

Strengths, weaknesses, opportunities and threats

Peters version



Information architecture

in a European dimension

InfoDesign *extra*

Posted May 23, 2003 - 21:00

STC Belgium: Presentation by Peter J. Bogaards

SHARING KNOWLEDGE IS BETTER THAN HAVING IT Structure, Content, and Form in the Information Design/Architecture of Information Artifacts

A Presentation by Peter J. Bogaards (Information Designer of Razorfish EU)
Thursday May 22, 2003
@Technopolis, Mechelen, Belgium

[STC Belgium Event on Information Architecture](#)

ABSTRACT

Introducing the '[What's in a name?](#)' question (again) outlining the history, similarities and differences of information design and information architecture. Three key dimensions of any information artifact are addressed: its structure, content and form and their interdependencies. A thought experiment is provided concerning meta-level thinking on these dimensions. Besides meta data (addressed by [Peter van Dijck](#)), the concepts of meta structure and meta form are introduced. Finally, connecting these dimensions to the main attributes of technology ('computation' and 'connectivity') results in new design spaces and rationales.

SPEAKER

Peter J. Bogaards (information designer and blog author) has a focus on the user experience and understandability of information artifacts.

[\[A more detailed biography\]](#)

DOWNLOAD

[Presentation download](#) (Powerpoint) - 1.5 MByte



courtesy of joannes vermeulen

Disclaimer

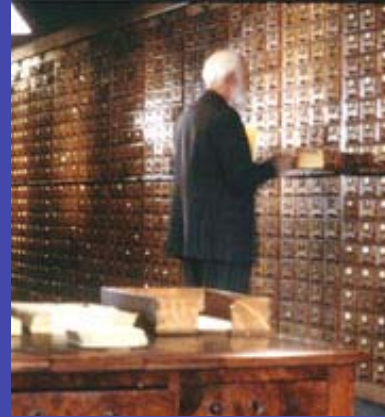
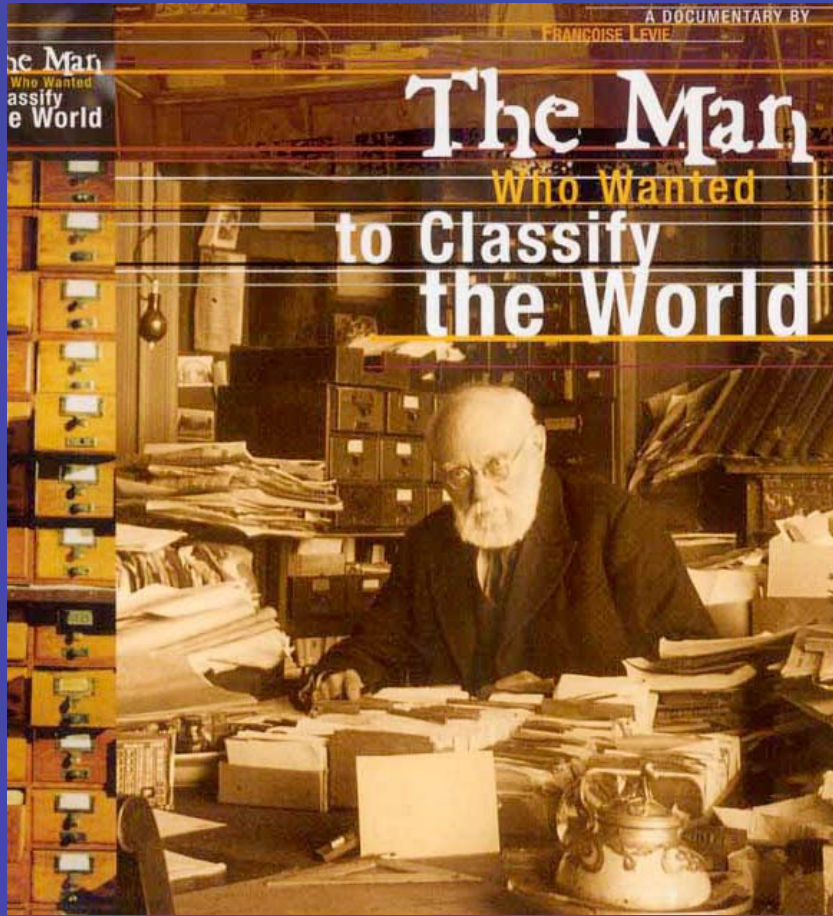
Personal perception: descriptive (not normative)

No anti-US sentiments

To identify and strengthen the €IA community

S1

History



S2

Multi

Welcome!

