



Style

An overview of visualization styles

Design Informatics

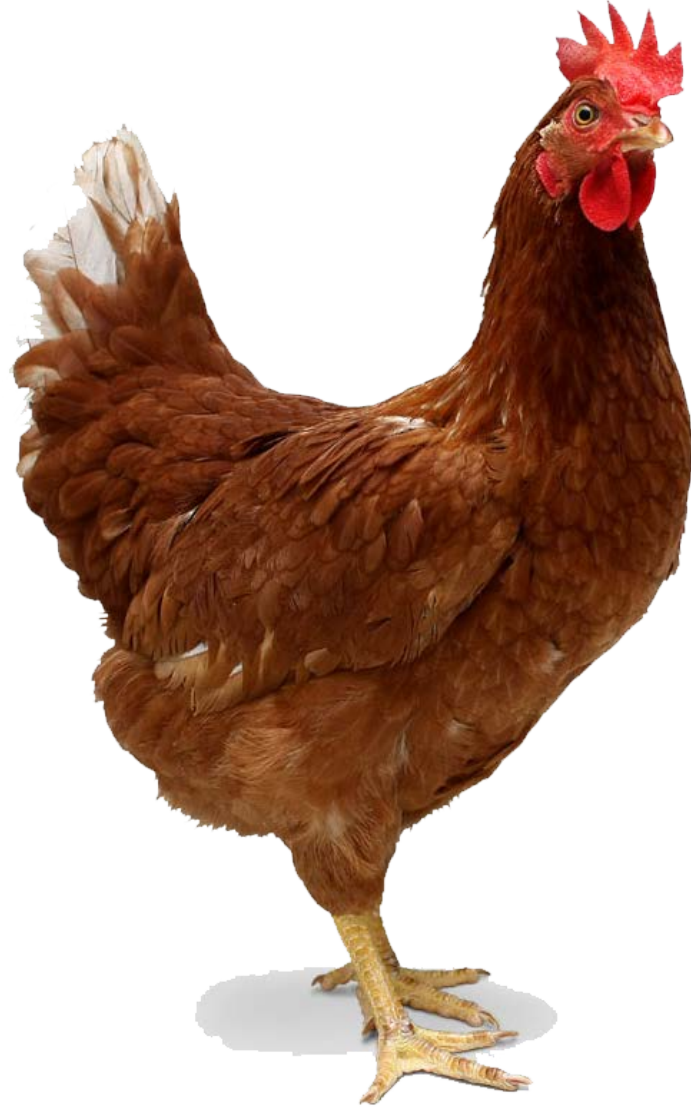
AR0771 – Week 1

Style

“a distinctive appearance, typically determined by the principles according to which something is designed”

Oxford Dictionaries

Lets look at a chicken

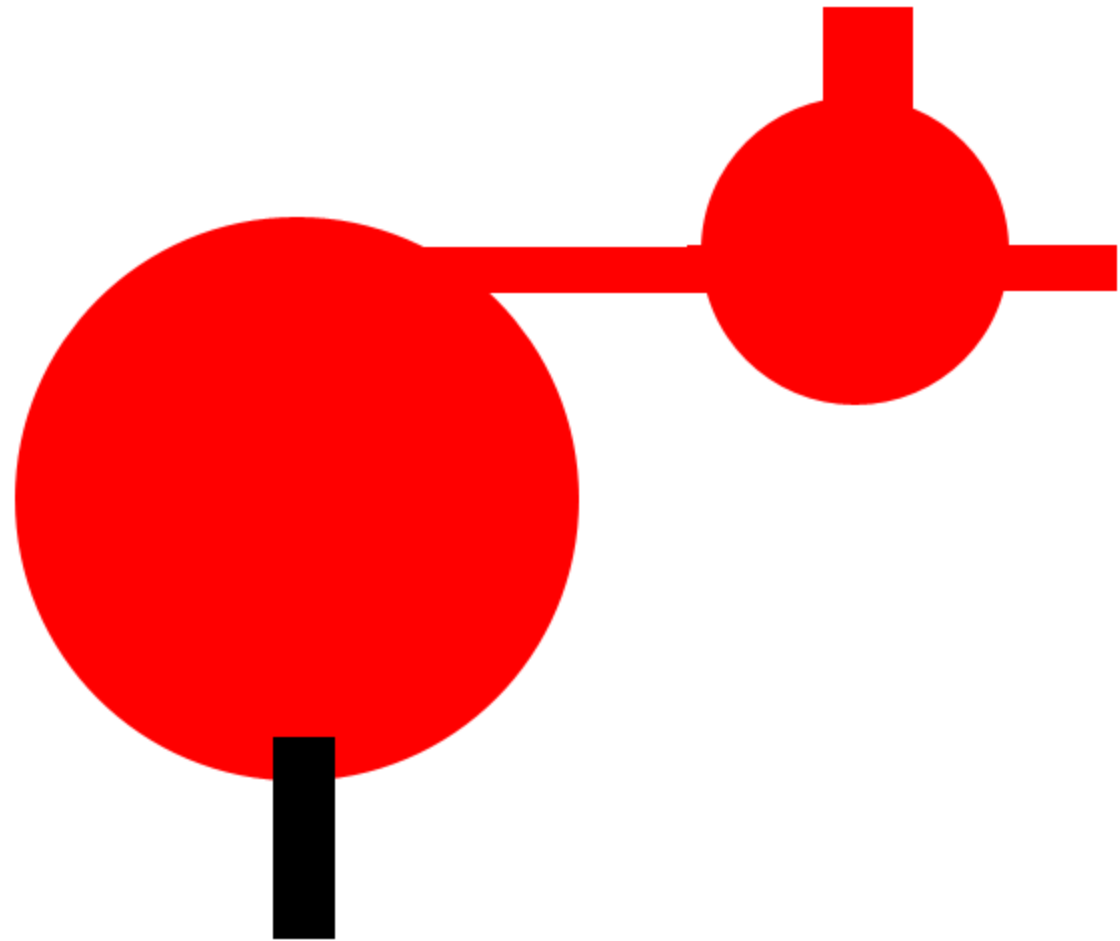




Following Here.com







Style?

- Use of color
- Use of shape
- Use of material
- Use of light
- Use of composition

Style?

