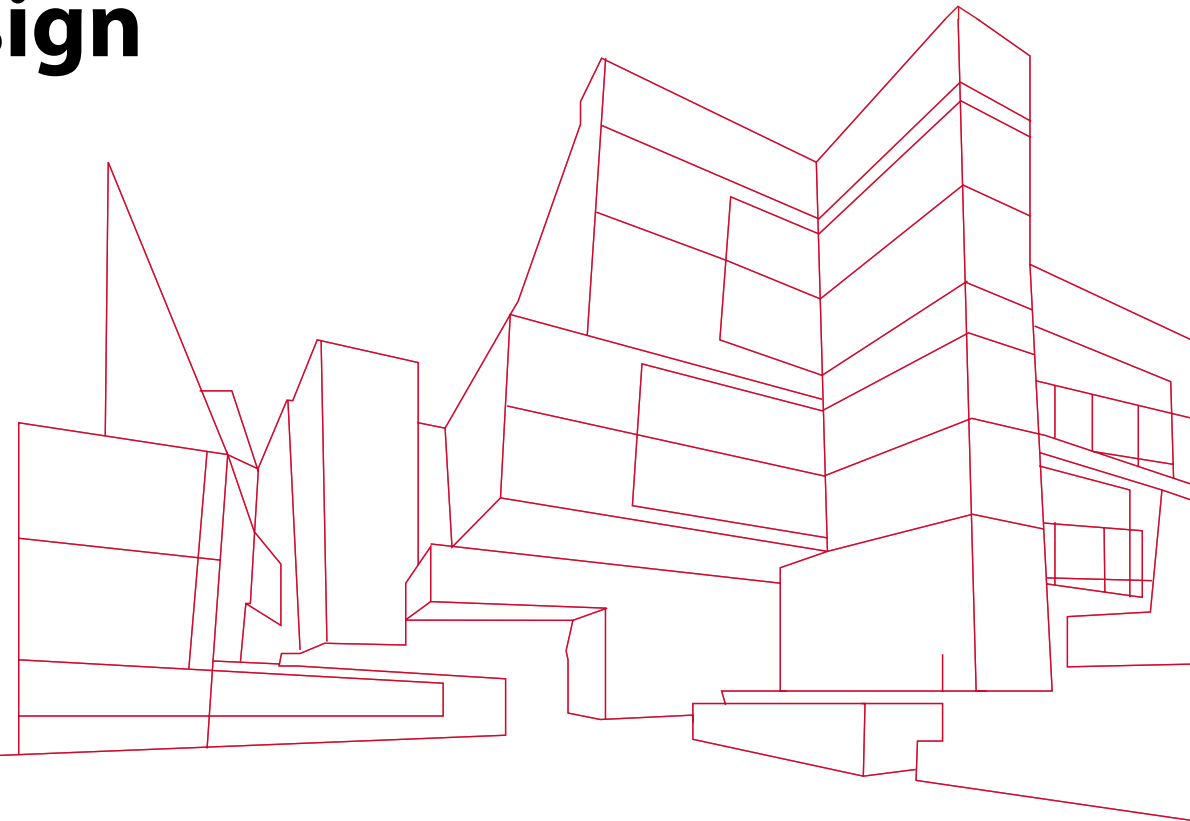


Milan, Italy

# Mapping Communication Design through the web

Giulia De Rossi, Paolo Ciuccarelli

Density Design Research Lab,  
Politecnico di Milano



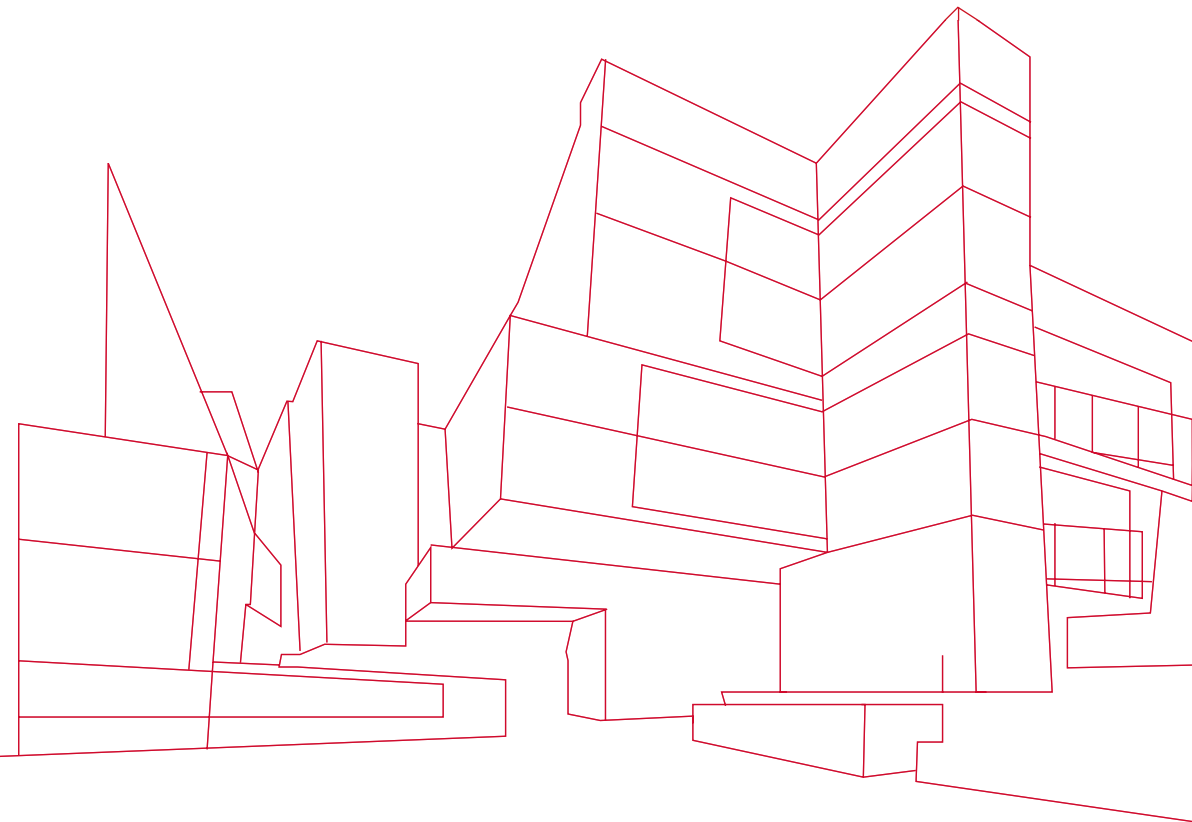
DIGITAL

# Research

ABOUT / THROUGH

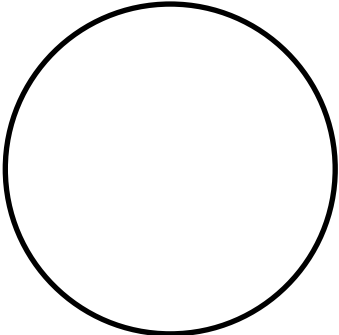
# (Communication) Design

FRAYLING 1993, FINDELI 1995

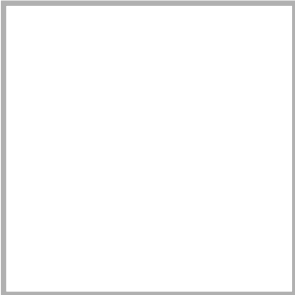


**RESEARCH GOAL**

**RESEARCH TOPIC**  
**Communication Design**



digital methods



**EXPLORATION FIELD**

**The web:  
four Online  
Environments**

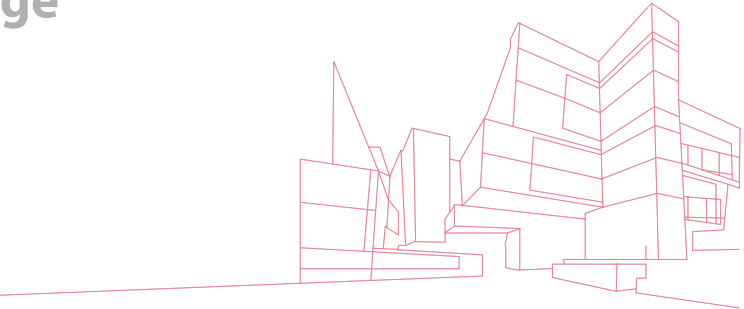
*reiteration*

*visualization*



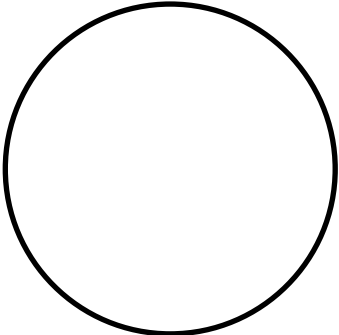
**RESULT**

**Knowledge**

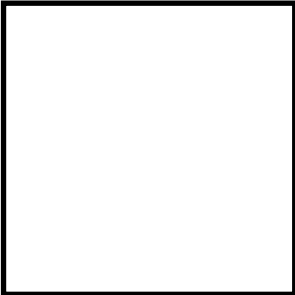


**RESEARCH GOAL**

**RESEARCH TOPIC**  
**Communication Design**



digital methods



**EXPLORATION FIELD**

**The web:  
four Online  
Environments**

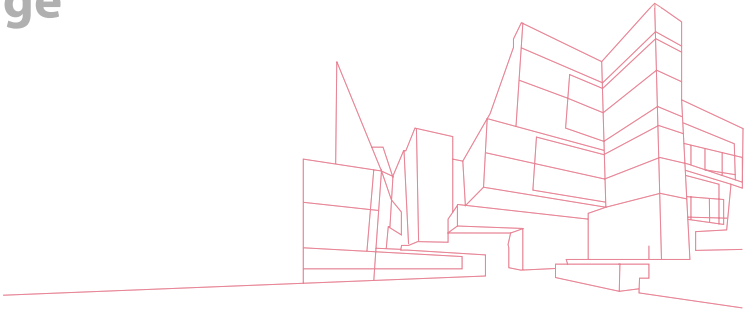
*reiteration*

*visualization*



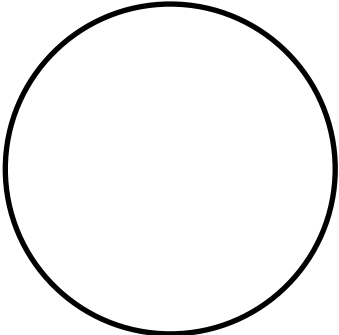
**RESULT**

**Knowledge**

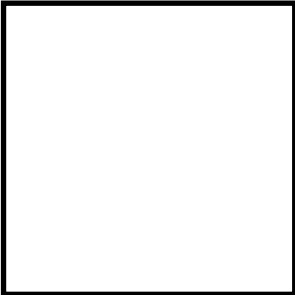


**RESEARCH GOAL**

**RESEARCH TOPIC**  
**Communication Design**



digital methods



**EXPLORATION FIELD**

**The web:  
four Online  
Environments**

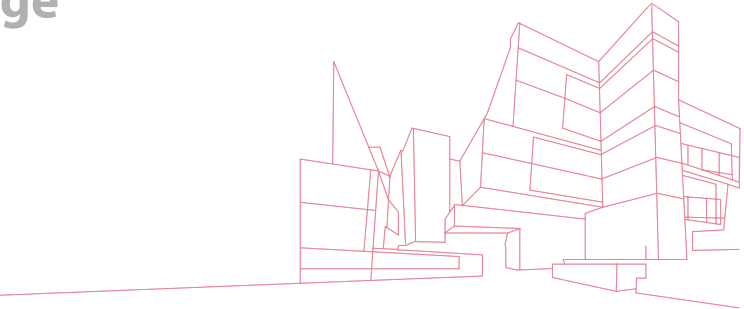
*reiteration*

*visualization*



**RESULT**

**Knowledge**



RESEARCH GOAL

RESEARCH TOPIC

Communication  
Design

digital methods

EXPLORATION FIELD

The web:  
four Online  
Environments



ROGERS  
2013

We look at Google results  
and see society, instead of Google

revelation

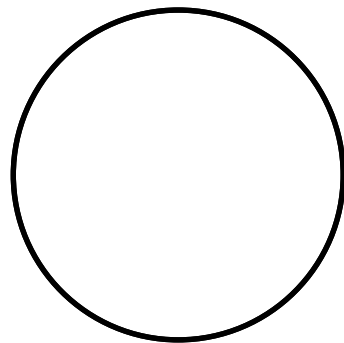
visualization

RESULT

Knowledge

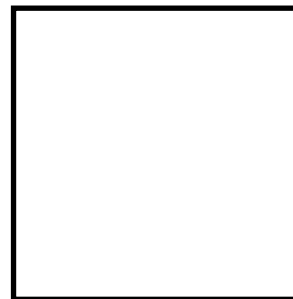


**RESEARCH TOPIC**  
**Communication  
Design**



**RESEARCH GOAL**

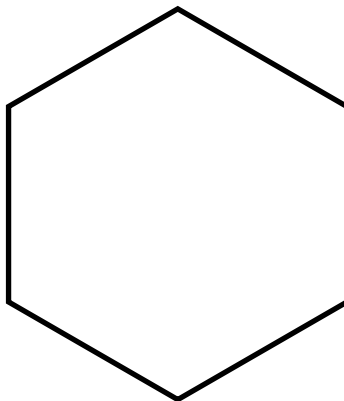
digital methods



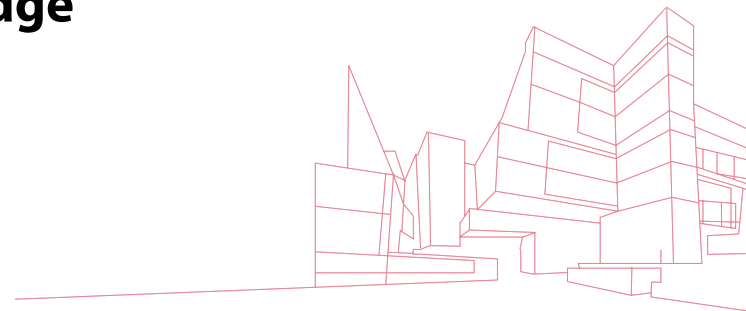
**EXPLORATION FIELD**  
**The web:  
four Online  
Environments**