Mirë se na erdhët
ALBANIAN

አንኳን ደህና መጣችሁ
AMHARIC

أهلاً وَسَهْلاً
ARABIC

ԲԱՐԻ ԳՎԼՈՒՄ
ARMENIAN

歡迎
CHINESE

Welkom
DUTCH

Teretulemast
ESTONIAN

خوش آمدید
PERSIAN

Tervetuloa
FINNISH

Bienvenue
FRENCH

Willkommen
GERMAN

Καλωσορίσατε
GREEK

આવી પધારી
GUJARATI

ברוכים הבאים
HEBREW

स्वागतम्
HINDI

Benvenuti
ITALIAN

歡迎
JAPANESE

ᄒᆞᆫᄃᆞᆫ
KOREAN

Bene Ventum
LETTONIAN

добро дојдовте
MACEDONIAN

Binbwaachen
NETHERLANDS

Baagaa Nagayan Dhuftan
OSSETIAN

بنه راغلاست
PASHTO

Witamy
POLISH

Bem-vindo
PORTUGUESE

ਜੀ ਆਇਆ
PUNJABI

Bine Ati Venit
RUMANIAN

Добро Пожаловать
RUSSIAN

ДОБРОДОШЛИ
UKRAINIAN

ආඥරඹෙන් පිළිගනිමු
SINHALA

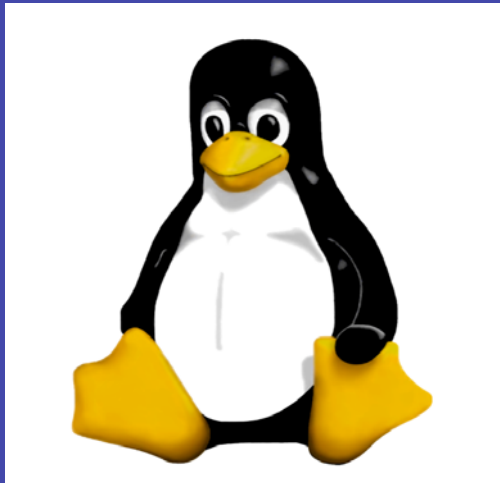
Soodhawaada
SOMALI





S3

Technology



Strengths

1. Our historical roots
2. Multilingual and multicultural
3. Specific technologies

W1

Fragmentation





WW2

Terminology



C. Babbage
1791-1871



A. Turing
1912-1954



J. Von Neumann
1903-1957



N. Wiener
1894-1964



E. Dijkstra
1930-2002



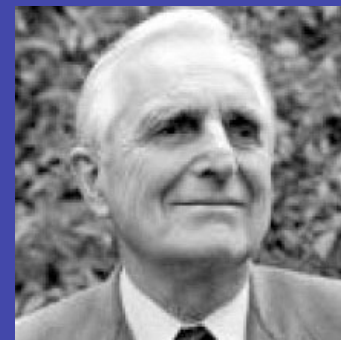
Paul Otlet
1868-1944



Vannevar Bush
1890-1974



Ted Nelson
1937-...



Douglas Engelbart
1925-...



Tim Berners Lee
1955-...