- Use of color

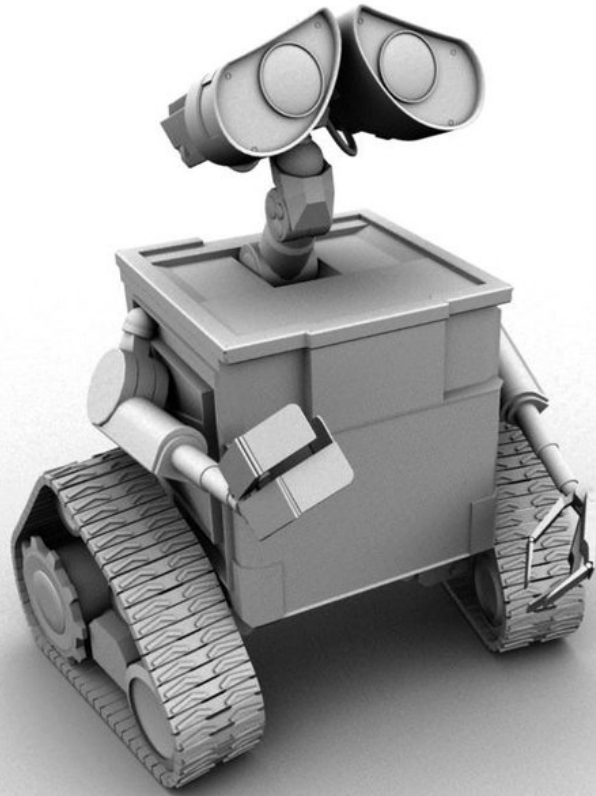
Use of color



Use of color









Style?

- Use of shape

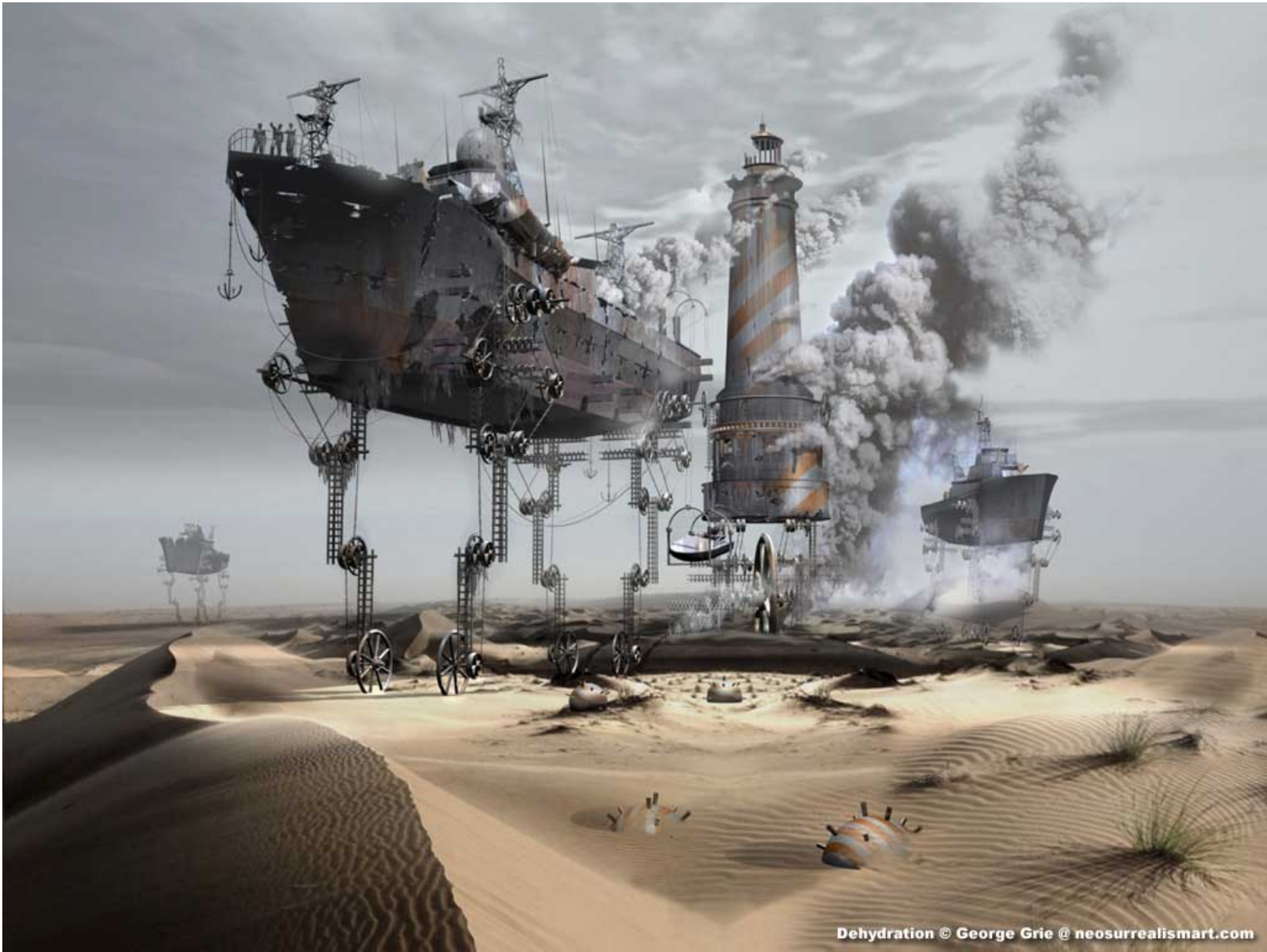














Style?

