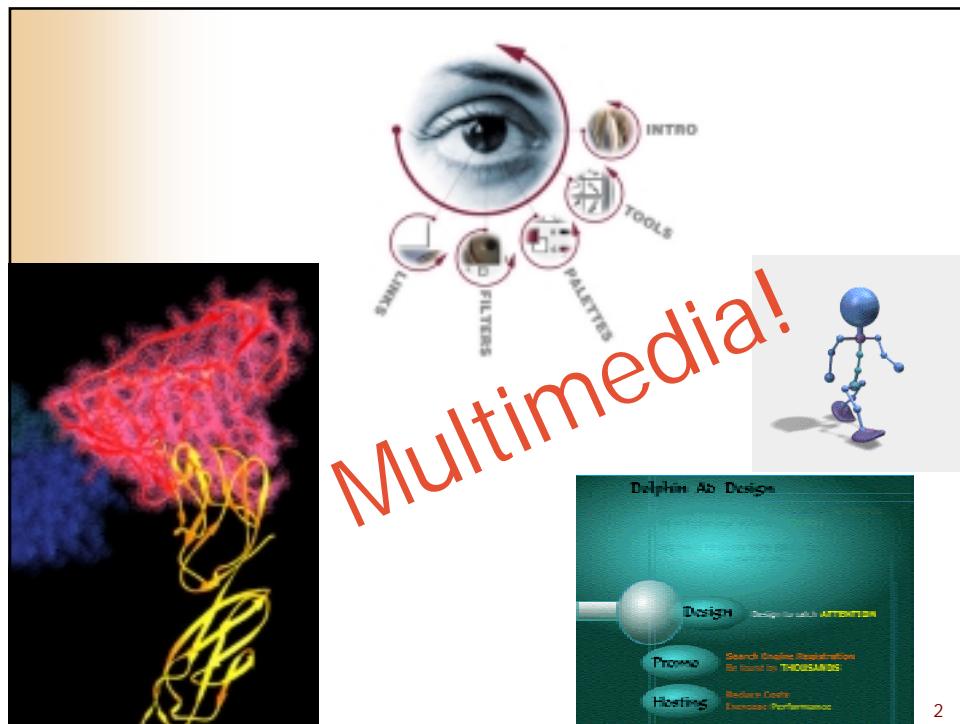


smart style

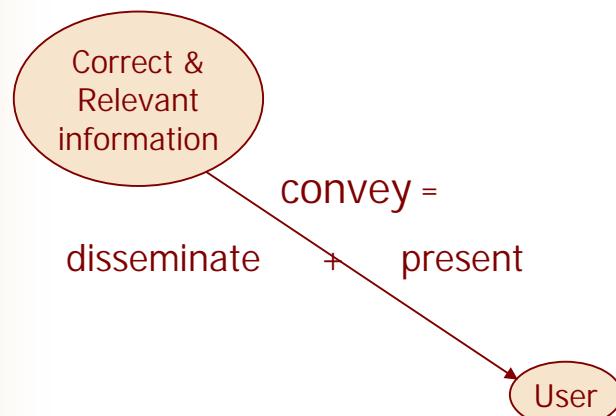
for conveying information

prof. dr. Lynda Hardman

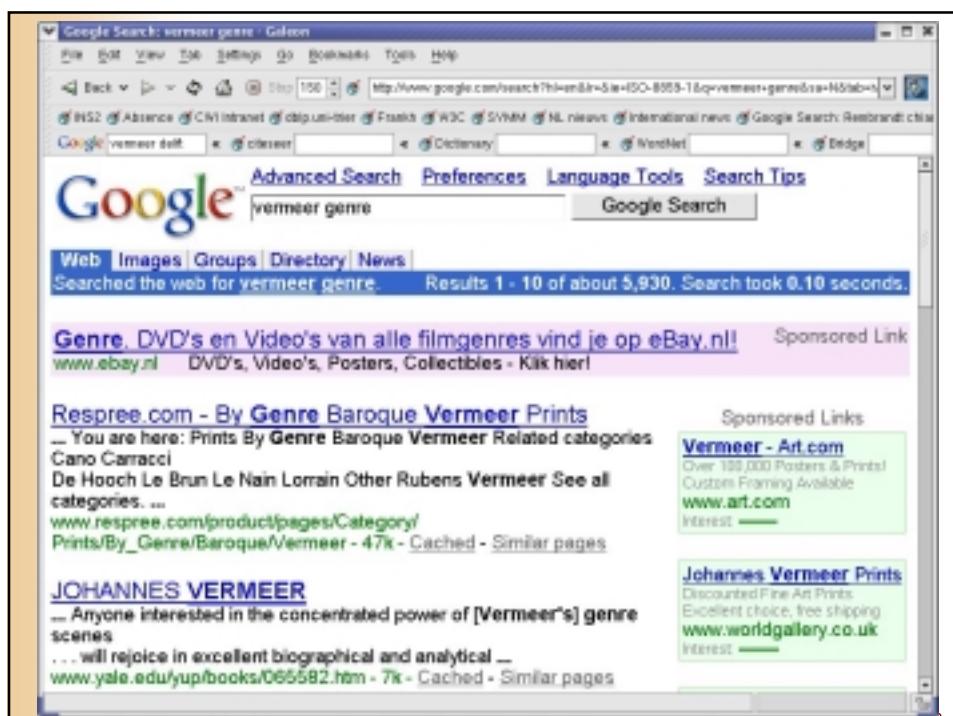


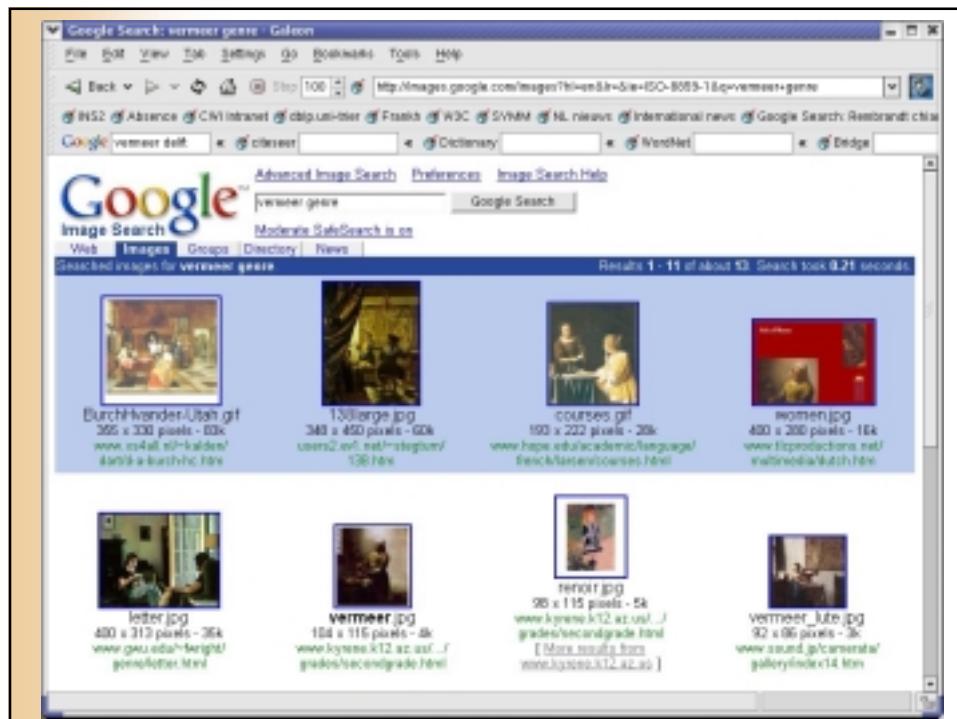


What this talk *is* about



5





Tailored presentation

Genre painting and Johannes Vermeer

The Kitchen Maid (c. 1658)

Genre

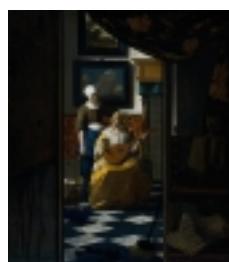
Genre paintings, drawings or prints depict people in their everyday surroundings: at home, in a café or at work. They appear to be painted from life, but in reality were usually thought up in the artist's studio. Sometimes (but not always) they contain a moral lesson. In some works the message is clear, in other cases the viewer has to make an effort to interpret the picture. Often, however, these household scenes are simply decorative paintings designed to entertain and amuse.