WV3

Language



Good design for disabled and elderly people is often good design for everyone



Weaknesses

1. Fragmentation of the community
2. Confusion about the term
3. Language proficiency in English

01

Politics




02

Locality

nu.nl | Het laatste nieuws lees je het eerst op NU.nl

http://www.nu.nl/ Google




Di. 11 oktober 2005. Het laatste nieuws lees je het eerst op NU.nl

Zoek nieuws zoek

NIEUWS


- Algemeen
- Economie
- Internet
- Sport
- Achterklap
- Weer
- Verkeer
- TVFilm
- Dvd
- Film
- Boek
- Yoshe
- Auto
- Plugged
- Wetenschap
- Nieuwsbrief
- Foto v/d maand



Zware regenval bemoeilijkt reddingswerk Pakistan

Vele duizenden mensen liggen nog onder de puinhopen

Weer


17°C 

[Meer Weer](#)


Verkeer

Er is **1 file** met een lengte van 3 km.

Auto



- ▶ **Liedjesschrijver en zanger Tony Bass overleden**
- ▶ **Snackonderzoek: 70 procent vrouwen houdt van hard**
- ▶ **Britse politie rolt bende mensensmokkelaars op**
- ▶ **Moeder (13) gooit baby van balkon**
- ▶ **Veel doden door bomaanslagen in Irak**
- ▶ **Moeder met schoolpleinverbod houdt dochter thuis**
- ▶ **Passagiers uit trein na brand**



400,00
399,50
399,00
398,50


vorig slot

Toyota excuseert zich voor asbest

Tussen 1995 en 1999 werden in ruim 165.000 auto's onderdelen verwerkt waarin asbest zat

- ▶ **Controleur UWV mishandeld**
- ▶ **Chiquita komt met verantwoorde banaan**
- ▶ **Delphi vraagt General Motors om hulp**
- ▶ **Benzineprijzen verder omlaag**
- ▶ **Ahold koopt voor 1 miljard obligaties terug**
- ▶ **België trekt vut-leeftijd toch op**
- ▶ **Bonden gaan actie voeren bij TNT**

Nieuws Radio



play ANP

TV-film van de dag

[Angst essen Seele](#)

Marktplaats - de advertentiesite van Nederland

http://www.marktplaats.nl/ Google

MARKTPLAATS.nl
Internet zoals het bedoeld is

Home | Nieuw | Top 40 | Toppers Zoek

[Uitgebreid zoeken](#)

Marktplaats.nl - Internet zoals het bedoeld is.
Onze cijfers spreken voor zich, bekijk ze hier.

van SelektVracht

Alle groepen... 1401RM Alle afstanden... Zoek [Uitgebreid zoeken](#)

Antiek, Kunst en Sieraden (115.365)

Kalender ART DECO & ART NOUVEAU prent...	€ 19,00
verzilverd slacouvert	€ 25,00
formuis	Bieden
Brocant lief bijzet tafeltje	Bieden
Salon-tafel	€ 75,00

Audio (24.095)

Te koop mini Hifi system Philips	Bieden
Time MP3 speler	Bieden
kleurentelevisie	€ 5,00
Ipod nano stickers	€ 10,00
Gezocht: met spoed op zoek naar werkende p...	€ 50,00

Auto's (66.115)

Volvo LV 3700 5X5,	Bieden
Peugeot 307 Break2.0 16v AUTOMAAT	€ 15,95,...
Mercedes 300 Ce De Knaller!	€ 4.150,...
DAF 2500 turbo int. openlaadbak met kraan 6x2	€ 11.00,...
Chevrolet beretta 2.5i,bouwjaar 94,incl.nieuwe...	€ 1.450,...

Auto diversen (104.081)

reservoirs chevrolet	€ 20,00
binnenschermen chevrolet el camino 1978-1987	€ 25,00
Gezocht: computer automatische versnellings...	N.o.t.k
radiateursupport van el camino malibu of mont...	€ 25,00
interieur el camino	€ 50,00

Automaten (2.908)

papierversnipperaar	€ 20,00
aangeboden photoplay bruin met update 2002	N.o.t.k
club 2000	Bieden
NEO GEO Videokast	€ 125,00
De Jukebox Fanaat	N.v.t.

