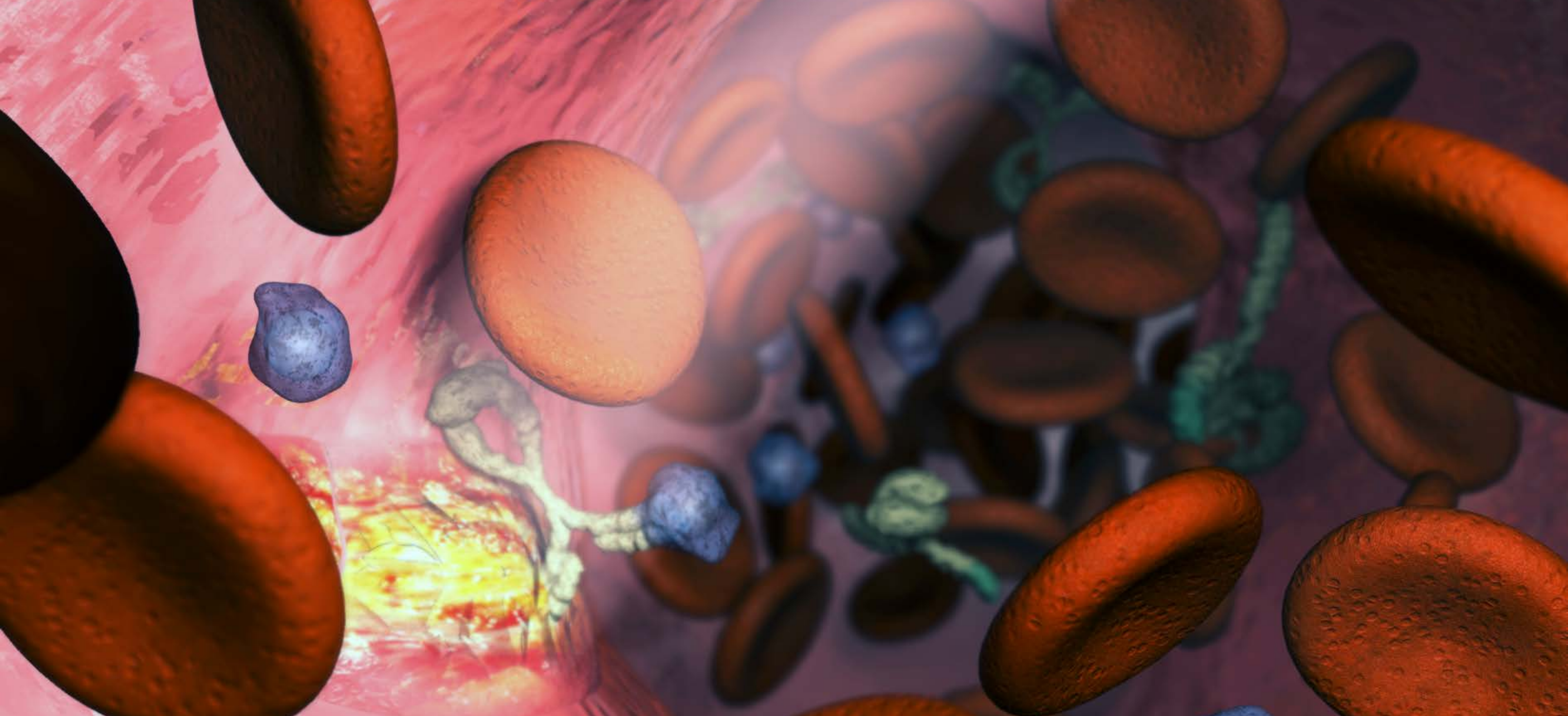
Better
Antibody
Shape

LIGHT LOWER
THROUGH WALL
ACTIVATING
ANTIBODY