Three ingredients



9

Content of example



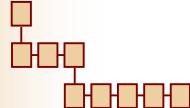
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10

Three ingredients

Presentation structure

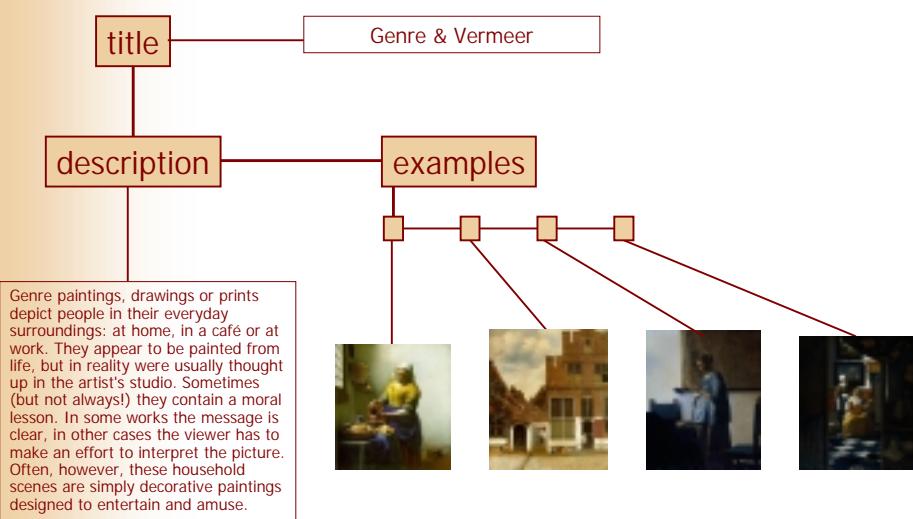


Content



11

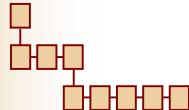
Presentation structure of example



12

Three ingredients

Presentation structure



Aesthetics

abcdefghijklj
abcdefghijklmn
ABCDEFGHIJK
abcdefghijklklm
abcdefghijklmn

Content



13

Aesthetics of example

Genre painting and Johannes Vermeer

Genre

The term refers to paintings of ordinary scenes of private and public people in their everyday surroundings - at home, at a cafe or at work. They appear to be painted from life, but in reality were usually thought up in the artist's studio. Sometimes (but not always) they contain a moral lesson. In some works the message is clear; in other cases the viewer has to make an effort to interpret the picture. Often, however, these everyday scenes are simply decorative paintings designed to entertain and amuse.

The Kitchen Maid (c. 1658)

Fonts

Layout

Colours

14

Tailored presentation

The slide shows a painting of a maid pouring milk from a large pot into a smaller vessel. To the right is a text box defining genre painting.

Genre
Genre paintings, drawings or prints depict people in their everyday surroundings: at home, in a café or at work. They appear to be painted from life, but in reality were usually thought up in the artist's studio. Sometimes (but not always!) they contain a moral lesson. In some works the message is clear, in other cases the viewer has to make an effort to interpret the picture. Often, however, these household scenes are simply decorative paintings designed to entertain and amuse.

The Kitchen Maid (c. 1658)

15

One size *doesn't fit all*

The slide shows the same painting and text box as the previous slide. To the right of the slide is a purple Ericsson mobile phone.

The Kitchen Maid (c. 1658)

16

What we need is...

Correct and relevant information
presented to the user

- conveying underlying relations in the subject matter
- at a suitable level of detail
- in the time available to the user
- using appropriate media
- in an appropriate style
- making optimal use of the delivery context

Where did it all begin?

17

Aural tradition: Storytelling

- First means of passing information from generation to generation
- Form optimised for remembering large numbers of, otherwise unrelated, facts
- Very old, but still a valid and extremely powerful way of communicating information

18

Rhythm and rhyme

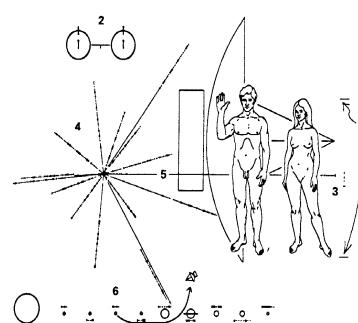


19

Visual (still images)