*reiteration*

*visualization*



**RESULT**  
**Knowledge**



**Wikipedia**  
definition

**Google.com**  
actors

FOUR ONLINE ENVIRONMENTS

# Communication Design

**Behance**  
designers and  
provenance

**100 universities  
websites**  
academic offer



# INTERDISCIPLINARY APPROACH



**computational  
methods**

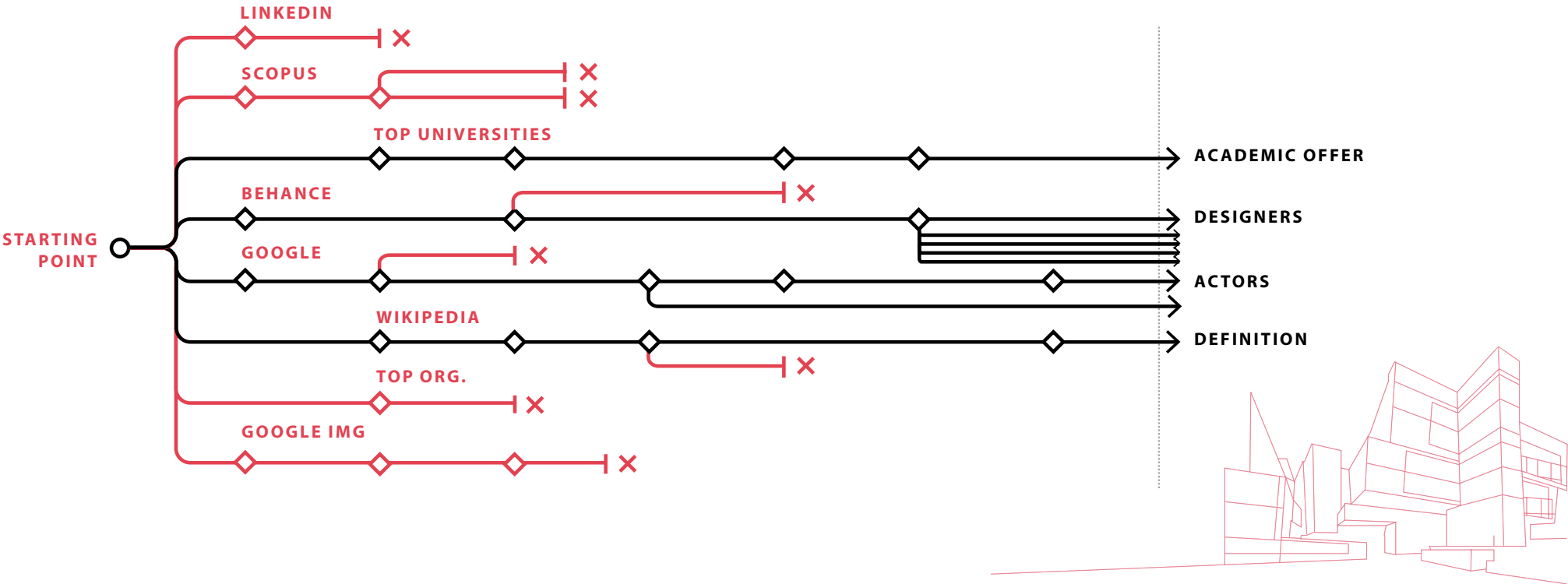


**statistical  
methods**

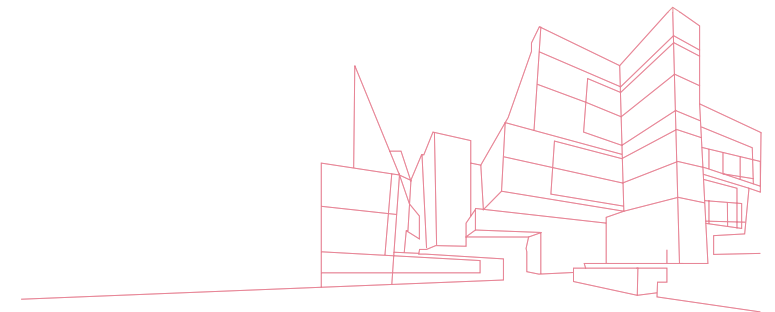
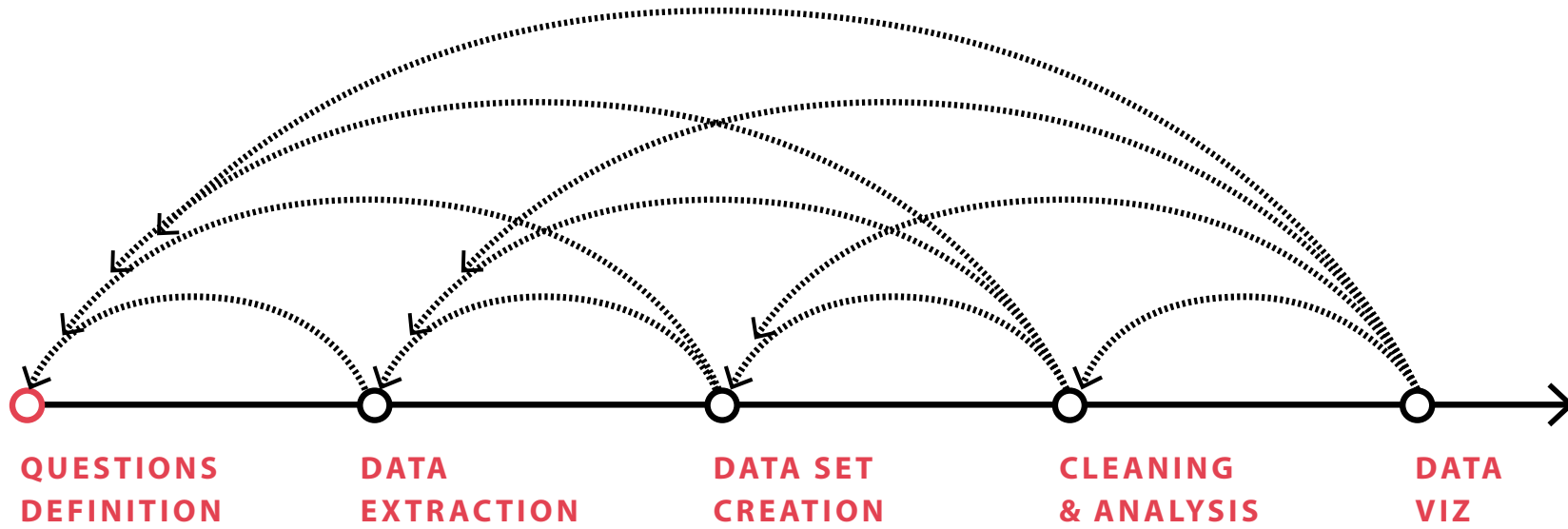


**cartographic  
methods**

# EMPIRICAL APPROACH



# RESEARCH PROCESS





WIKIPEDIA  
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store

#### Interaction

- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

#### Tools

- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item
- Cite this page

#### Print/export

- Create a book
- Download as PDF
- Printable version

#### In other projects

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**RESEARCH  
QUESTIONS**

How is Communication Design **defined** on Wikipedia?

Are there different **linguistic points of view** on the topic?

Which **concepts emerge** among the different language editions?

in the traditional skills of the hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication. The term communication design is often used interchangeably with visual communication, but has an alternative broader meaning that includes auditory, vocal, touch and smell. Examples of communication design include information architecture, editing, typography, illustration, web design, animation, advertising, ambient media, visual identity design, performing arts, copywriting and professional writing skills applied in the creative industries.

found on the

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ion such as printed, crafted,  
message aside from the  
graphic design and

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attention of the people you are  
e are all important pieces of

Collaborative online encyclopedia  
41,000,000 articles  
294 language editions  
5th most visited website



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Article [Talk](#)

# Communication design

From Wikipedia, the free encyclopedia

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)
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## Interaction

- [Help](#)
- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
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## Tools

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Permanent link](#)
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This article **needs attention from an expert in Graphic design**. Please add a *reason* or a *talk* parameter to this template to explain the issue. [Wikipedia:WikiProject Graphic design Portal](#) may be able to help recruit an expert. *(July 2015)*



This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed. *(Learn how and when to remove this template message)*

**Communication Design** is a mixed discipline between [design](#) and information-development which is concerned with how [media](#) intermission such as [printed](#), [crafted](#), [electronic media](#) is not only concerned with developing the [message](#) aside from the [aesthetics](#) in media, but also with creating new media channels to ensure the message reaches the target audience interchangeably due to overlapping skills.

Communication design can also refer to a systems-based approach, in which the totality of media and messages within a culture or organization are designed as a single integrated communication channels that aim to inform and attract the attention of the people you are focusing your skills on. Design skills must be tailored to fit to different cultures of people, with information to add to a media communications kit to get the best results.<sup>[1]</sup>

Communication design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favorable impact to the bottom line of the client for humanitarian purposes. Its process involves strategic [business](#) thinking, using [market research](#), [creativity](#), and [problem-solving](#). Communications designers translate ideas and information from traditional skills of the hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication.

The term communication design is often used interchangeably with [visual communication](#), but has an alternative broader meaning that includes [auditory](#), vocal, touch and smell. Examples include [typography](#), [illustration](#), [web design](#), [animation](#), [advertising](#), [ambient media](#), [visual identity design](#), [performing arts](#), [copywriting](#) and [professional writing](#) skills applied in the [creative industry](#).

## Contents [hide]

- [Education](#)
- [Subdisciplines](#)
  - [Visual design](#)
- [Footnotes](#)
- [See also](#)
- [External links](#)



WIKIPEDIA  
The Free Encyclopedia

Article [Talk](#)

# Communication design

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# 10 language editions

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)
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Interaction

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This article **needs attention from an expert in Graphic design**. Please add a *reason* or a *talk* parameter to this template to explain the issue. [Graphic design Portal](#) may be able to help recruit an expert. *(July 2015)*

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## Languages



العربية

Български

Deutsch

Italiano

日本語

Norsk bokmål

Português

Русский

中文

[Edit links](#)