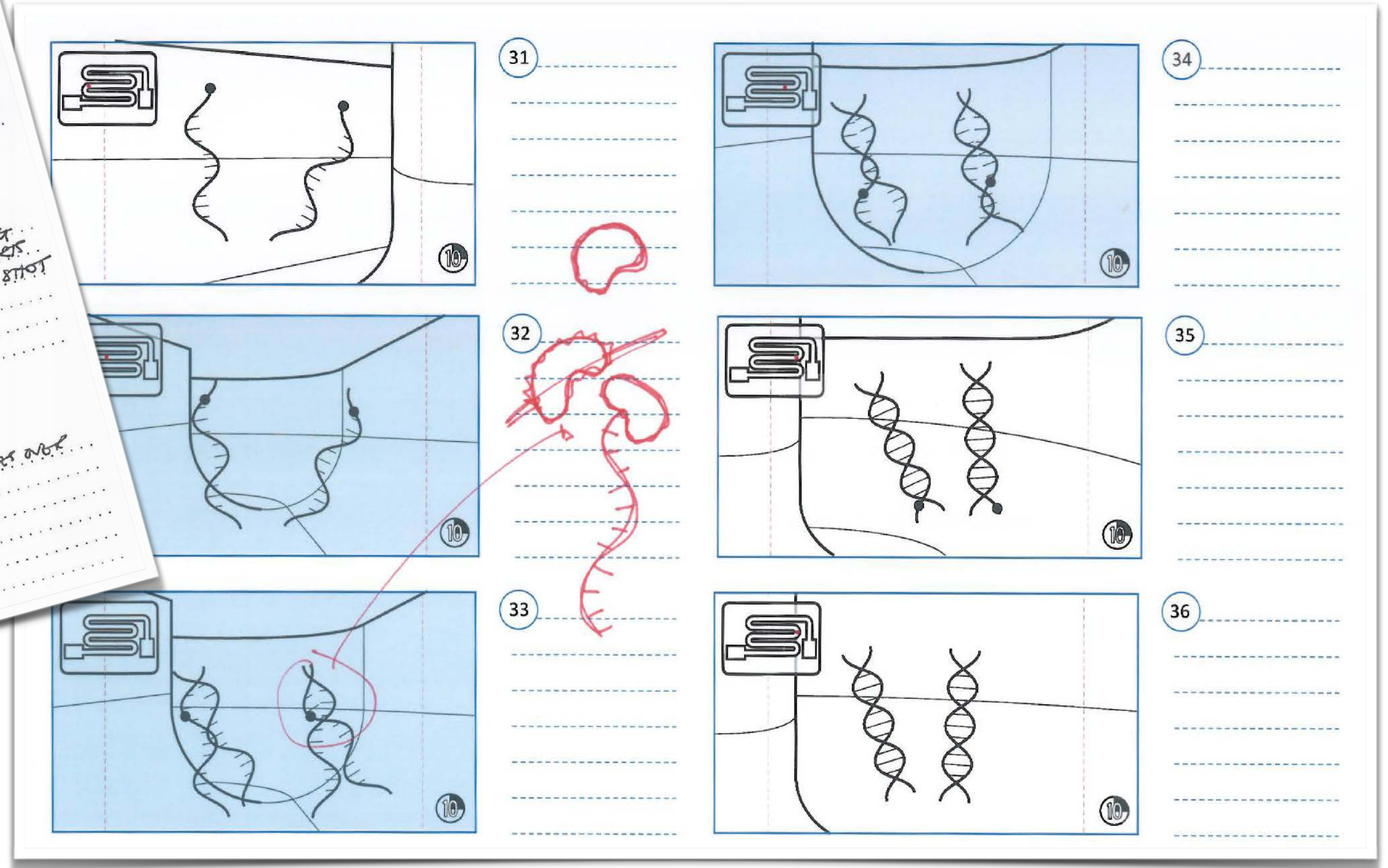
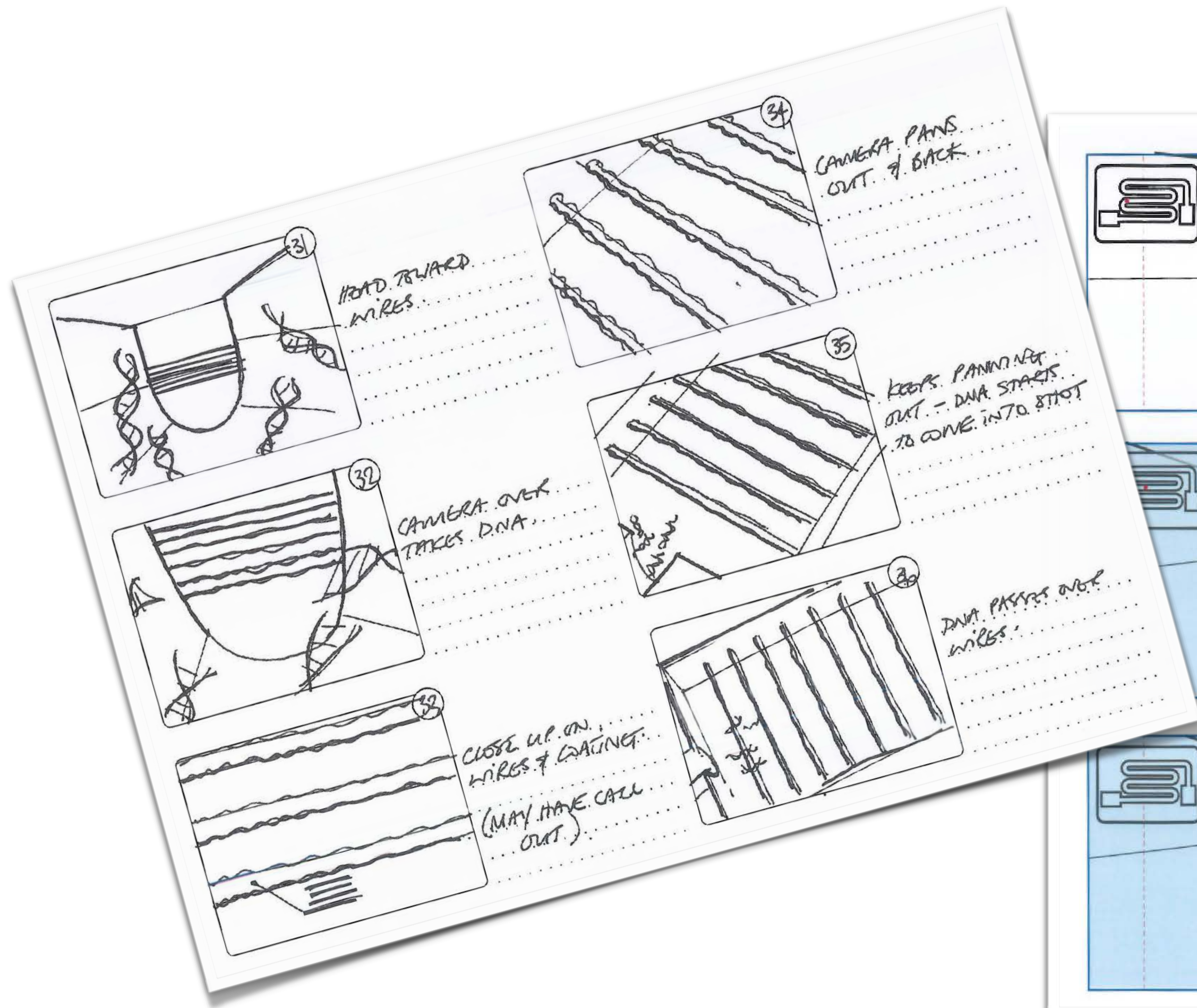
ALTERNATE
ANTIBODY.