- Use of material









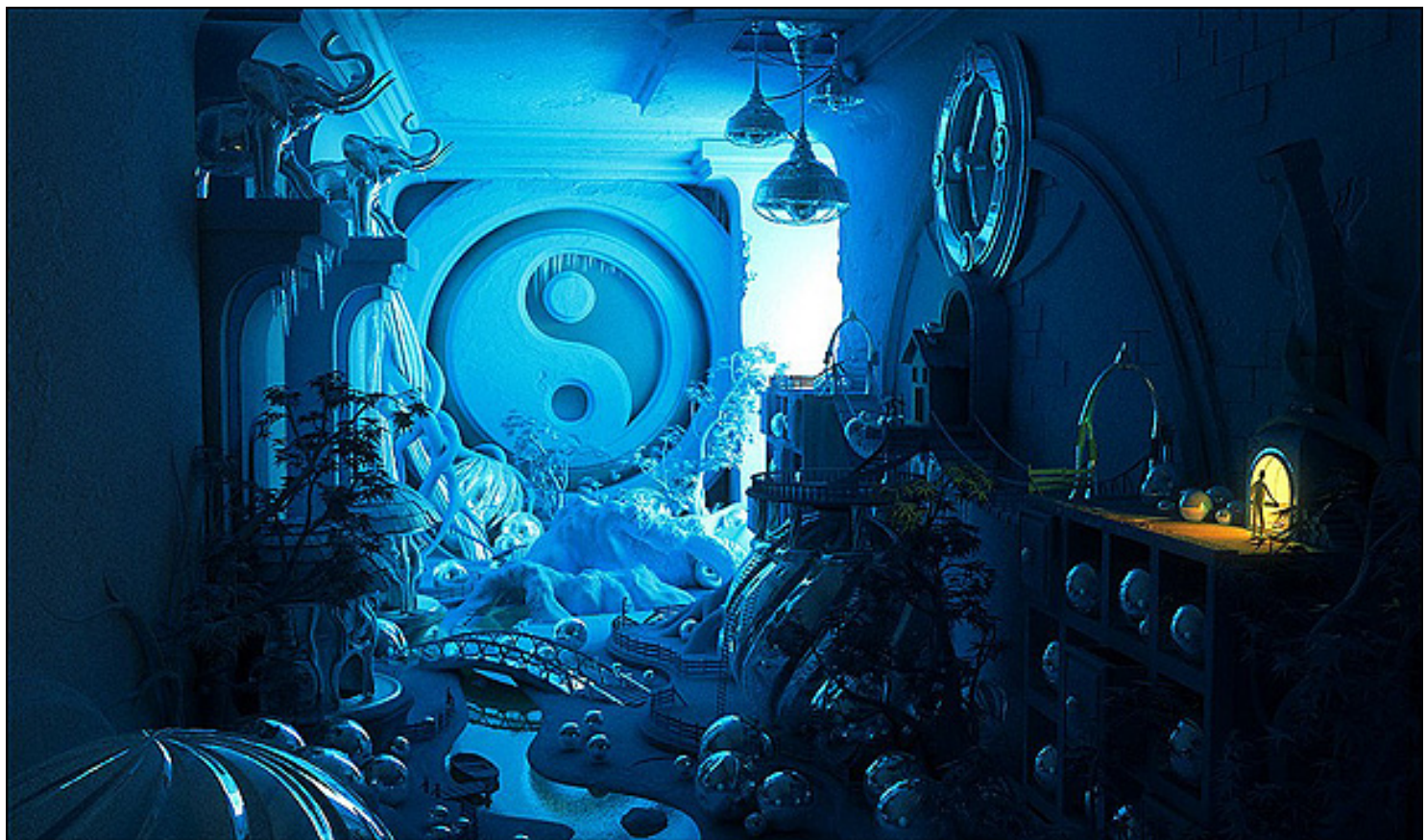


Sejio

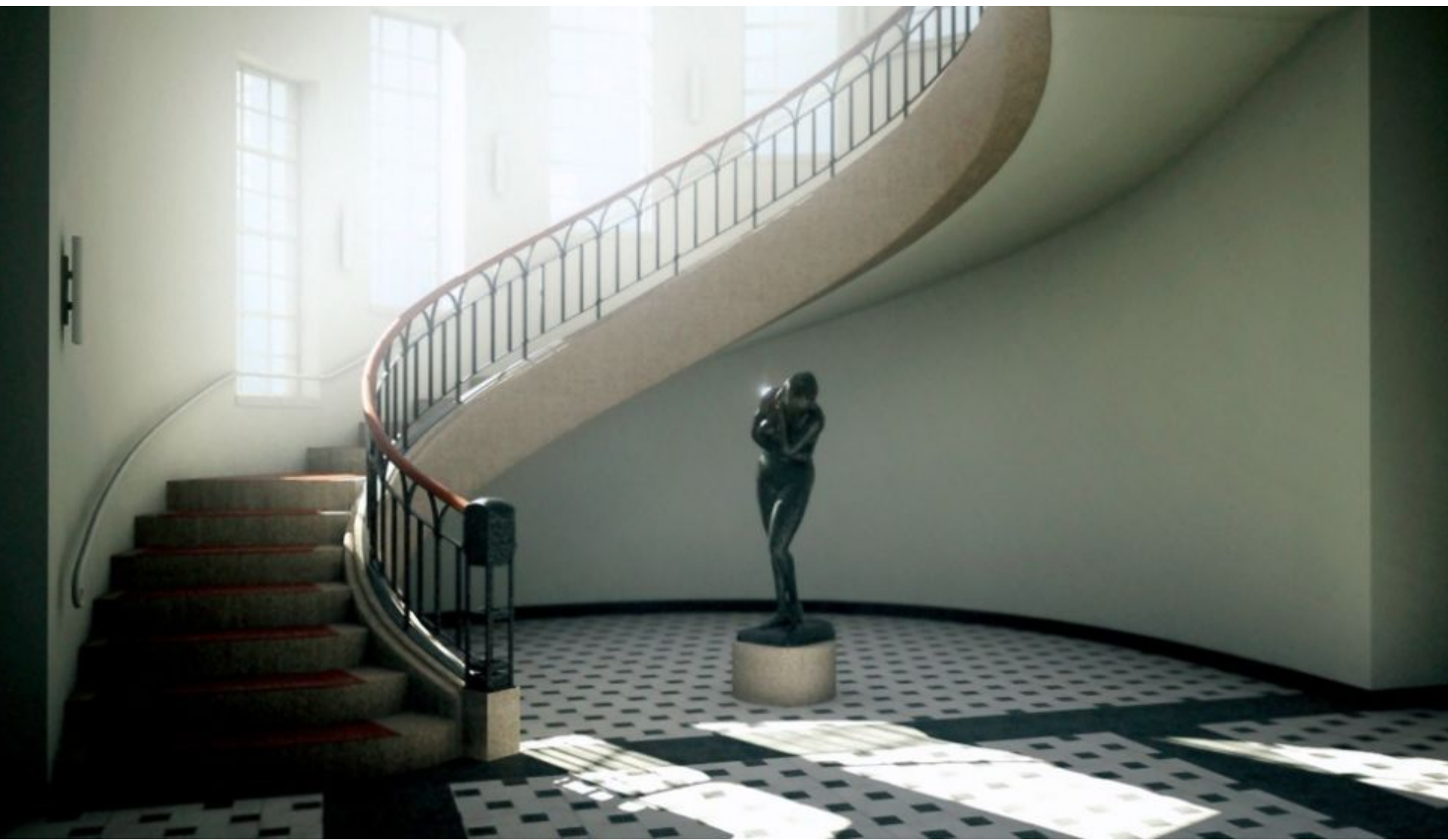


Style?