**Communication Design** is a mixed discipline between [design](#) and information-development which is concerned with how [media](#) intermission such as [printed](#), [crafted](#), [electronic media](#) is concerned with developing the [message](#) aside from the [aesthetics](#) in media, but also with creating new media channels to ensure the message reaches the target audience due to overlapping skills.

Communication design can also refer to a systems-based approach, in which the totality of media and messages within a culture or organization are designed as a single integrated set of channels that aim to inform and attract the attention of the people you are focusing your skills on. Design skills must be tailored to fit to different cultures of people, which can be added to a media communications kit to get the best results.<sup>[1]</sup>

Communication design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favorable impact to the bottom line of the company's purposes. Its process involves strategic [business](#) thinking, using market research, [creativity](#), and [problem-solving](#). Communications designers translate ideas and information into visual form, on the one hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication.


Communication design is often used interchangeably with [visual communication](#), but has an alternative broader meaning that includes [auditory](#), [vocal](#), [touch](#) and [smell](#). Examples include [illustration](#), [web design](#), [animation](#), [advertising](#), [ambient media](#), [visual identity design](#), [performing arts](#), [copywriting](#) and professional writing skills applied in the [creative industry](#).


In other projects  
[Wikimedia Commons](#)


- [4 See also](#)
- [5 External links](#)

# Communication design

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 This article **needs a talk parameter** to the design (or its Portal).

 This article **needs additional citations** to improve its accuracy. [Learn how](#) (June 2007)

**Communication Design** is a mixed discipline intermission such as printed, crafted, electronic not only concerned with developing the message ensure the message reaches the target audience to overlapping skills.

- [\(cur | prev\)](#) ● 20:00, 19 October 2016 [Marcocapelle](#) (talk | contribs) . . (6,027 bytes) (-29) . . *(removed parent category of Campaigns)* (undo)
- [\(cur | prev\)](#) ● 18:49, 13 October 2016 [2405:204:a002:a665:7c6:3a65:56dd:800e](#) (talk) . . (6,056 bytes) (+3) . . ([→Education](#)) (undo)
- [\(cur | prev\)](#) ● 07:50, 11 August 2016 [Mean as custard](#) (talk | contribs) . . (6,053 bytes) (-79) . . *(Spam link removal)* (undo)
- [\(cur | prev\)](#) ● 02:04, 1 August 2016 [162.255.158.6](#) (talk) . . (6,132 bytes) (+81) . . ([→Education: Bachelor of Fine Arts in Communication Design. \(I also write and speak English better than the original poster\)](#)) (undo)
- [\(cur | prev\)](#) ● 11:49, 14 July 2016 [TheTopkek](#) (talk | contribs) m . . (6,051 bytes) (+109) . . *(Punctuation errors fixed, added v*
- [\(cur | prev\)](#) ● 03:48, 29 June 2016 [179.179.11.56](#) (talk) . . (5,942 bytes) (0) . . (undo)
- [\(cur | prev\)](#) ● 03:48, 29 June 2016 [179.179.11.56](#) (talk) . . (5,942 bytes) (0) . . (undo)
- [\(cur | prev\)](#) ● 09:43, 22 May 2016 [Wishva de Silva](#) (talk | contribs) m . . (5,942 bytes) (-1) . . *(Reverted edits by Huasia (talk,*
- [\(cur | prev\)](#) ● 09:42, 22 May 2016 [Huasia](#) (talk | contribs) . . (5,943 bytes) (+1) . . ([→Education: Fixed](#)) (undo) *(Tags: Mobile e*
- [\(cur | prev\)](#) ● 16:22, 26 April 2016 [Sylvelity009](#) (talk | contribs) . . (5,942 bytes) (+352) . . ([→Education](#)) (undo)
- [\(cur | prev\)](#) ● 21:36, 27 January 2016 [Dimadick](#) (talk | contribs) . . (5,590 bytes) (0) . . ([→External links](#)) (undo)
- [\(cur | prev\)](#) ● 15:28, 21 January 2016 [38.103.220.195](#) (talk) . . (5,590 bytes) (-2) . . ([→Education](#)) (undo)
- [\(cur | prev\)](#) ● 15:27, 21 January 2016 [38.103.220.195](#) (talk) . . (5,592 bytes) (+2) . . ([→Education](#)) (undo)
- [\(cur | prev\)](#) ● 21:45, 14 December 2015 [69.114.164.156](#) (talk) . . (5,590 bytes) (0) . . (undo)
- [\(cur | prev\)](#) ● 23:13, 16 September 2015 [69.114.164.156](#) (talk) . . (5,590 bytes) (0) . . (undo)
- [\(cur | prev\)](#) ● 07:04, 7 August 2015 [Look2See1](#) (talk | contribs) . . (5,590 bytes) (-2) . . ([→External links](#)) (undo)
- [\(cur | prev\)](#) ● 08:29, 3 August 2015 [ClueBot NG](#) (talk | contribs) m . . (5,592 bytes) (-12) . . *(Reverting possible vandalism by False positive? Report it. Thanks, ClueBot NG. (2306380) (Bot))* (undo)
- [\(cur | prev\)](#) ● 08:29, 3 August 2015 [152.78.121.238](#) (talk) . . (5,604 bytes) (+12) . . ([→Education](#)) (undo)
- [\(cur | prev\)](#) ● 00:56, 27 July 2015 [BeenAroundAWhile](#) (talk | contribs) . . (5,592 bytes) (+1) . . *(Correct name of project.)* (undo)
- [\(cur | prev\)](#) ● 00:53, 27 July 2015 [BeenAroundAWhile](#) (talk | contribs) . . (5,591 bytes) (+79) . . *(Added {{confusing}} and {{e*
- [\(cur | prev\)](#) ● 00:52, 27 July 2015 [BeenAroundAWhile](#) (talk | contribs) . . (5,512 bytes) (-63) . . *(Bad link: Goes to download ch*
- [\(cur | prev\)](#) ● 00:50, 27 July 2015 [BeenAroundAWhile](#) (talk | contribs) . . (5,575 bytes) (-96) . . ([→Footnotes: Remove stray](#) )
- [\(cur | prev\)](#) ● 07:40, 24 July 2015 [84.82.104.88](#) (talk) . . (5,671 bytes) (-17) . . ([→Footnotes](#)) (undo)
- [\(cur | prev\)](#) ● 07:39, 24 July 2015 [84.82.104.88](#) (talk) . . (5,688 bytes) (0) . . ([→Footnotes](#)) (undo)