Cave Chauvet-Pont-D'Arc
© Jean Clottes



Plaque on
Pioneer 10 spacecraft

20



21

Written



Dead Sea scrolls



Newspapers

22

Visual (moving images)



23

Visual (moving images)



24

Hypertext

Via het gootje vestigt Vermeer onze aandacht op de vrouw in het gangetje. Dat de kunstenaar het doorkijken belangrijk vond blijkt uit een overschildering. Eerst zat er nog een vrouw in het poortje, maar omdat zij het zicht in het gangetje blokkeerde, schilderde Vermeer haar weer weg. Doorkijkjes als deze heeft Vermeer kunnen afkijken van zijn collega en stadsgenoot Pieter de Hooch.

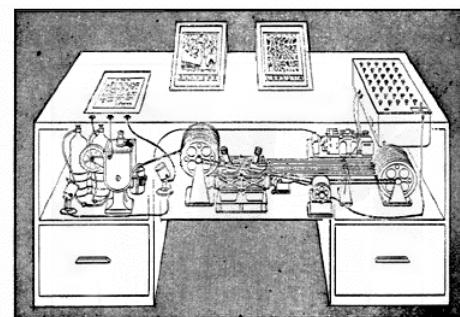
Een overschildering is een gedeelte van een schilderij dat de schilder zelf, of een andere schilder of restaurator, heeft overschilderd. Kleine veranderingen door de schilder zelf worden ook wel pentimenti genoemd. Overschilderingen die niet door de schilder zelf zijn aangebracht, hebben meestal te maken met een veranderde smaak of met strengere fatsoensnormen. Bij 'Het toilet' van Jan Steen bijvoorbeeld was de po veranderd in een vaas en

"Latijnse school" was de benaming voor scholen die in de vroege Middeleeuwen waren gesticht door kloosters of bisschoppen (en later ook door gemeentebesturen). Op deze scholen werd les gegeven in de "artes liberales", de vrije kunsten: de grammatica, welsprekenheid, redeerneeskunst, rekenkunde, meetkunde, sterrenkunde en muziek. In de 19de eeuw maakte de Latijnse school steeds vaker plaats voor het Gymnasium. Daar werd ook les gegeven in het Grieks, de moderne talen en de natuurwetenschappen; vakken die op de Latijnse school nauwelijks aan bod kwamen.

Jan Havicksz. Steen werd in 1626 in Leiden geboren, als zoon van een bierbrouwer. Na de Latijnse School schreef hij zich in 1646 in aan de Leidse universiteit, waar hij echter nooit een graad heeft behaald. Over Steens opleiding tot schilder is weinig met zekerheid bekend.

25

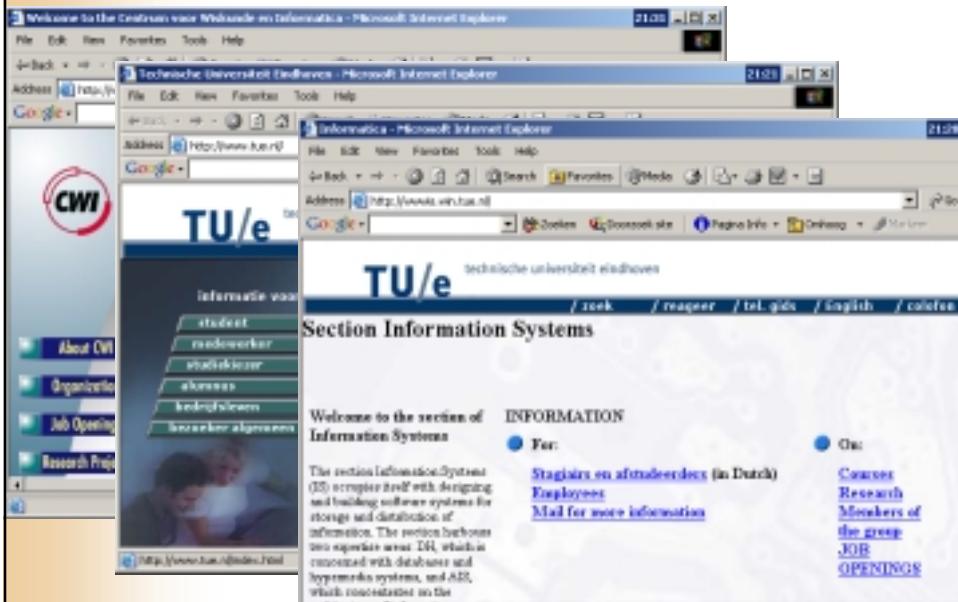
Vannevar Bush's Memex, 1945



Memex in the form of a desk would instantly bring files and material on any subject to the operator's fingertips. Slanting translucent viewing screens magnify supermicrofilm filed by code numbers. At left is a mechanism which automatically photographs longhand notes, pictures and letters, then files them in the desk for future reference (LIFE 19(11), p. 123).