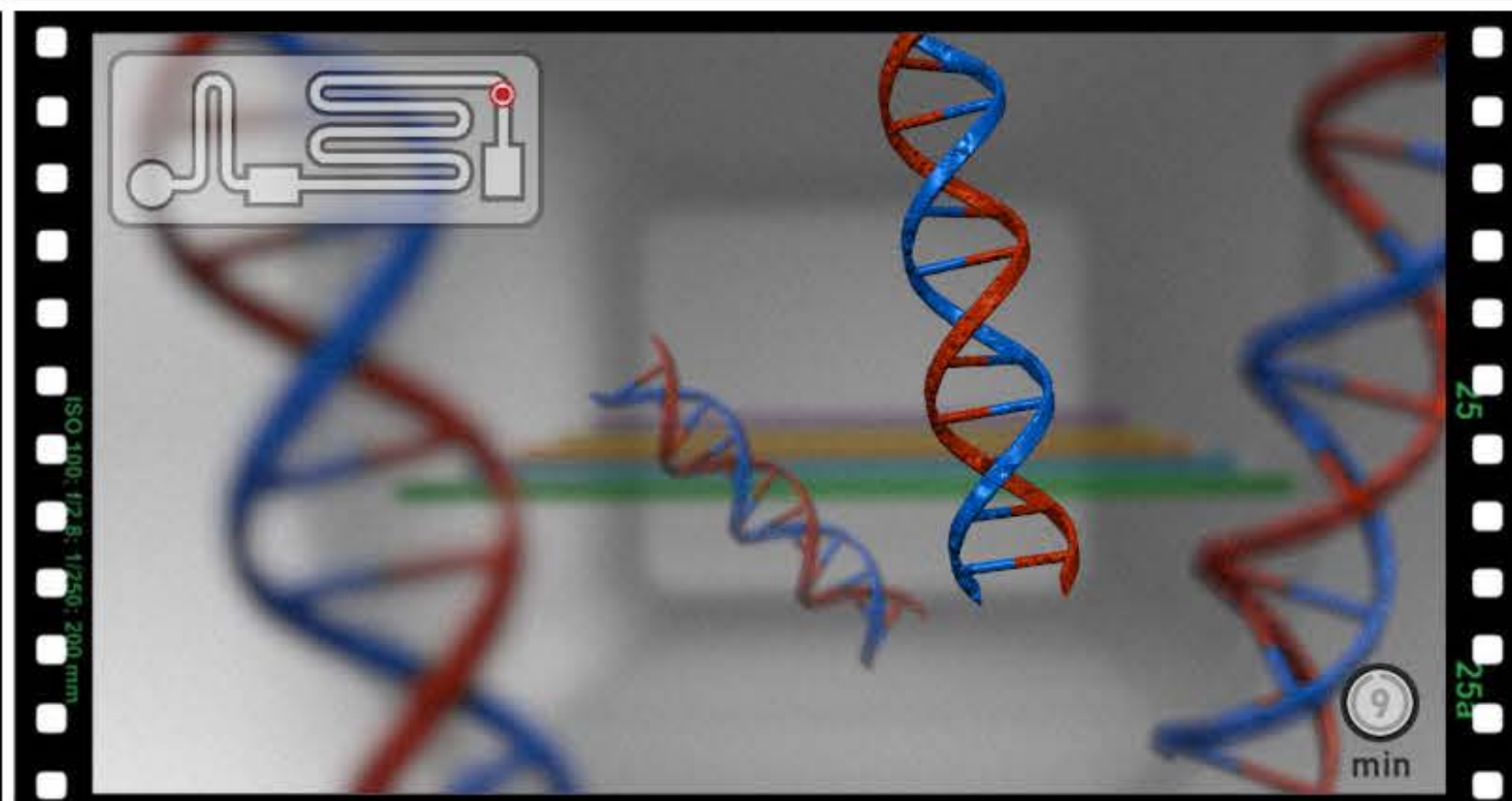
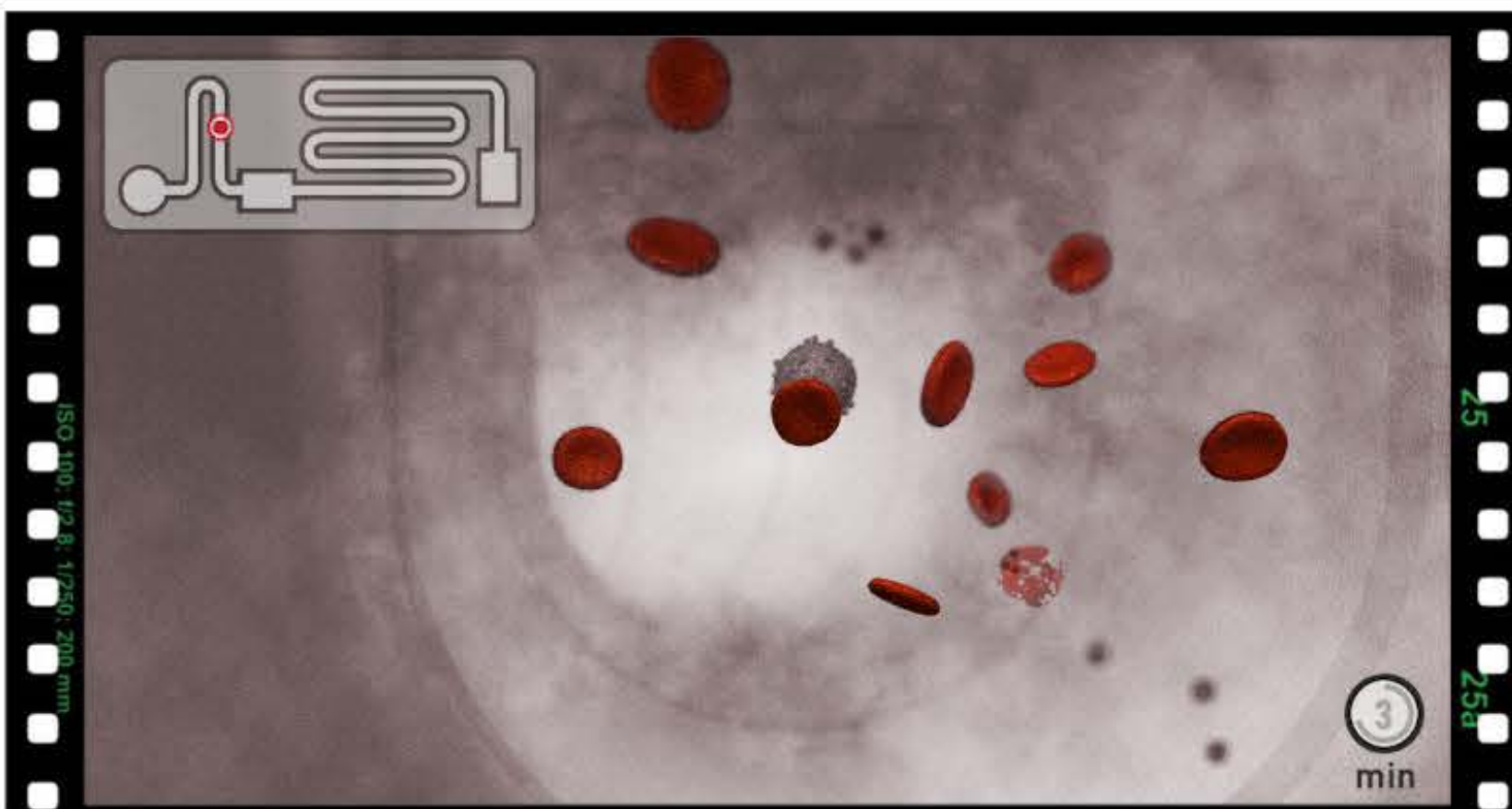
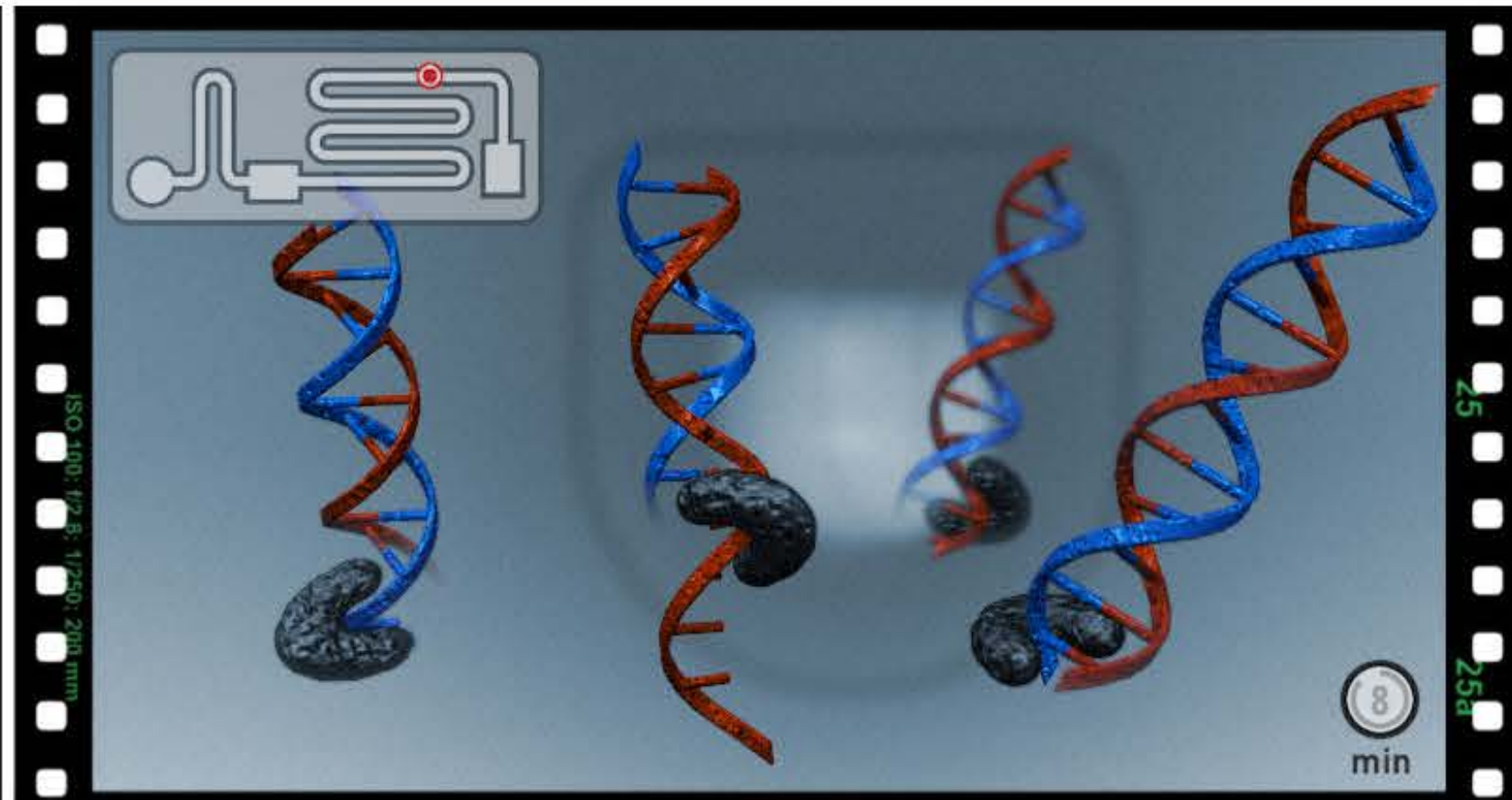