**Communication Design** is a mixed discipline between **design** and information-development which is concerned with how various intermissions such as **printed**, **crafted**, **electronic media** or **presentations** communicate with people. A communication design is not only concerned with developing the **message** aside from the **aesthetics** in media, but also with creating new media channels to ensure the **message** reaches the target audience. Some designers use **graphic design** and communication design interchangeably to overlapping skills.

Communication design can also refer to a systems-based approach, in which the totality of media and messages within a client organization are designed as a single integrated process rather than a series of discrete efforts. This is done through communication channels that aim to inform and attract the attention of the people you are focusing your skills on. Design skills must be tailored to different cultures of people, while maintaining pleasurable visual design. These are all important pieces of information to add to your communications kit to get the best results.<sup>[1]</sup>

Communication design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to having a favorable impact to the bottom line of the commissioning body, which can be either to build a brand, move sales, or for humanitarian purposes. Its process involves strategic **business** thinking, using **market research**, **creativity**, and **problem-solving**. Communication designers translate ideas and information through a variety of media. Their particular talent lies not only in the traditional skill set on hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication.

The term communication design is often used interchangeably with **visual communication**, but has an alternative broader meaning that includes **auditory**, vocal, touch and smell. Examples of communication design include **information architecture**, **editing**, typography, **illustration**, **web design**, **animation**, **advertising**, **ambient media**, **visual identity design**, **performing arts**, **copywriting** and professional

# Wikipedia

protocol | timestamp 06/2016

## Starting page analyzed

### "Communication Design" page

discover languages editions available

↑  
main:  
[en.wikipedia.org/wiki/Communication\\_design](http://en.wikipedia.org/wiki/Communication_design)

## Languages available

- EN English
- IT Italian
- AR Arabic
- BG Bulgarian
- NO Norwegian
- RU Russian
- JA Japanese
- ZH Chinese
- PT Portuguese
- DE German

## Information extracted

### Edit history

over time

time & date of edits

size of edits

type of editor

### TOC history

over time

### Internal links (depth 1)

eng translation

### Internal links (depth 2)

english version only

↑  
TOC = table of contents;  
Internal links are clickable  
texts in wikipedia articles

tool



Wiki Edit Scraper +  
Wiki Toc Scraper +  
Manypedia + Excel





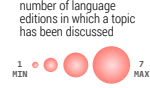
how to read it ↘

legend ↘

Link



Concept bubble size



Language bubble size



### how to read it ↘

### Legend ↘

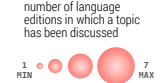
#### Link



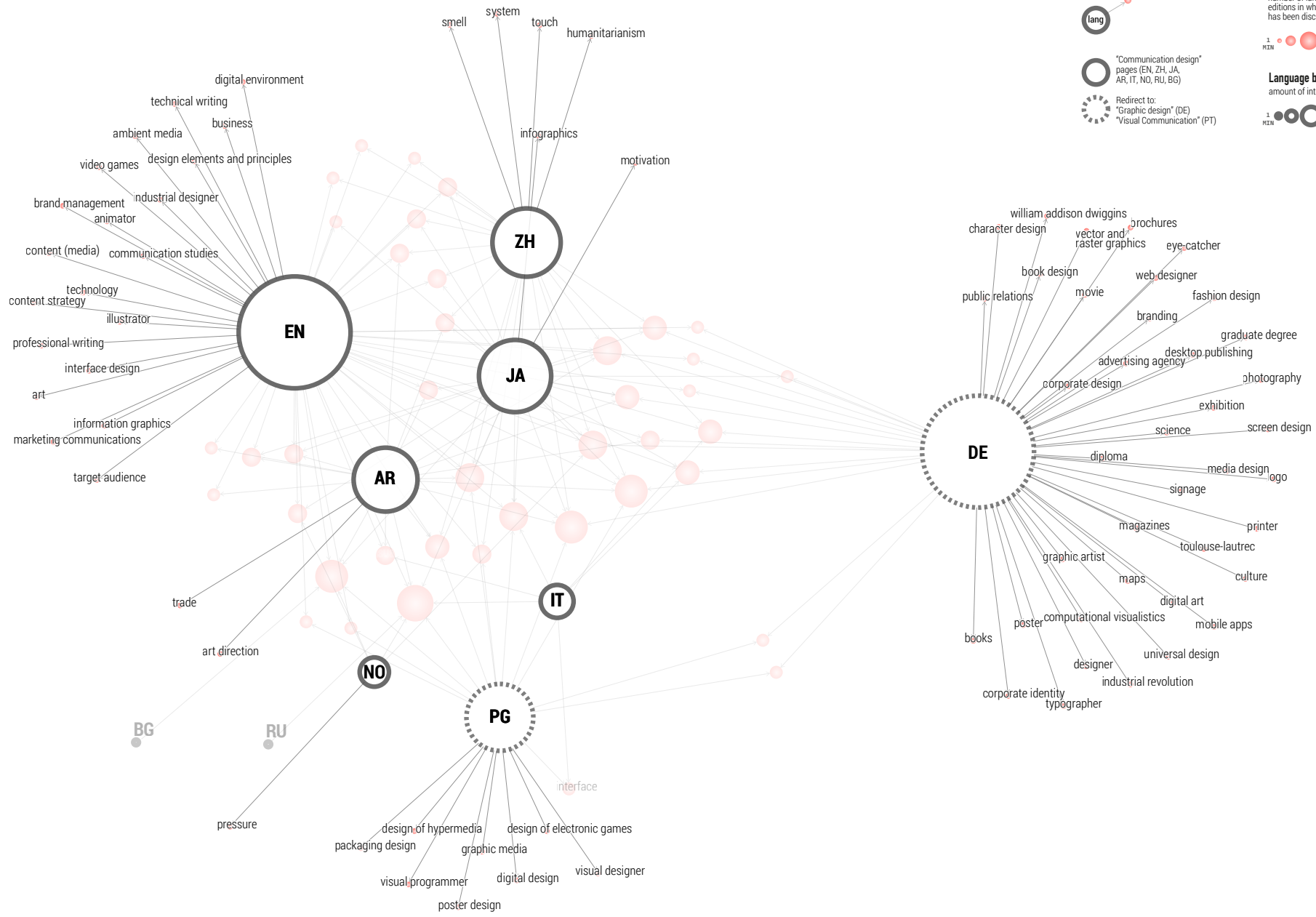
"Communication design" pages (EN, ZH, JA, AR, IT, NO, RU, BG)

Redirect to:  
"Graphic design" (DE)  
"Visual Communication" (PT)

#### Concept bubble size



#### Language bubble size



Circa 441.000

Communi

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Education · S

Communi

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The Commu  
considered to

Communi

www.elon.ec  
A Bachelor o  
Communicati

RESEARCH QUESTIONS

Who is **talking** about Communication Design on Google.com?

Who are the **main actors** that emerge?

Which are the **most relevant websites**?  
How do they link each other?

Leading search engine  
1st most visited website  
Rank based on website relevance

Communication Design | Visual Arts & Design

https://art.unt.edu/design/communication-design ▾ Traduci questa pagina

The **Communication Design** program is part of the Design Department in the College of Visual Arts and Design at the University of North Texas. Our program ...



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Notizie

Video

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Altro

Impostazioni

Strumenti

Top  
100 URL

Circa 441.000 risultati (0,71 secondi)

### Communication Design Major: Get Your BFA | The New School

[www.newschool.edu/parsons/bfa-communication-design/](http://www.newschool.edu/parsons/bfa-communication-design/) ta pagina

As a BFA **Communication Design** student, you begin your major with an intense focus on typography and interaction, then go on to complete courses, ...