26

"The Web"



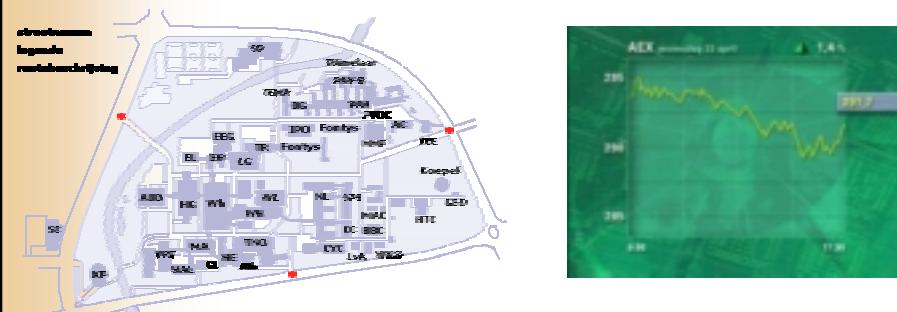
Hyper-images



28

Multimedia

- Synthesizes existing media
- Need to choose the most appropriate medium
- or combination of media



29

Presentation Technologies

- Aural
 - wax cylinders, vinyl disks, magnetic tape, CD's, computer
- Visual
 - cave walls, stone, papyrus, canvas, paper, computer
- Written
 - Stone, papyrus, paper, computer
- Moving images
 - Celluloid, magnetic tape, computer
- Hypermedia
 - computer

30

Dissemination technologies

- Mass distribution
 - Radio, cinema, TV, newspapers, books, records, music tapes, video tapes, DVDs, TV-Anytime, Internet
- Individual to individual
 - Post, telegraph, telephone, email, Internet
- Both
 - Web pages, Internet

31

Multimedia & Internet Technology

- Anyone
 - Professional publishers, amateurs
 - Different users, accessibility
- Anywhere
 - Places, devices (delivery context)
- Anytime
 - Not the 9 o'clock news
- Anyhow
 - Any medium or combination of media



"On the Internet, nobody knows you're a dog."

How do we realise this?

32

Create models...

Need	Knowledge of...
Convey underlying relations	Domain
Suitable level of detail	Discourse
Time available to user	User task
Appropriate media	Media characteristics
Appropriate style	Graphic design
Device characteristics	Device capabilities

...to drive the creation of presentations

33

Encyclopaedia



34

Storyteller



35

Create models...

Need

- Convey underlying relations
- Suitable level of detail
- Time available to user
- Appropriate media
- Appropriate style
- Device characteristics

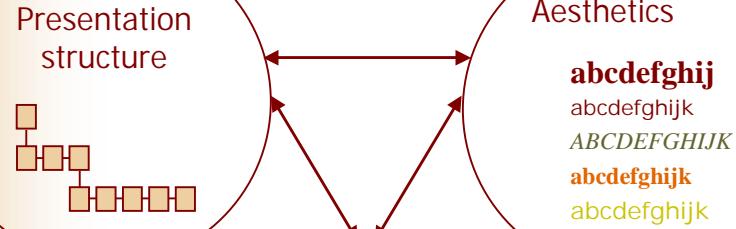
Knowledge of...