- Use of light









Peter Swigut

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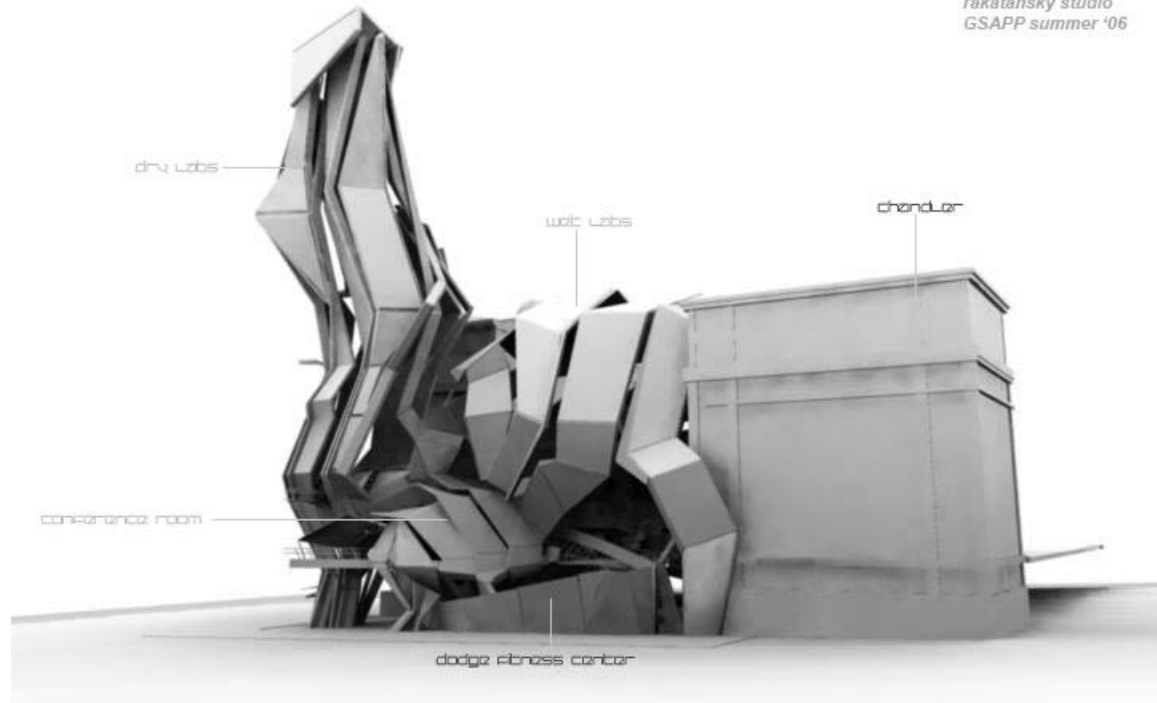
Examples of visualization styles

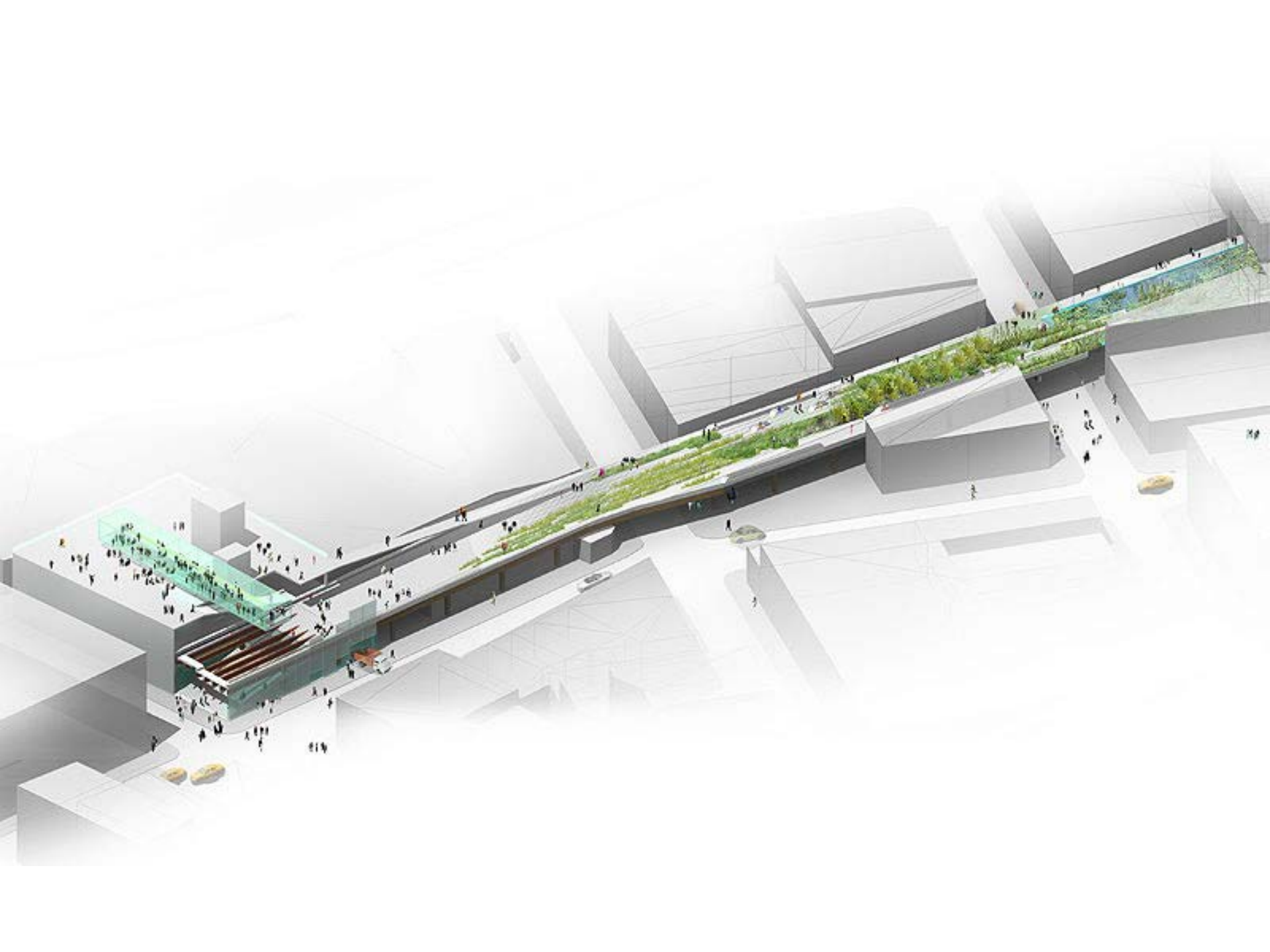
- Conceptual
- Photorealistic
- Hyper-realistic
- Stylized
- Corporate
- ...