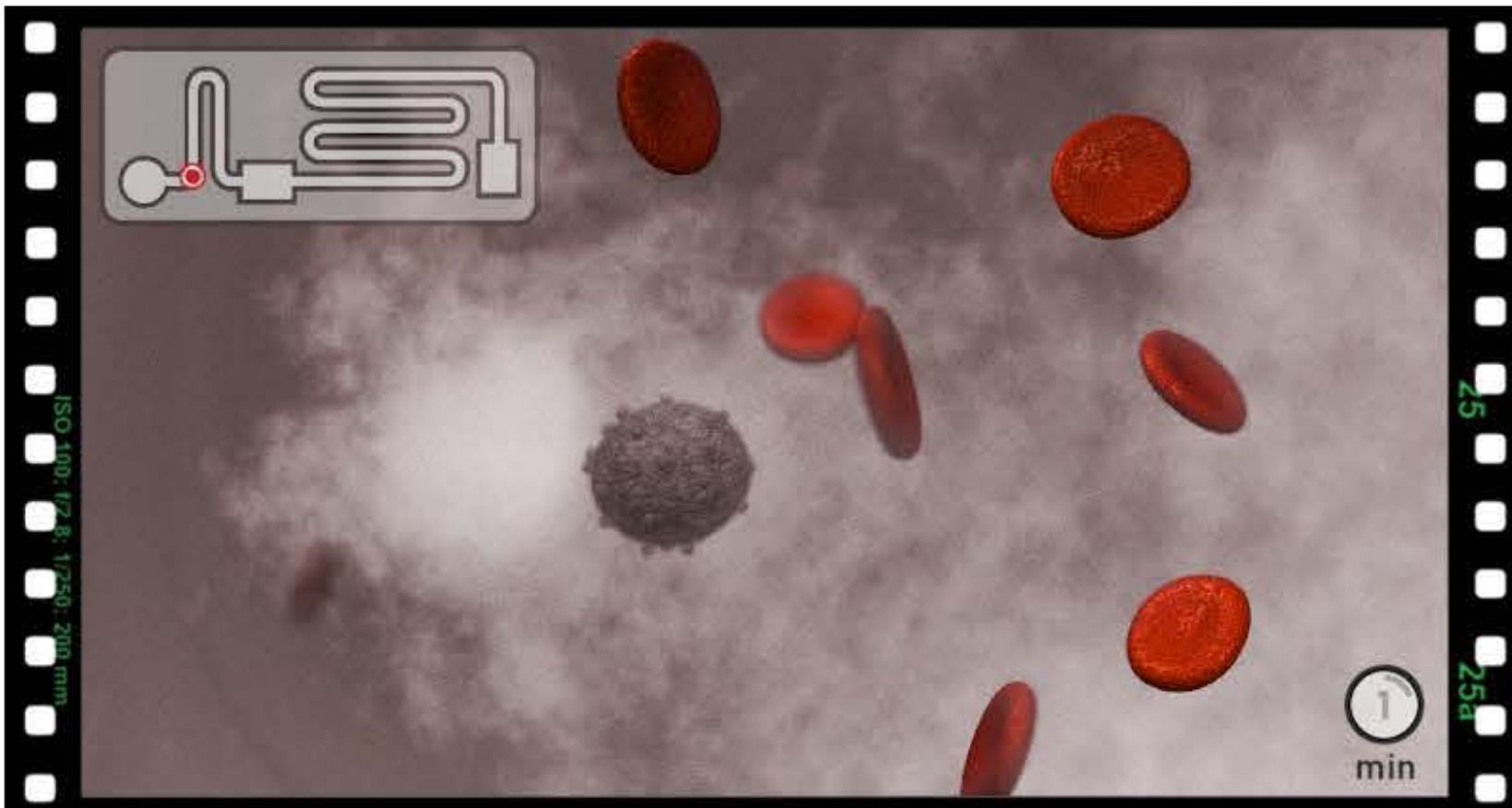
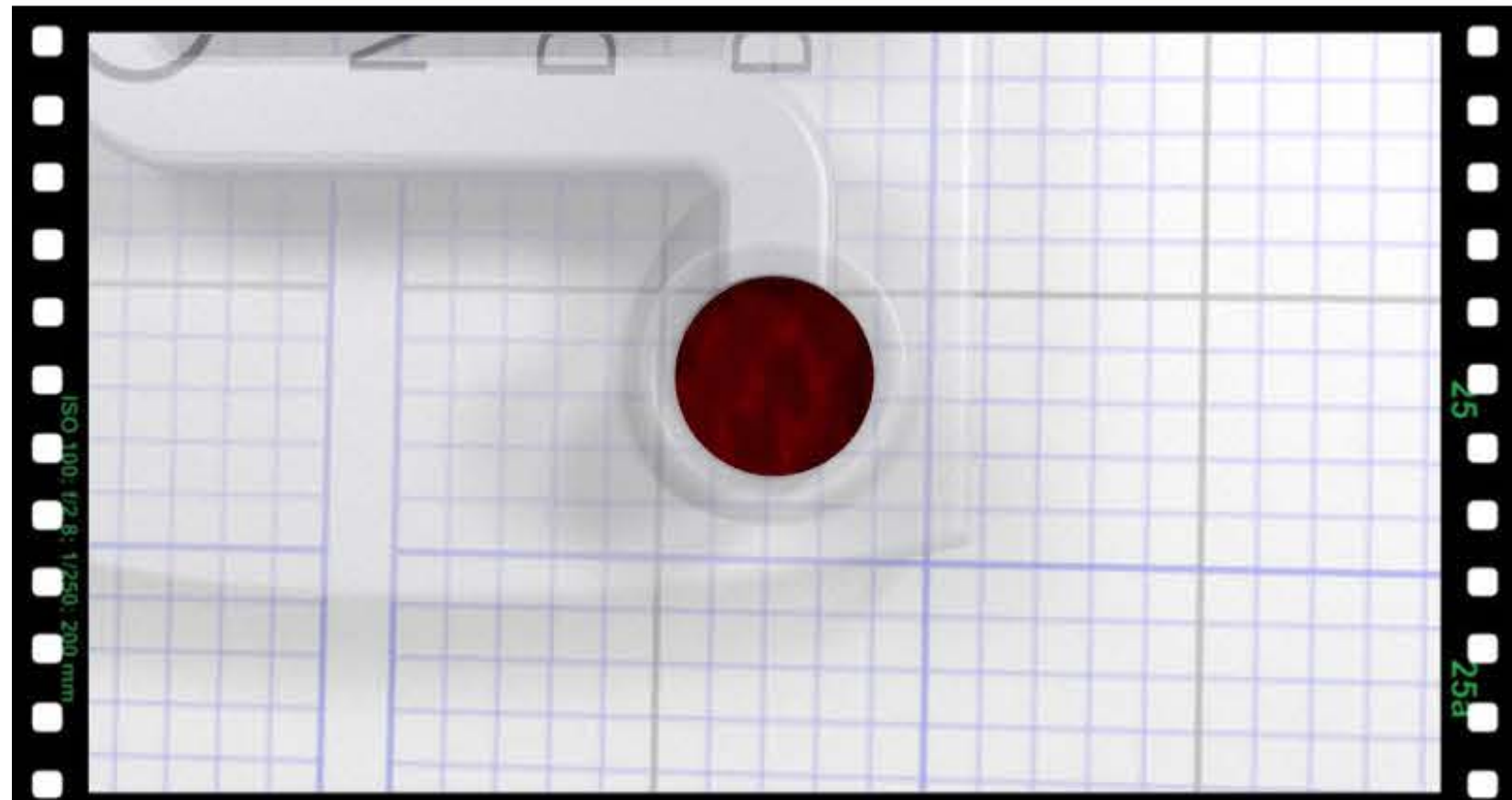
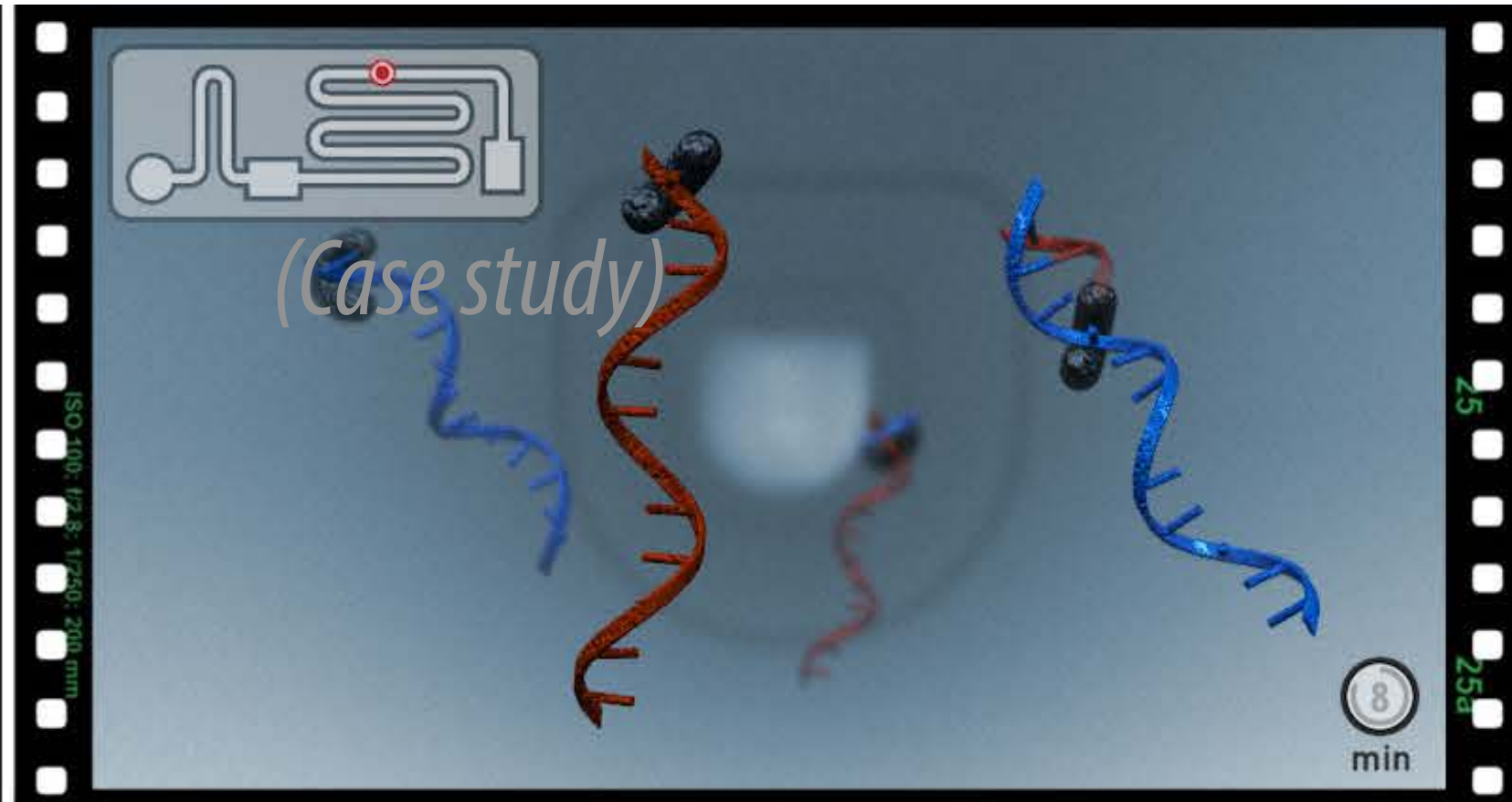