### Communication design - Wikipedia

[https://en.wikipedia.org/wiki/Communication\\_design](https://en.wikipedia.org/wiki/Communication_design) sta pagina

**Communication Design** is a mixed discipline between design and information-development which is concerned with how media intermission such as printed, ...

Education · Subdisciplines · Footnotes · See also

### Communication Design : School of Art and Design : Texas State ...

[www.finearts.txstate.edu/Art/academics/.../ugrad-comdes.html](http://www.finearts.txstate.edu/Art/academics/.../ugrad-comdes.html) ta pagina

The **Communication Design** Program is one of the largest public programs in the country and considered to be one of the best within the Southwest United ...

### Communication Design Major - Elon University

[www.elon.edu/e-web/academics/.../commdesignmajor.xhtml](http://www.elon.edu/e-web/academics/.../commdesignmajor.xhtml) ta pagina

A Bachelor of Arts degree with a major in **Communication Design** requires 52 credit hours in Communications, plus GST 115 Public Speaking (2 hours), ART ...

### Communication Design | Visual Arts & Design

<https://art.unt.edu/design/communication-design> esta pagina

The **Communication Design** program is part of the Design Department in the College of Visual Arts and Design at the University of North Texas. Our program ...

### Communication Design - University of Cincinnati

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### Communication Design Major: Get Your BFA | The New School

[www.newschool.edu/parsons/bfa-communication-design/](http://www.newschool.edu/parsons/bfa-communication-design/) Traduci questa pagina

As a BFA Communication Design student, you begin your major with an intense focus on typography and interactivity. Then go on to complete projects, ...

Domain

Queries

Gathering URLs

Tagging

Crawling 

### Communication design - Wikipedia

[https://en.wikipedia.org/wiki/Communication\\_design](https://en.wikipedia.org/wiki/Communication_design) Traduci questa pagina

Communication Design is a mixed discipline between design and information-development, which is concerned with the design of information systems, such as printed, ...

Google.com

design

"communication design"

top 100 results

top 100 results

- news sites or blogs
- design resources
- creative studios or companies
- design (inside leading corp.)
- organizations
- online design services
- schools
- design events
- books or publications
- wiki or dictionaries
- personal sites or blogs
- other

top 200 results

hyperlinks extraction

link analysis

tool



Moz Scraper + Excel + Hyphe

### Communication Design : School of Art and Design : Texas State

[www.finearts.txstate.edu/Art/academics/.../ugrad-comdes.html](http://www.finearts.txstate.edu/Art/academics/.../ugrad-comdes.html) Traduci questa pagina

The Communication Design program is one of the largest public programs in the country and is considered one of the best in the Southwest United States.

Disconnect from google account  
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Set to: never show instant results

+100

A Bachelor of Arts degree with a major in **Communication Design** requires 52 credit hours in Communications, plus GST 115 Public Speaking (2 hours), ART ...

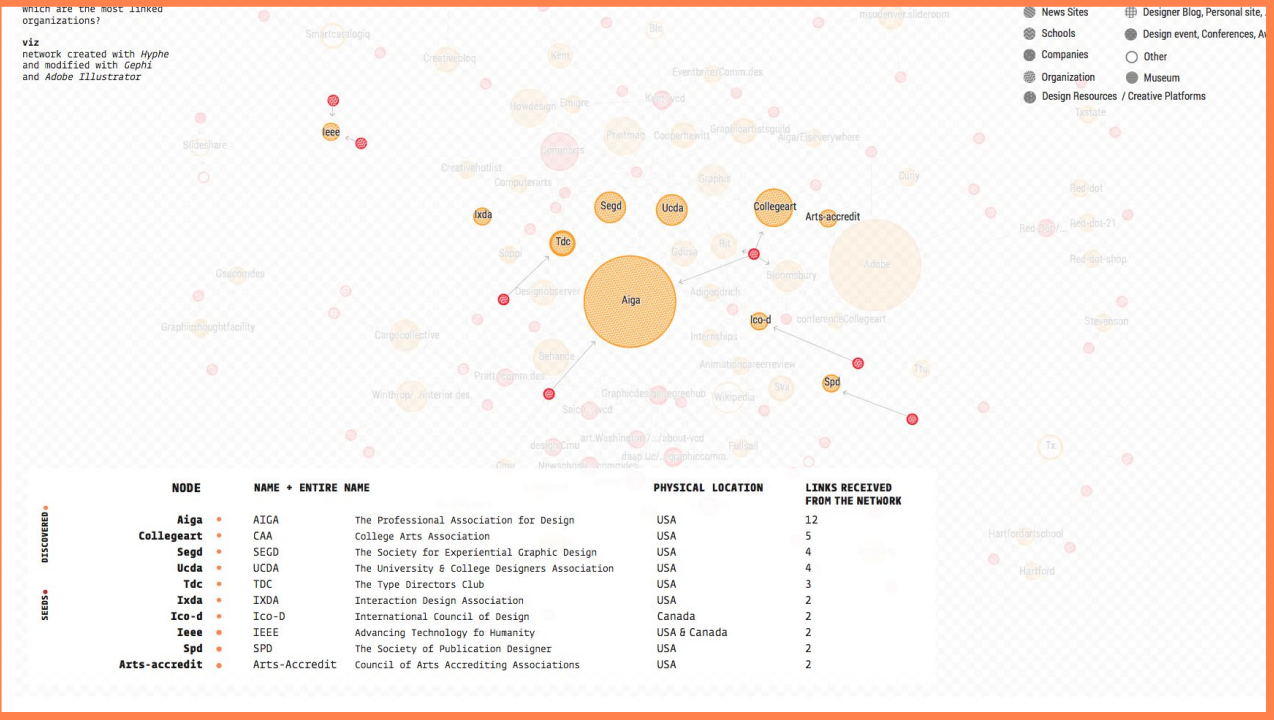
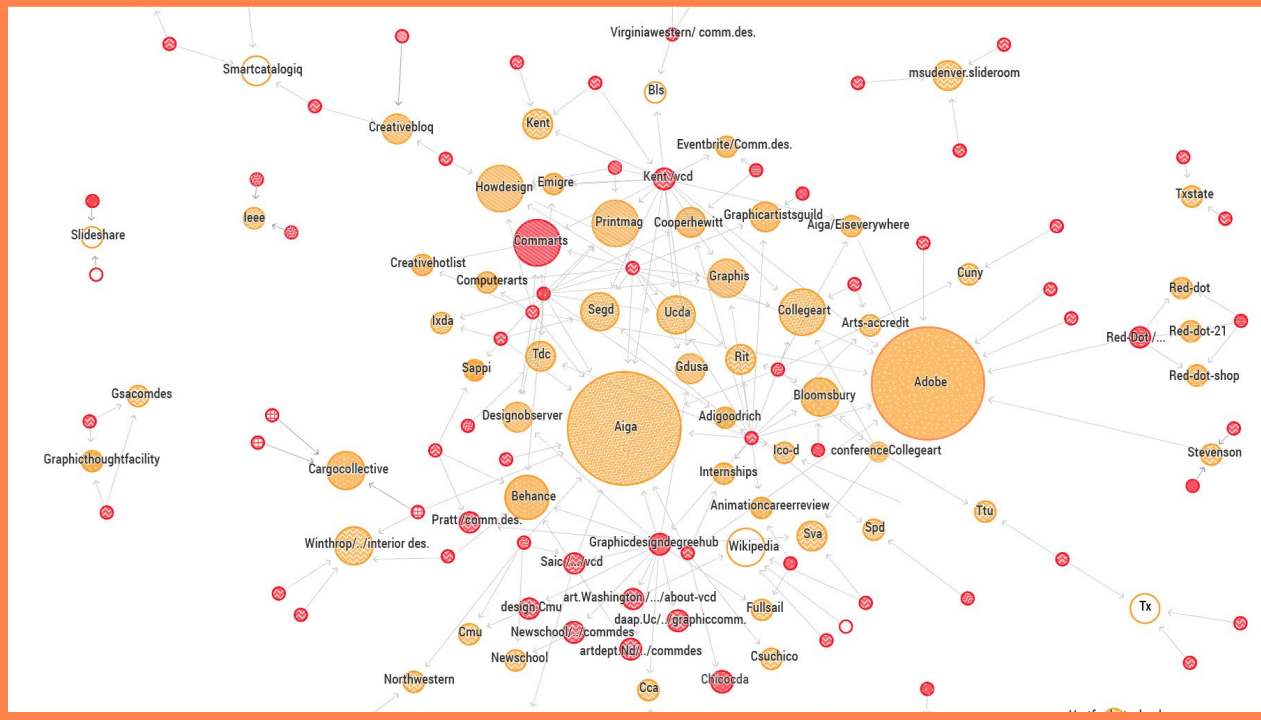
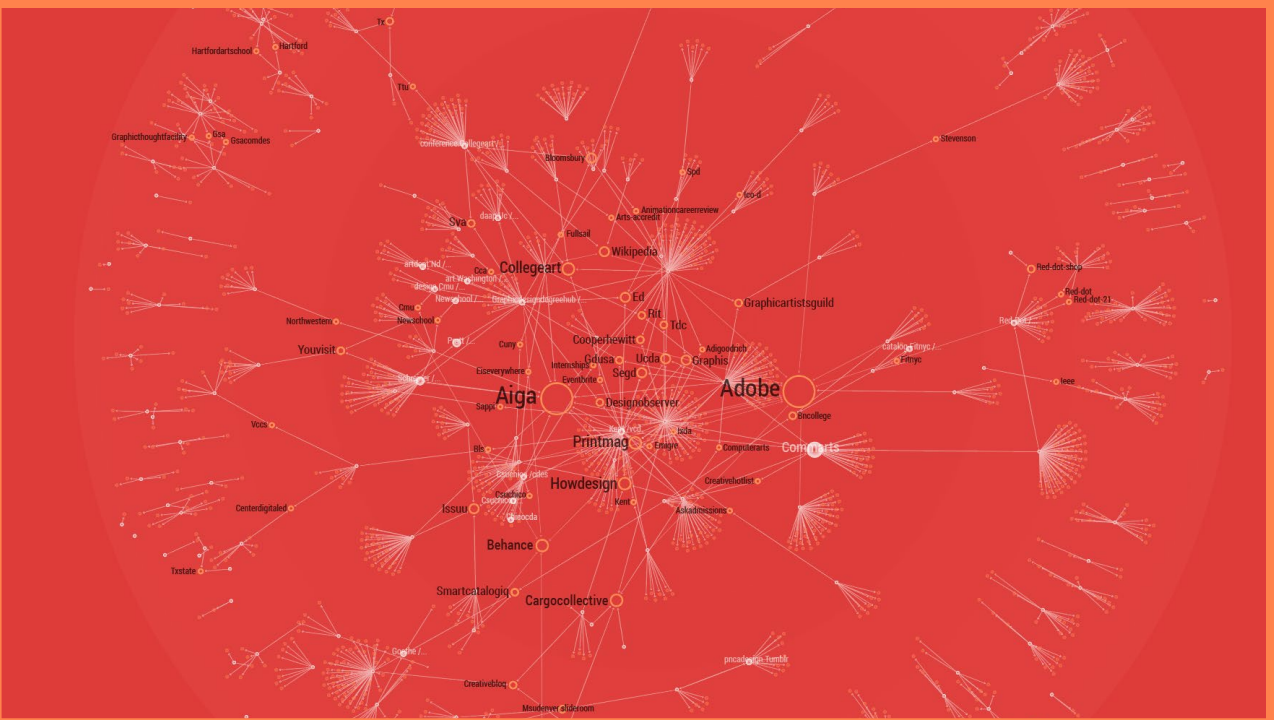
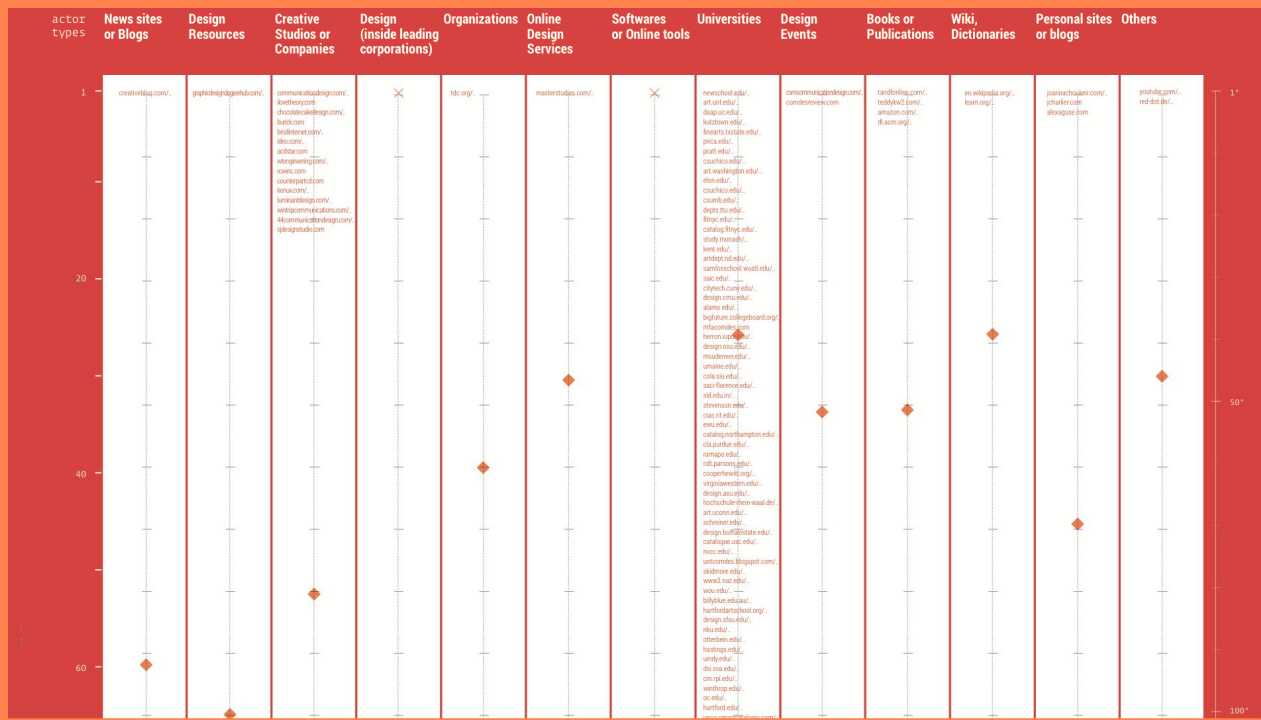
### Communication Design | Visual Arts & Design