Banen en Opleidingen (3.194)

sociaal pedagoisch werker 3 zoekt full time baan	€ 1.300,...
Uw complete website voor maar 1x 24,95 (priv...	€ 24,95
Werken op een (nvier) cruiseschip of cruiseferry?	N.v.t.
Uw complete website voor maar 1x 24,95 (priv...	€ 24,95
Thuiswerkbanen voor inpakken, vouwen, plak...	N.o.t.k

Boeken en Tijdschriften (266.296)

Daarom, de Westelijke Mijnstreek	€ 10,00
Boek: Biopsychoogy; John P.J. Pinel	Bieden

Antiek, Kunst en Sieraden (115.365)

[Skype op Marktplaats.nl](#)

skype
nu ook op
MARKTPLAATS.nl
Internet zoals het bedoeld is

Huis en Inrichting (189.347)

Mooie combinatiewandmeubel	€ 125,00
Complete Alno hoekkeuken met granieten bla...	Bieden
Eikenhouten kapstok met 8 haken.	T.e.a.b.
Witte grenen salon tafel	€ 15,00
Le Corbusier chaise lounge	N.o.t.k

Kinderen en Baby (344.777)

Blue ridge najaar 146 152	€ 12,50
Maxi taxi Montero	T.e.a.b.
Fleece rui 134 140	€ 5,00
L.O.G.G. broek	Bieden
Disney's Balou de beer	Bieden

Kleding en Schoenen (196.547)

Puma nieuw rood maat xl	€ 15,00
Mexx najaarscollectie 2005	€ 20,00
Laatste Originale Versace Jeans shirt L	Bieden
Prachtig Bruine GYPSIE Strokenrok MATEN 3...	€ 35,00
Pakzwarte enkellange rok met glittertje mt 48/5...	€ 20,00

Motoren en Brommers (61.886)

Honda XR 650 2000	€ 3.800,...
oliekoeler voor motoren	€ 50,00
Zeer veel onderdelen+Sleutel Puch	€ 100,00
frame R 75/6 bjr, 1976	€ 175,00
motorzadel - rijzadel	€ 50,00

Muziek en Instrumenten (94.723)

hardcore pakketjes o.a. TTM,enzyme,genosha	Bieden
RAINBOW PAR 3 kleuren DMX	€ 199,00
Yamaha Pr 190	€ 125,00
The prophet - big boy's don't cry	€ 75,00
I love flute van Anne McGinty	€ 3,00

Extra:
Veilig handelen

Go to "http://www.marktplaats.nl/" in another frame

03

Value



NOKIA
Connecting People

The Nokia 3250 phone puts a new twist on the music phone.

Twist to the music
Asia Pacific ▶
Europe ▶
China ▶

Choose your Region

- North America
- Latin America
- Europe
- Middle East and North Africa
- Africa
- Asia Pacific
- Greater China