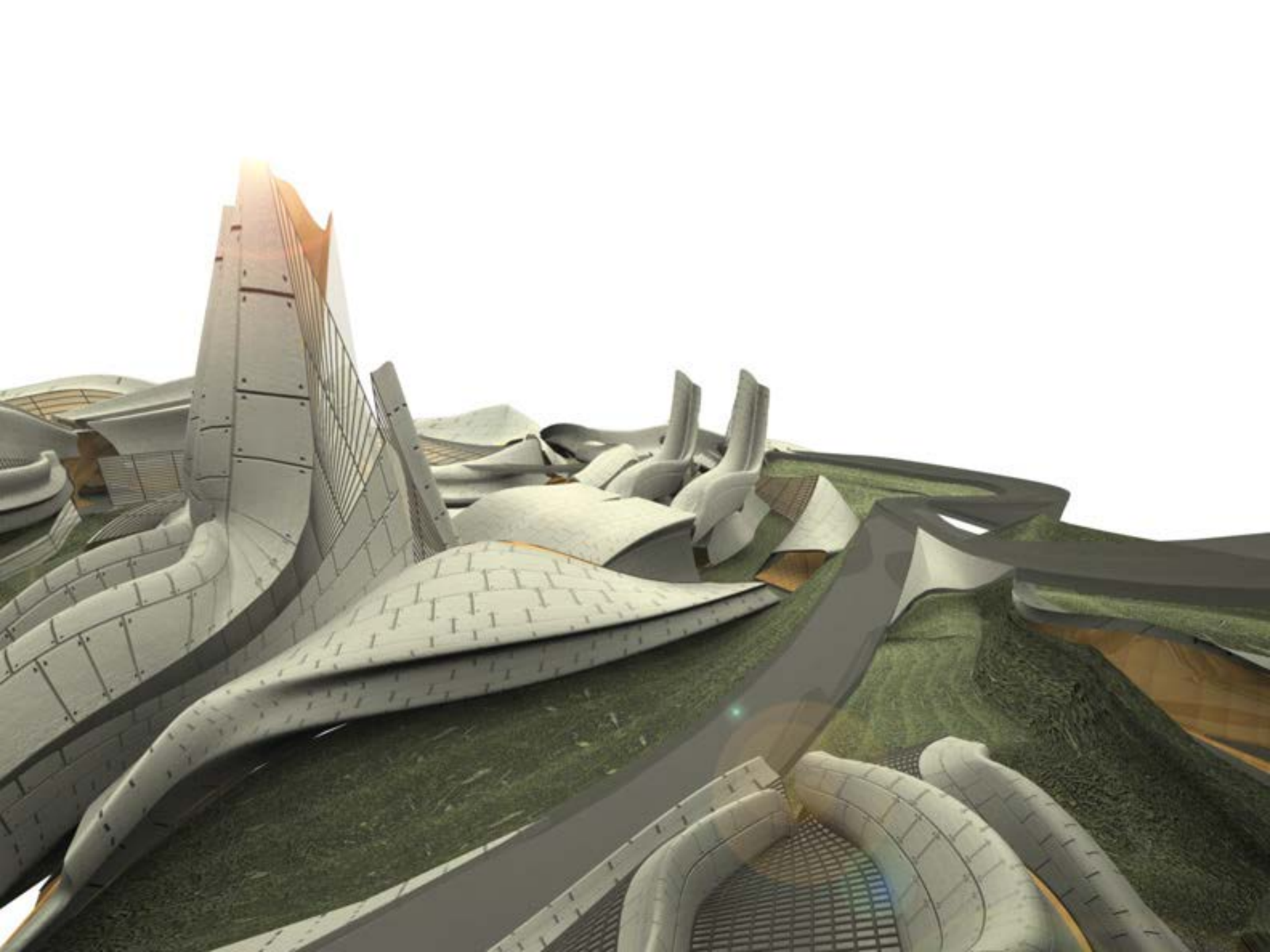
Conceptual style

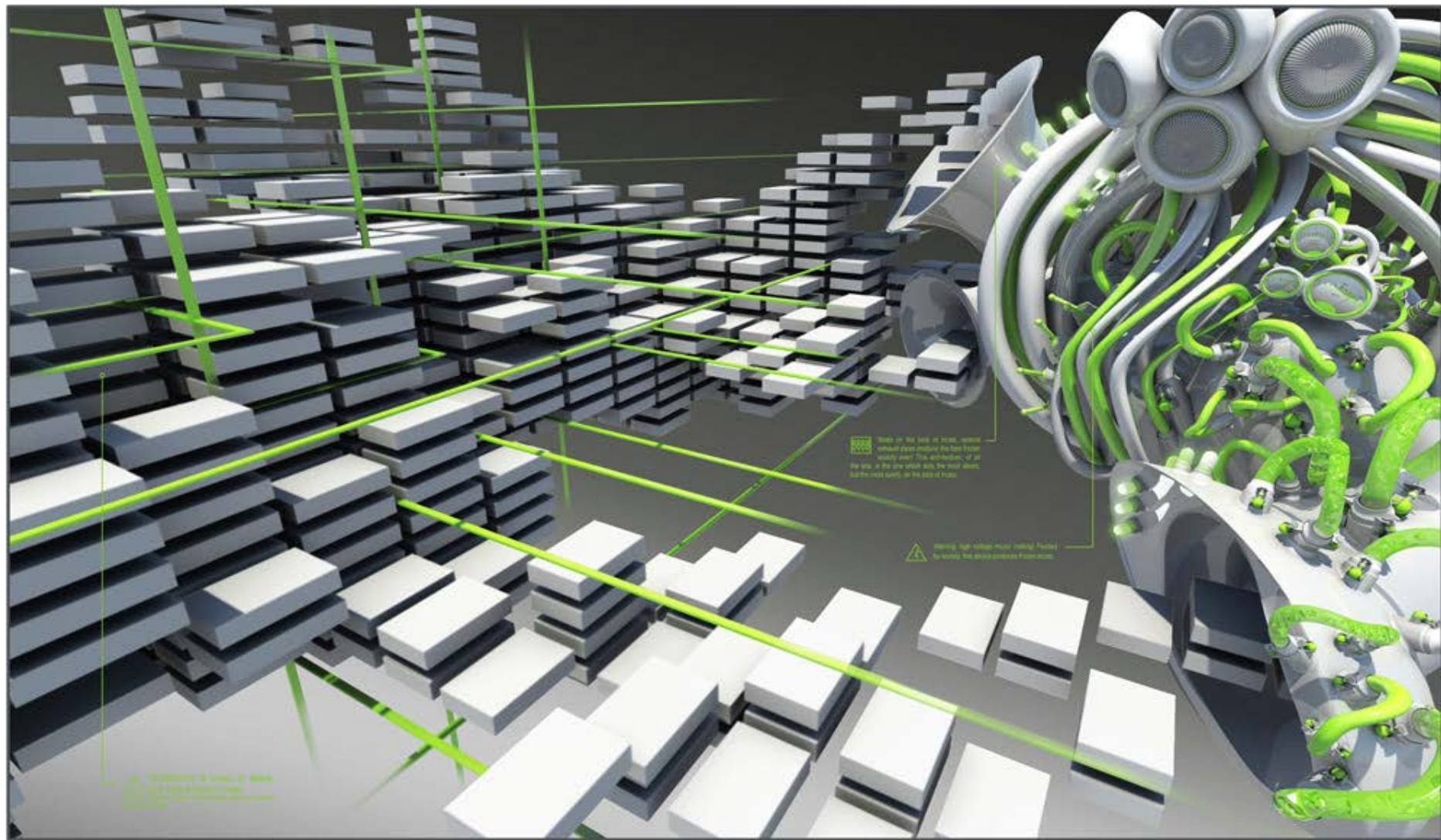
- Explaining a concept
- Buildings are represented by simplified geometry
- Low level of detail