<https://art.unt.edu/design/communication-design> Traduci questa pagina

The **Communication Design** program is part of the Design Department in the College of Visual Arts and Design at the University of North Texas. Our program ...

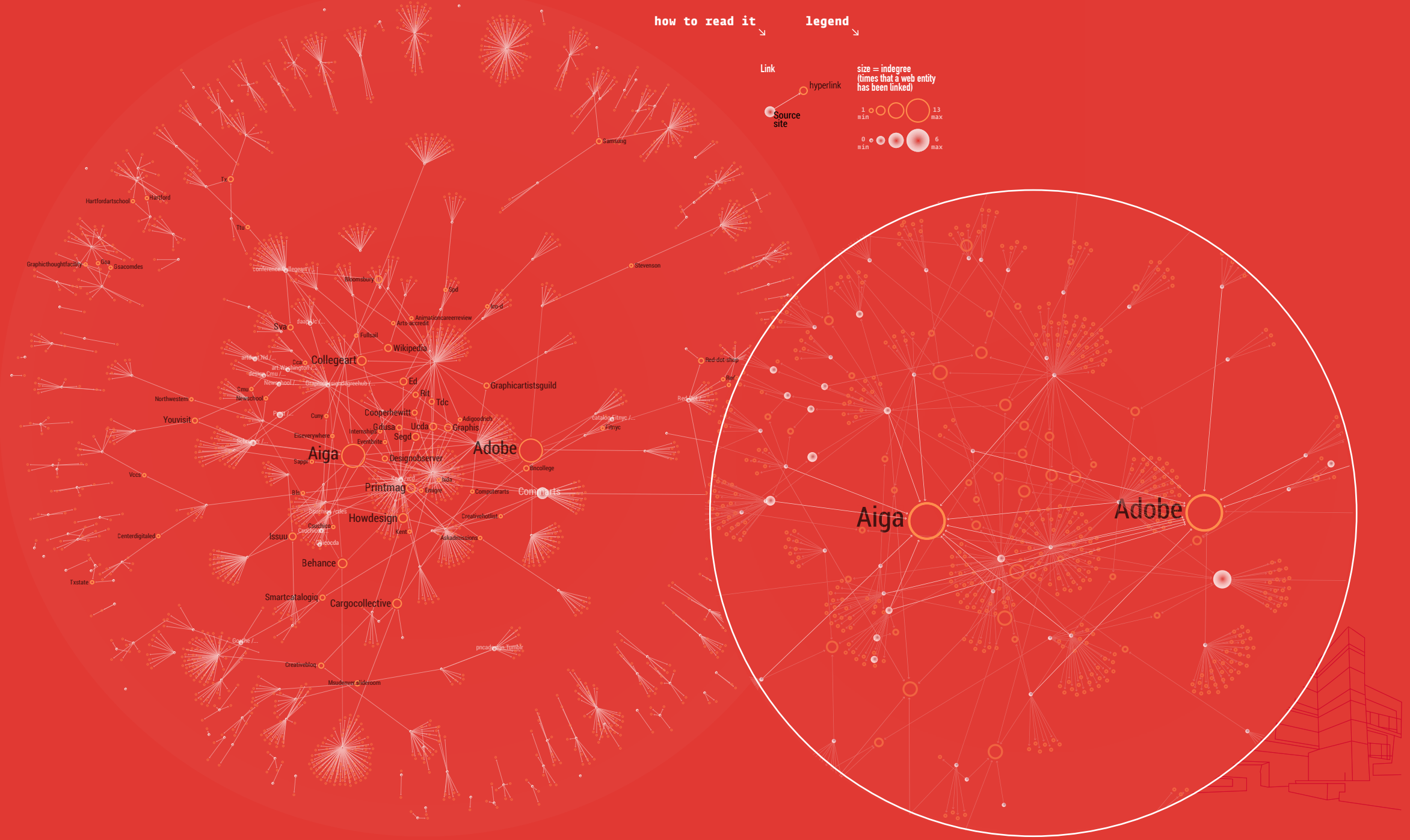
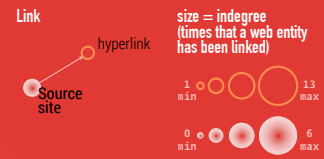
### Communication Design - University of Cincinnati





how to read it ↘

legend ↘



# QS rank & universities



















## RESEARCH QUESTIONS

What is the state of Design **academic offer**?

Which are the **Design fields** existing according to the top 100 Design Universities of the world?