Business Solutions

Culture of Mobility

Wireless broadband access
Portable elegant tablet
Impressive widescreen display

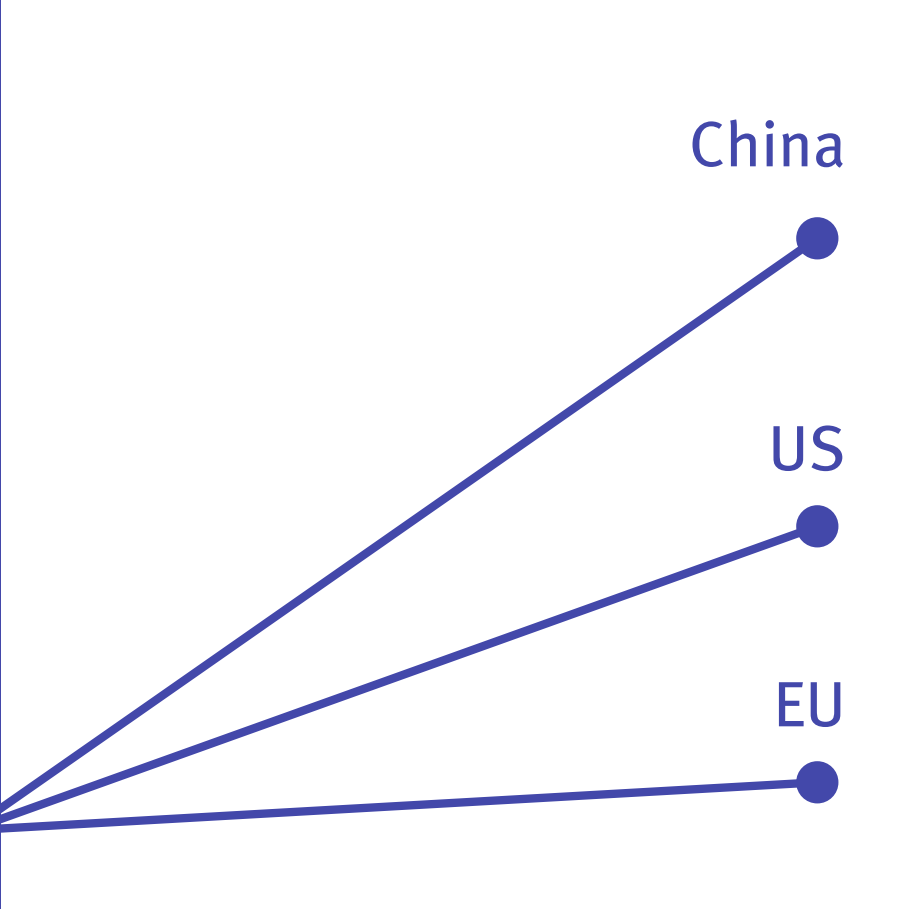
Move the Web

Opportunities

1. The Lisbon strategy
2. Emerging local players
3. Added value for global clients

T1

Economy



GDP growth rates

T2

Education

Wageningen Potato Centre

- ▶ [Introduction & Mission](#)
- ▶ [Disciplines](#)
- ▶ [Research Themes](#)
- ▶ [Events](#)
- ▶ [Potato databases](#)
- ▶ [Steering Committee](#)
- ▶ [Contact](#)



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✉ anton.haverkort@wur.nl
🌐 www.dpw.wageningen-ur.nl/wpc

Introduction

Well known for its potato industry the Netherlands yields outstanding potatoes for table, seed, processing and starch use facilitated by excellent growing conditions, well-trained farmers and leading research programmes. Wageningen University and Research Centre combines the University, DLO and Applied Research Institutes and carries out fundamental and applied research. The Wageningen Potato Centre, launched in 2000 - greatly benefits from this unique "Food Valley". Our mission is to strengthen potato research for the benefit of the farm to the global level:

- we act as the focal point for research and consultancy
- we identify future knowledge needs
- we assure interdisciplinary synergism by joint use of data
- we play a major role in finding research solutions for practice



Disciplines



Cross-institutional groups seek tailor-made solutions. **Major disciplines:**

- Agronomy:** precision farming
- Applied research and extension:** translating research into farmers' gain
- Breeding:** new varieties for existing and new purposes
- Crop growth modelling:** linking decision support to information technology
- Economics:** potato production systems with enhanced profit
- Genomics:** identification of genes and make them work



- Humanisation:** reduced manpower and increased quality
- Pathology:** sampling, detecting and controlling a major pest
- Organic farming:** optimising new cropping systems
- Physiology:** understanding how the product is formed and steer quality
- Plant pathology:** management of pests and diseases
- Storage and processing:** product development within a potato supply chain
- Value-added food:** wider application of potato raw material

Research Themes

In a dynamic environment attention of research continuously addresses varying topics. Present important interdisciplinary research of Wageningen Potato Centre includes:

- genetic improvement: progenitors and unravelling the potato genome and its functions





Arthur van Hoff



Tim Berners-Lee



Linus Thorvald



Kai Krause

T3

Industry

©2002 Johannes Hoerburger from MacDesktops.com



Apple Campus
1 Infinite Loop



Threats

1. State of our economy
2. Organisation of education
3. Lack of relevant industries

'One more thing...'



EATING ARCHITECTURE

edited by Jamie Horwitz and Paulette Singley



European food designers



Georges A. Escoffier



Paul Bocuse



Jamie Oliver





Thank you

Peter J. Bogaards (pjb@bogieland.com)