*eduardo mcintosh
rakatansky studio
GSAPP summer '06*





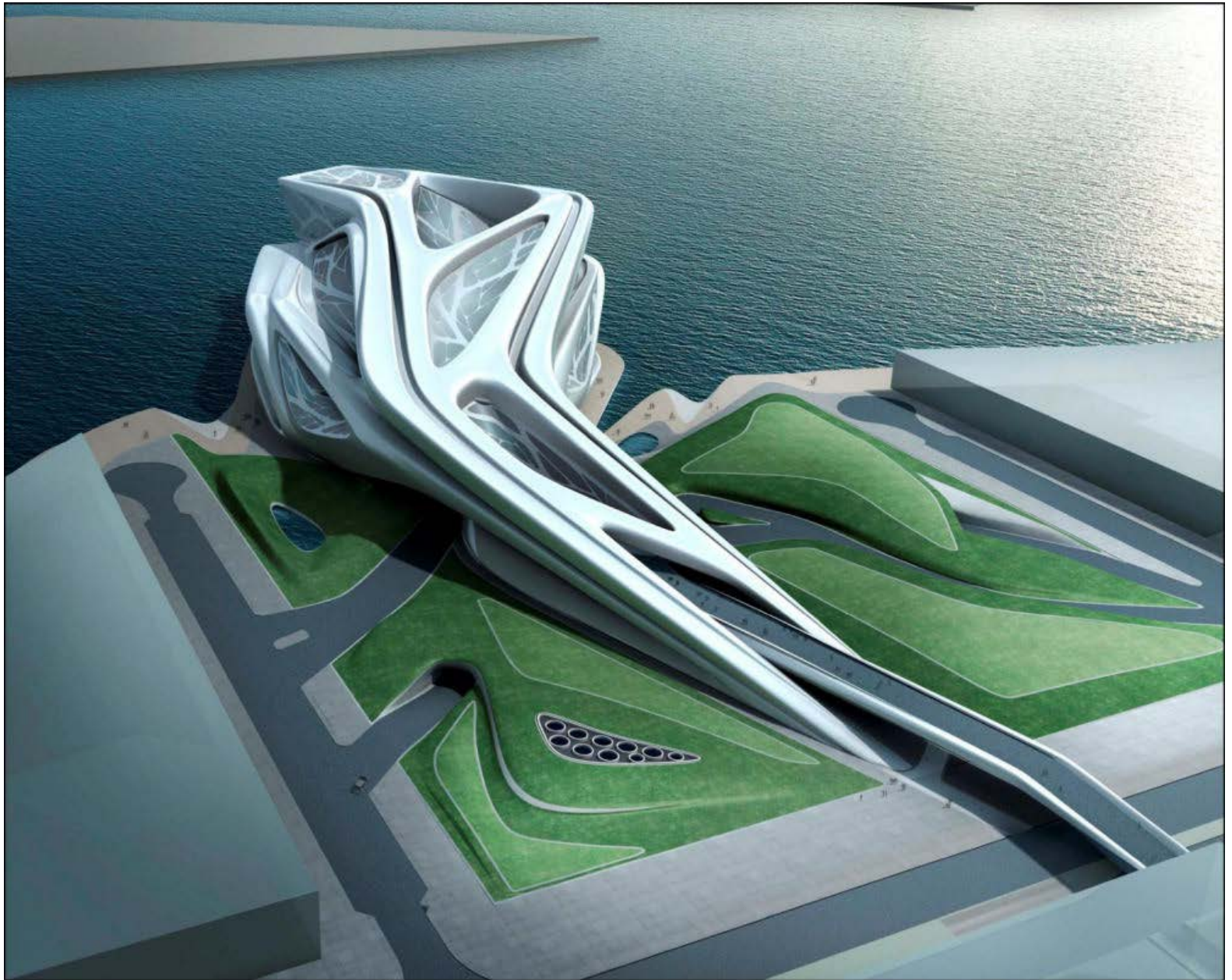




Stacks of the back of rack, connect
without glass panels the back door
usually open! This architecture, of all
the sites, is the one which sets the trend about
the most quality in the data center.

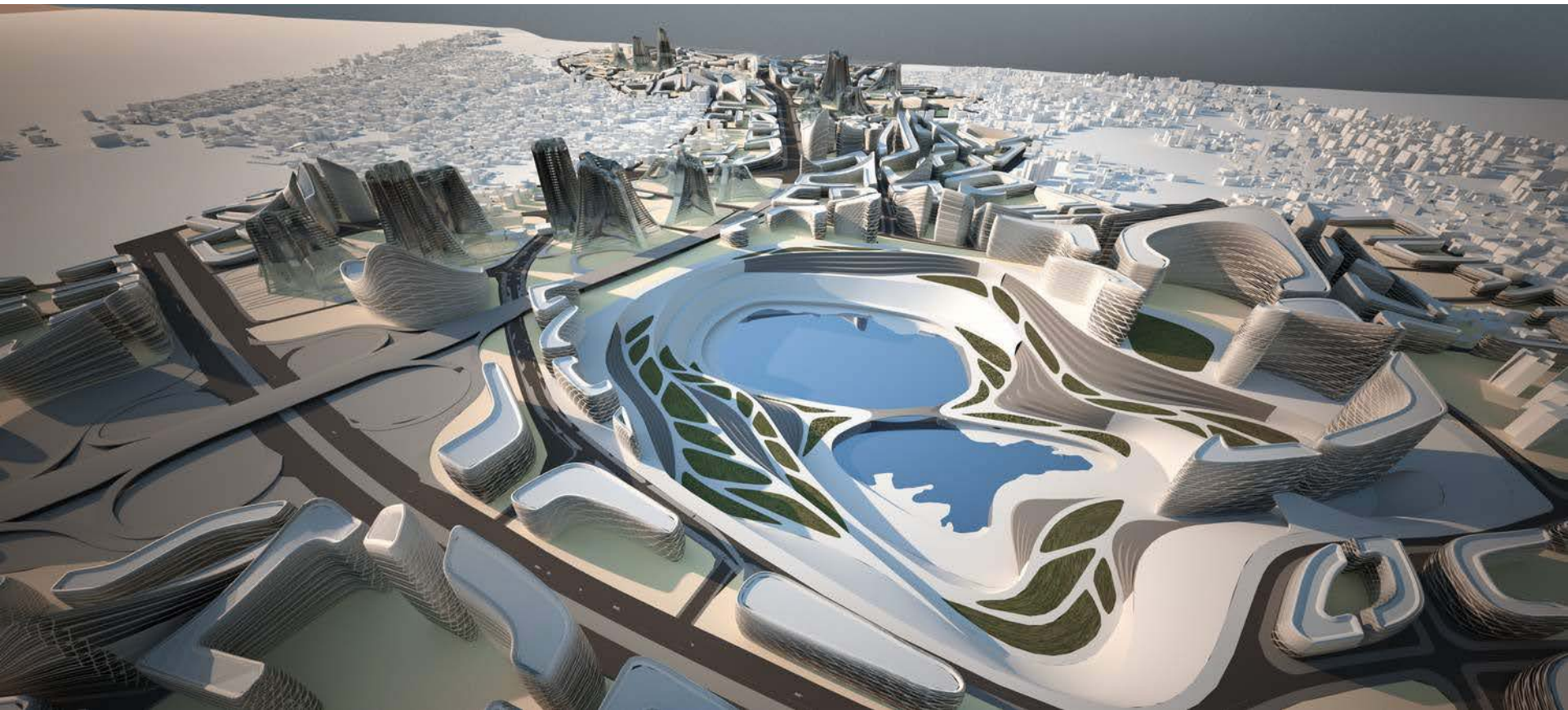
Warning: high voltage inside cabinet. Proceed
to testing the device carefully from inside.