What and where are the **boundaries** among **Art, Design** and **Science** in Design education?

Qs Rank: the most authoritative among university rankings  
Based on teachers' and students' opinions, H-index, etc.

1	 Royal College of Art		<input type="checkbox"/>	
2	 Massachusetts Institute of Technology (MIT)		<input type="checkbox"/>	
3	 Rhode Island School of Design (RISD)		<input type="checkbox"/>	
4	 Parsons School of Design at The New School		<input type="checkbox"/>	
5	 University of the Arts London		<input type="checkbox"/>	
6	 Pratt Institute		<input type="checkbox"/>	
7	 School of the Art Institute of Chicago (SAIC)		<input type="checkbox"/>	
=8	 Stanford University		<input type="checkbox"/>	



5 Amazing Reas  
Engineering in t



International Sc  
in the US



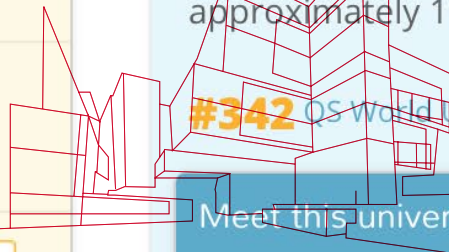
## University at Bu

The University at Buffa  
University of New York  
approximately 19,000

#342 QS World Univers

Meet this university at

QS World Grad S



# QS rank & universities

Source

Universities considered

Qs World University Rankings by subject Art & Design

Top 100 +15#2016 (2015)  
+  
Top 100 +17#2015 (2016) Arts London

tot of 99 univ. considered

look for

univ. websites

information extracted

Names of **Design degrees**

Bachelor or Master

**Type of degrees:**

BA/BFA/BSc/.. MA/MFA/MSc/..

Teaching **language**

**location**

hyperlinks extraction

inter-actor analysis

tool



Data scraped manually website by website since each one has its structure(with Kimono app when possible) + Issuecrawler

↑  
topuniversities.com

↑  
- (minus)  
Universities  
with only art degrees

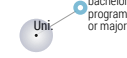
protocol | timestamp 03/2016 - 04/2016



how to read it

legend

Link



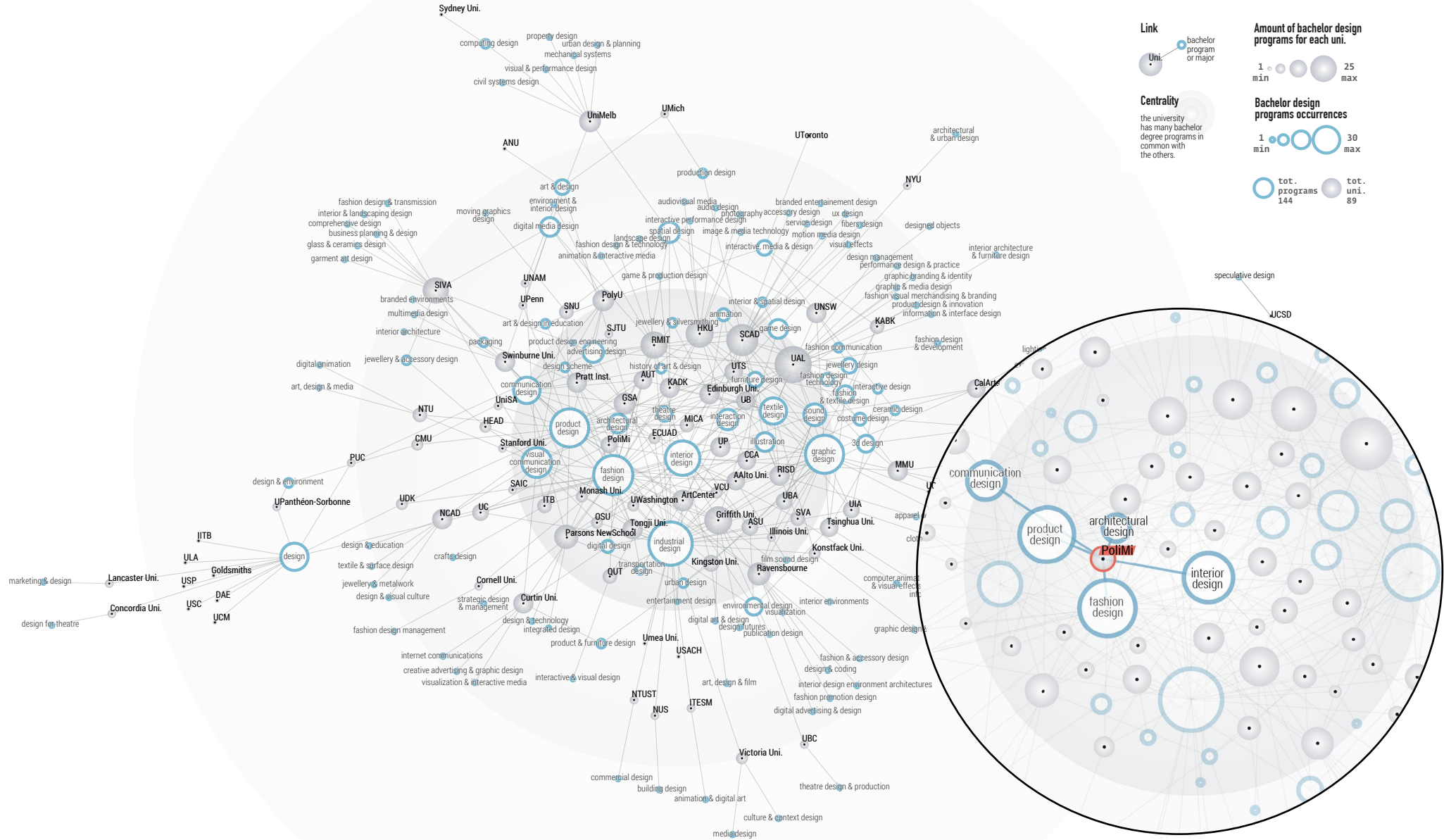
Centrality

the university has many bachelor degree programs in common with the others.

Amount of bachelor design programs for each uni.

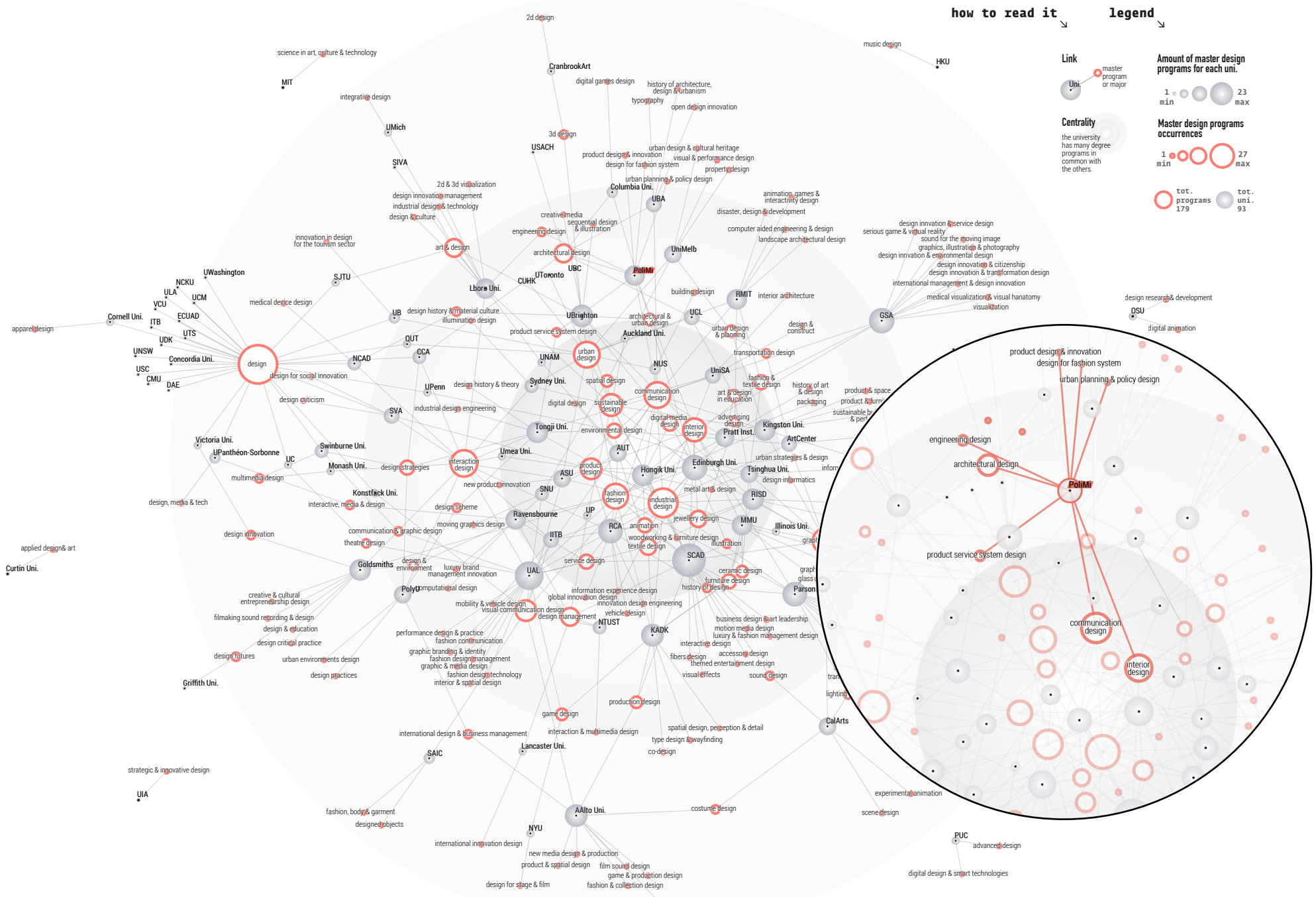
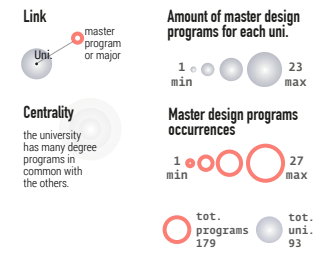


Bachelor design programs occurrences



### how to read it

### legend



People | Graphic Design | Most Appreciated | Worldwide

RESEARCH  
QUESTIONS

Who are the **designers** of today?