- Domain
- Discourse
- User task
- Media characteristics
- Graphic design
- Device capabilities

...to drive the creation of presentations

36

Design dependencies



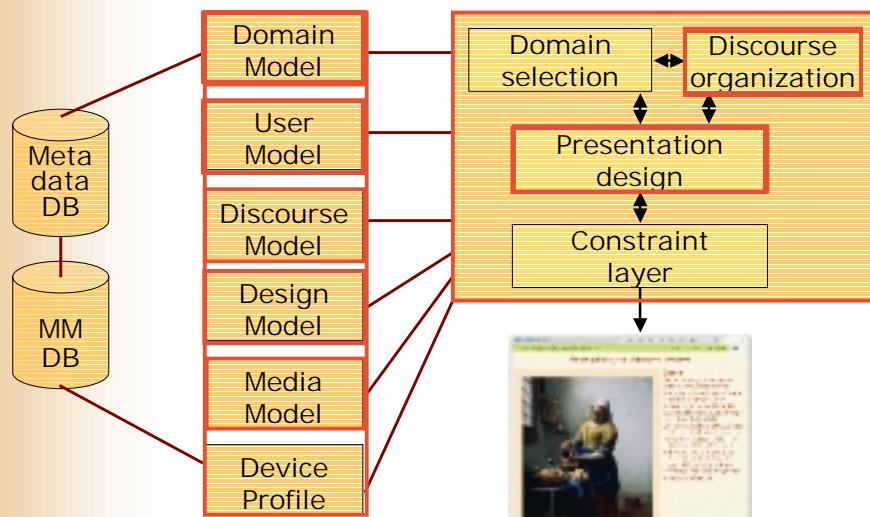
37

Presentation structure depends on content



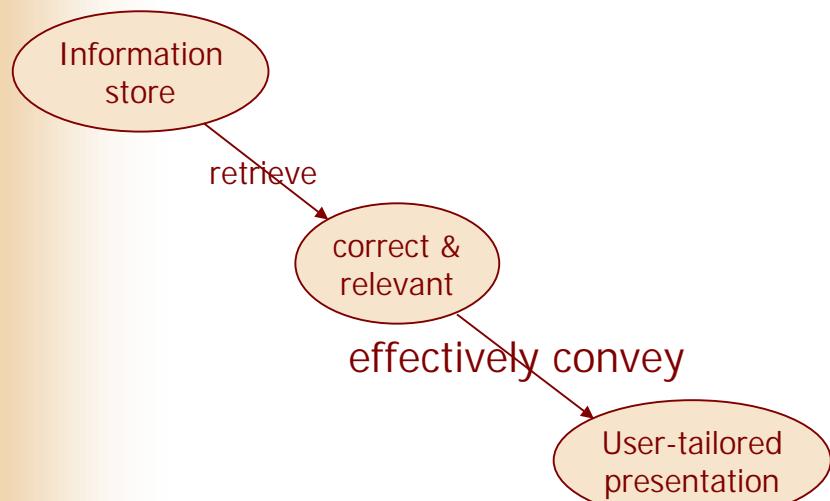
38

Technological impact



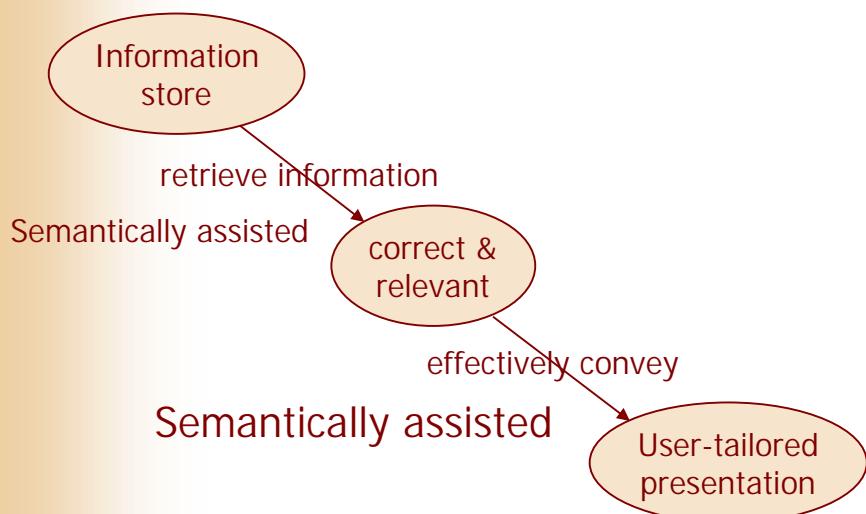
39

Web



40

Semantic Web



41

Acknowledgements

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Jacco van Ossenbruggen

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Frank van Harmelen