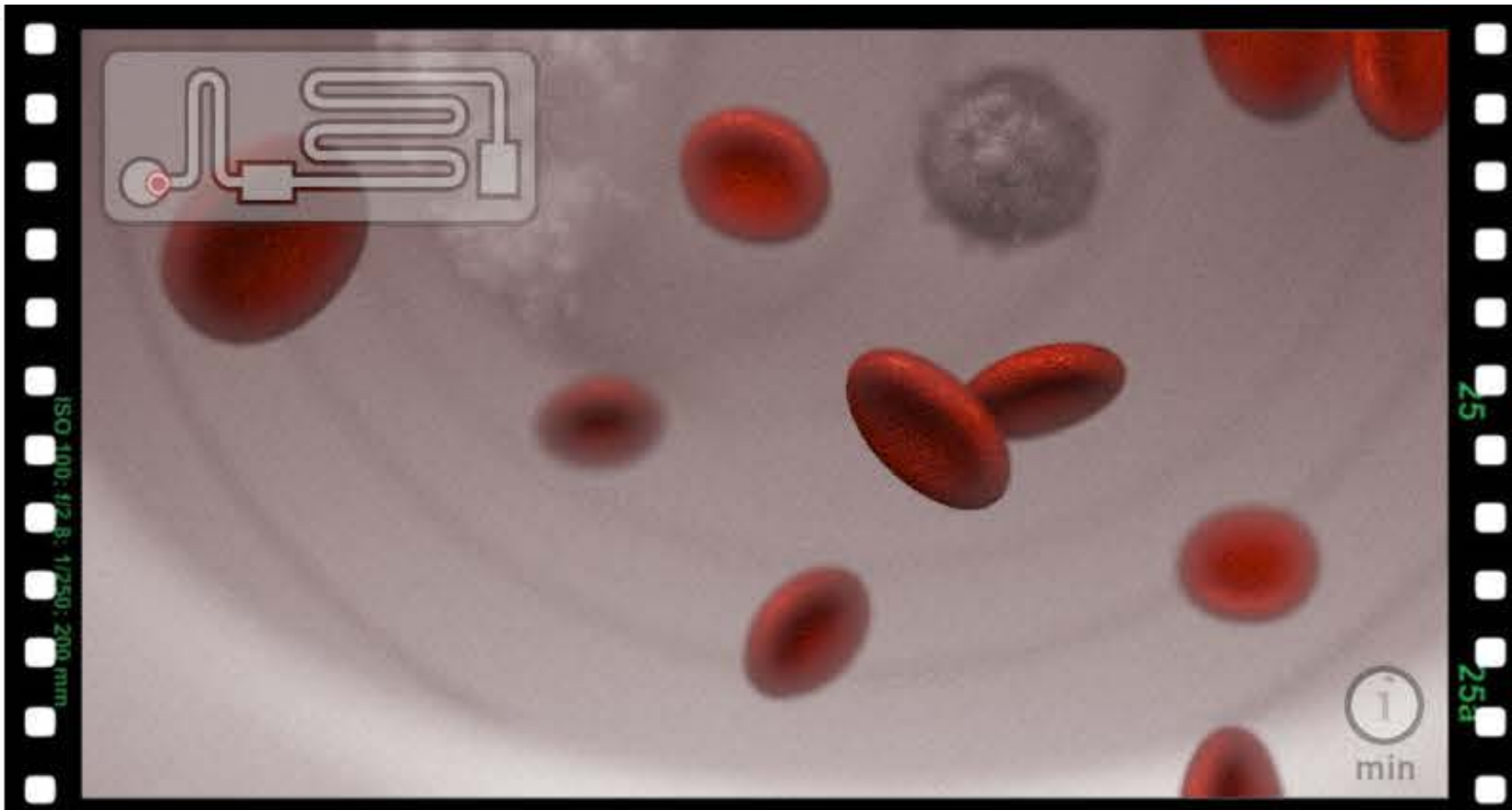
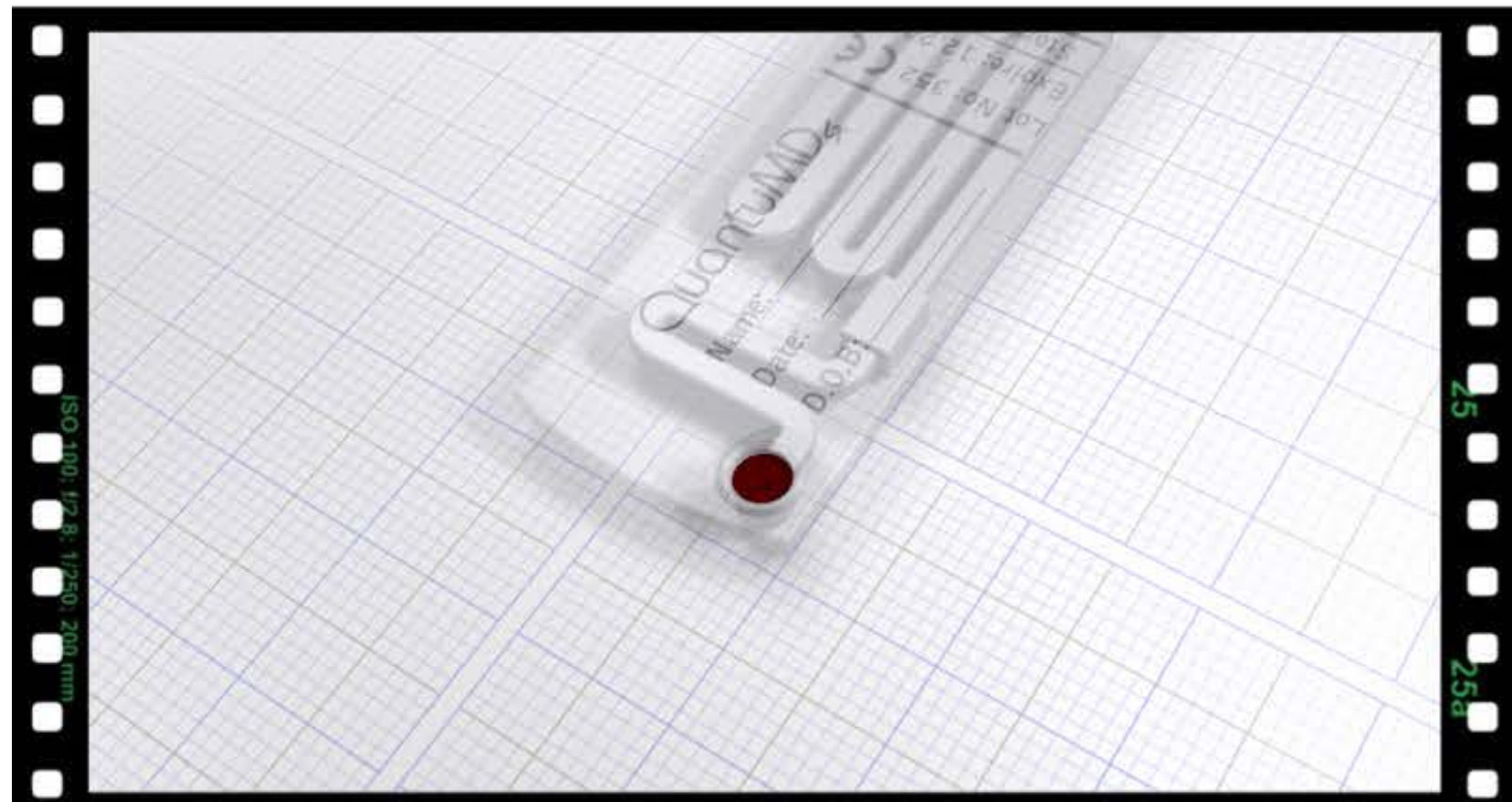