Which **communication design** areas appear in Behance platform?

Which are the **most appreciated countries** in relation to these areas?

Top online portfolios by creative professionals across industries. In 2015 it counted 6 million members all around the world

People | Graphic Design | Most Appreciated | Worldwide



Craig Mack

Location: New York, NY, USA  
Fields: Typography, Graphic Design, Illustration

Follow | 46940 likes | 785858 views



Diederik

Location: The Hague, Netherlands  
Fields: Illustration, Graphic Design, Character ...

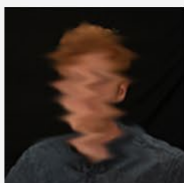
Follow | 46896 likes | 483701 views



Yusef Kamil

Location: Buenos Aires, Argentina  
Fields: Typography, Graphic Design, Calligraphy

Follow | 46887 likes | 517600 views



Tom Sore

Location: Liverpool, United Kingdom  
Fields: Illustration, Typography, Graphic Design

Follow | 46869 likes | 628253 views



Chris Tappin

Location: Paphos, Cyprus  
Fields: Illustration, Digital Art, Graphic Design



FILTER BY

- SCHOOLS
- TOOLS USED
- VISIT GALLERIES

People

**VIEW**

- Projects
- People**
- Teams

Graphic Design

Most Appreciated

Worldwide

POPULAR

All Creative Fields

Architecture

Art Direction

Branding

Fashion

Graphic Design

Illustration

Industrial Design

Interaction Design

Motion Graphics

Photography

UI/UX

Web Design

ALPHABETICAL

A

Advertising

Animation

Architecture

Art Direction

Automotive Design

B

Branding

C

Calligraphy

Cartooning

Character Design

Cinematography

Computer Animation

Copywriting



Follow

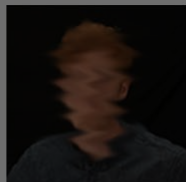
46896



**Location:** Buenos Aires, Argentina  
**Fields:** Typography, Graphic Design

Follow

46887



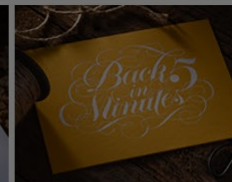
**Location:** Liverpool, United Kingdom  
**Fields:** Illustration, Typography, Graphic Design

Follow

46869 628253

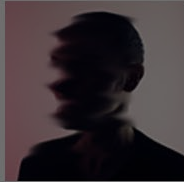


**Location:** Paphos, Cyprus  
**Fields:** Illustration, Digital Art, Graphic Design



People | Graphic Design | Most Appreciated | Worldwide

15.000 profiles:  
Location  
Fields  
Likes



Location: New York, NY, USA

Fields: Typography, Graphic Design, Illustration

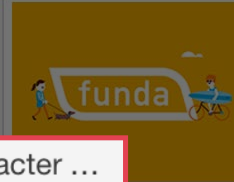
46940



Location: The Hague, Netherlands

Location: The Hague, Netherlands  
Fields: Illustration, Graphic Design, Character ...

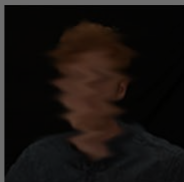
46896



Location: Buenos Aires, Argentina  
Fields: Typography, Graphic Design, Calligraphy

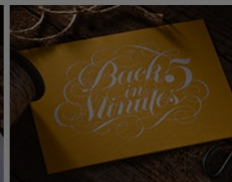
Location: Buenos Aires, Argentina  
Fields: Typography, Graphic Design, Calligraphy

46887



Location: Liverpool, United Kingdom  
Fields: Illustration, Typography, Graphic Design

Location: Liverpool, United Kingdom  
Fields: Illustration, Typography, Graphic Design



Location: Paphos, Cyprus  
Fields: Illustration, Digital Art, Graphic Design

46869



FILTER BY

SCHOOLS



TOOLS USED



VISIT GALLERIES



People

Graphic Design

Most Appreciated

Worldwide

protocol | timestamp 04/05/2016 - 06/05/2016



**Craig Ward**

Location: New York, NY, USA

Fields: Typography, Graphic Design, Illustration

Follow

46940

Profiles scraped

Filter by Creative Field

- Graphic Design 15,000
- Web Design 15,000
- Interaction Design 15,000
- UI/UX Design 15,000



filters setting:

- people
- |creative field|**
- most appreciated(all time)
- worldwide



rank by likes



information extracted



tot of 60,000 profiles

- name
- location
- creative fields
- appreciations



tool custom scraper



**Yanli & Guille**

Location: Liverpool, United Kingdom

Fields: Illustration, Typography, Graphic Design

Follow

46869

628253

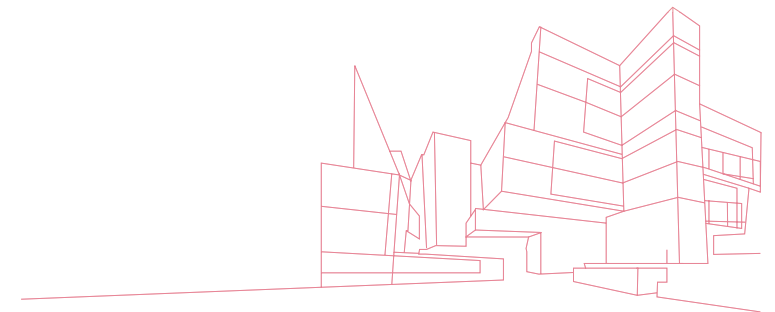






## WHY A DIGITAL RESEARCH

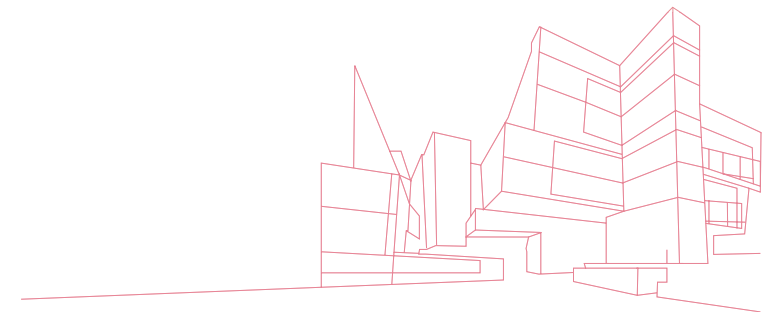
- **Useful perspective to observe** the topic
- **Different boundaries** from traditional research
- Unprecedented number of **diverse points of view**
- **Exploration** of a **complexity** of patterns otherwise invisible



## POSSIBLE FUTURE DEVELOPMENTS

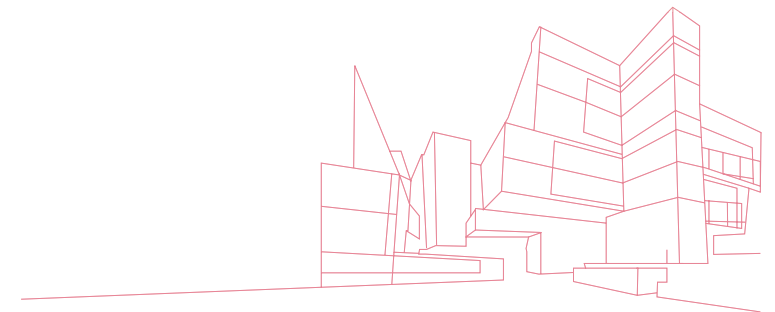
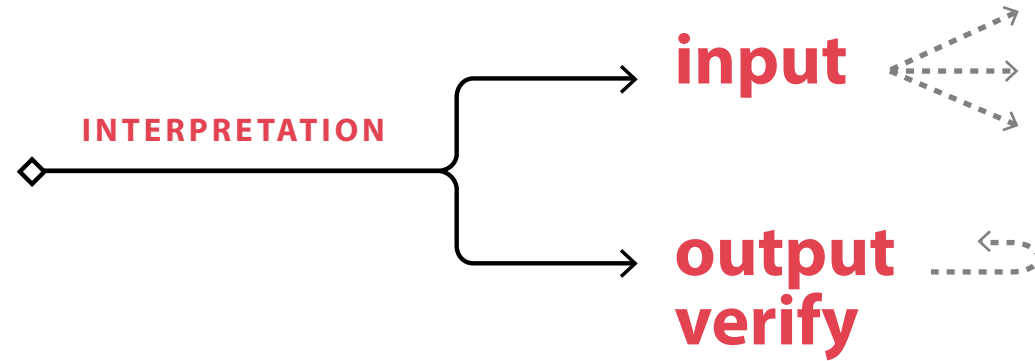
Expansion and deepening  
at different levels:

- Observing the **evolution of the phenomenon**
- Exploring **different design areas**
- Exploring **other online environments**



AN OBSERVATION TOOL

A **Macroscopic**  
for Communication  
Design





Thank you.