Representational familiarisation

QuantuMDx - Diagnostic Unit (Case study)



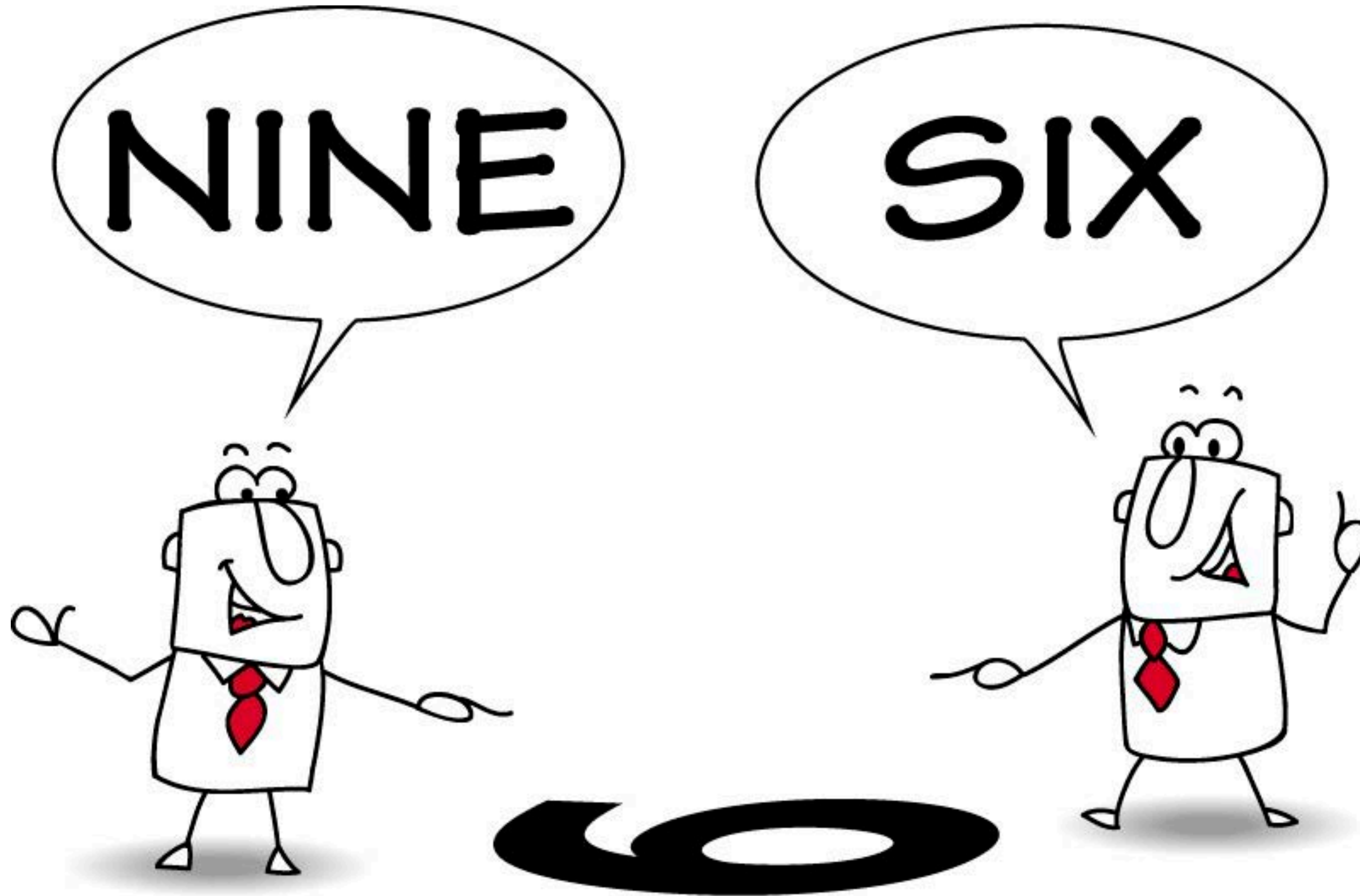


Why animation?





Normal Design Process (Typical for creatives)

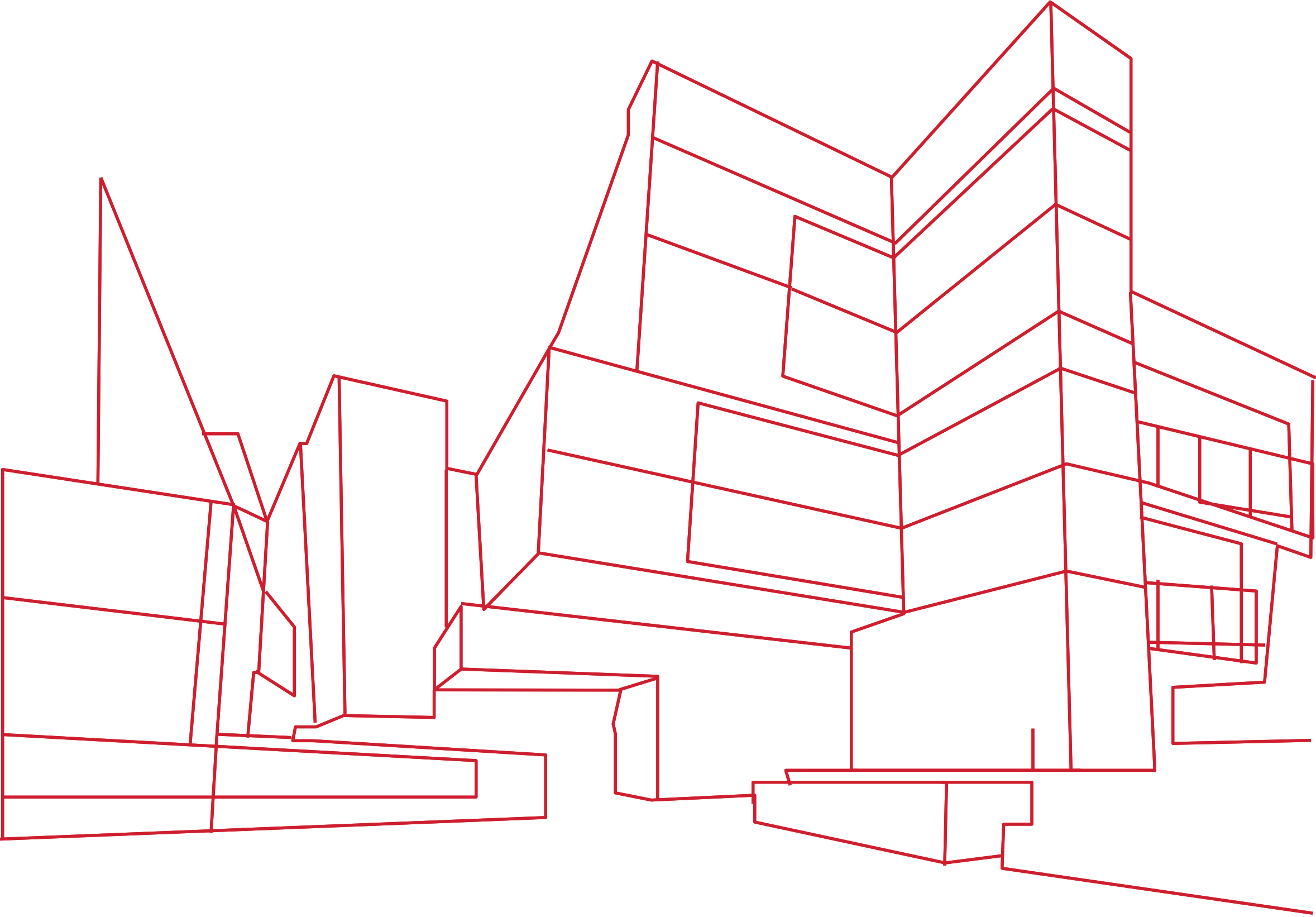




Design Experience

"Role of Intuition" (Suri, 2008) - that can make it work or not

Thank You *for listening*



Questions ?