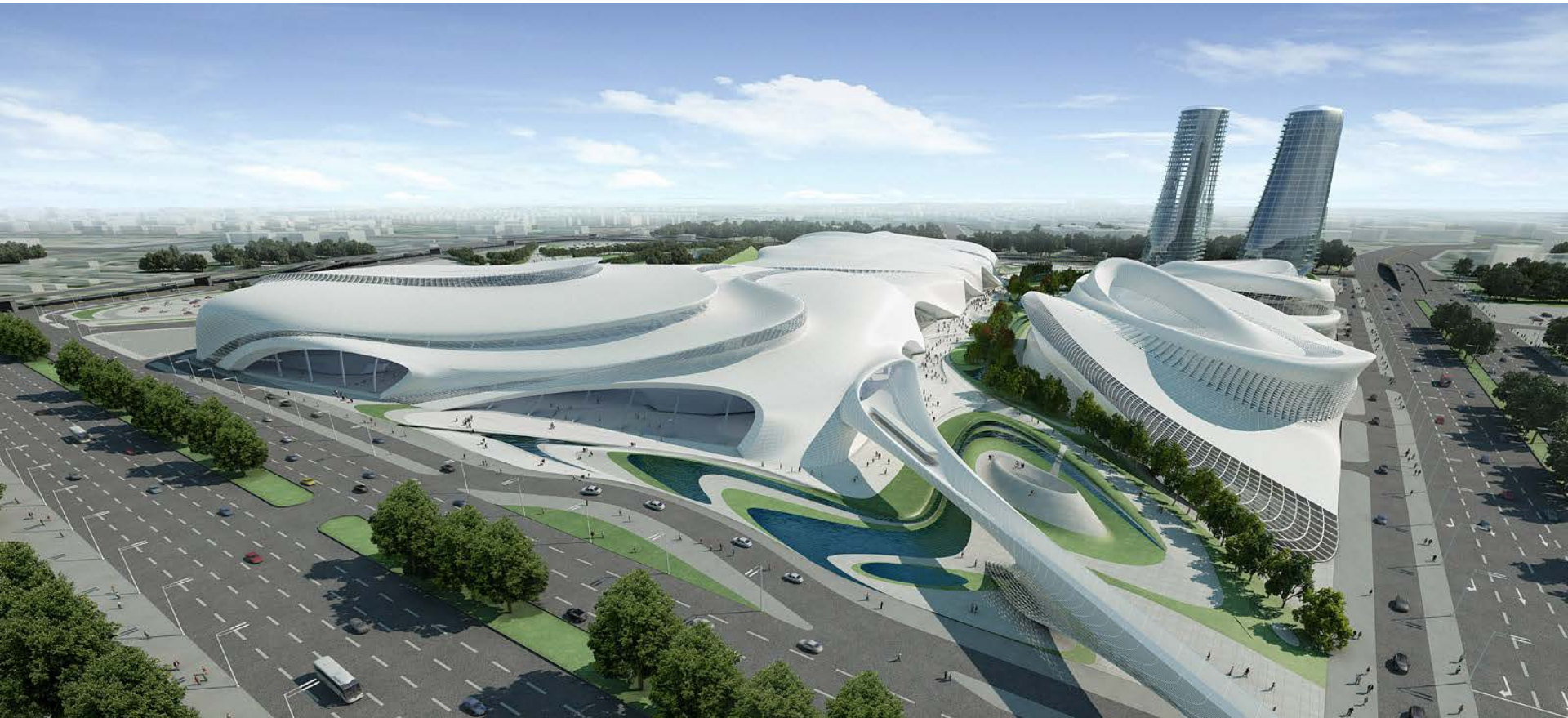
Warning: high voltage inside cabinet. Proceed
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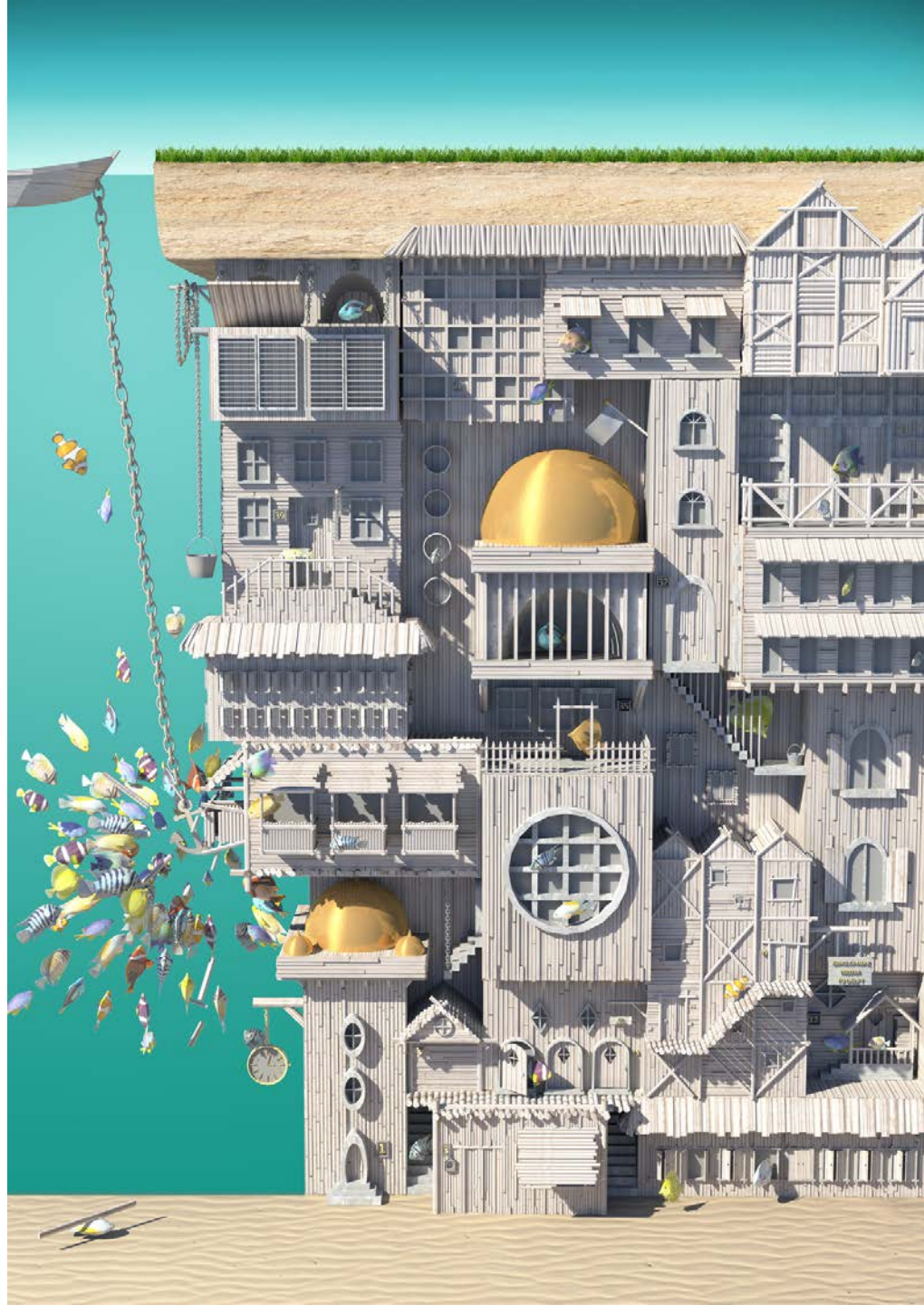












Photorealistic style

- Hard to see the difference between real and fake
- Correct representation of light and material are important
- Mistakes are easily noticed

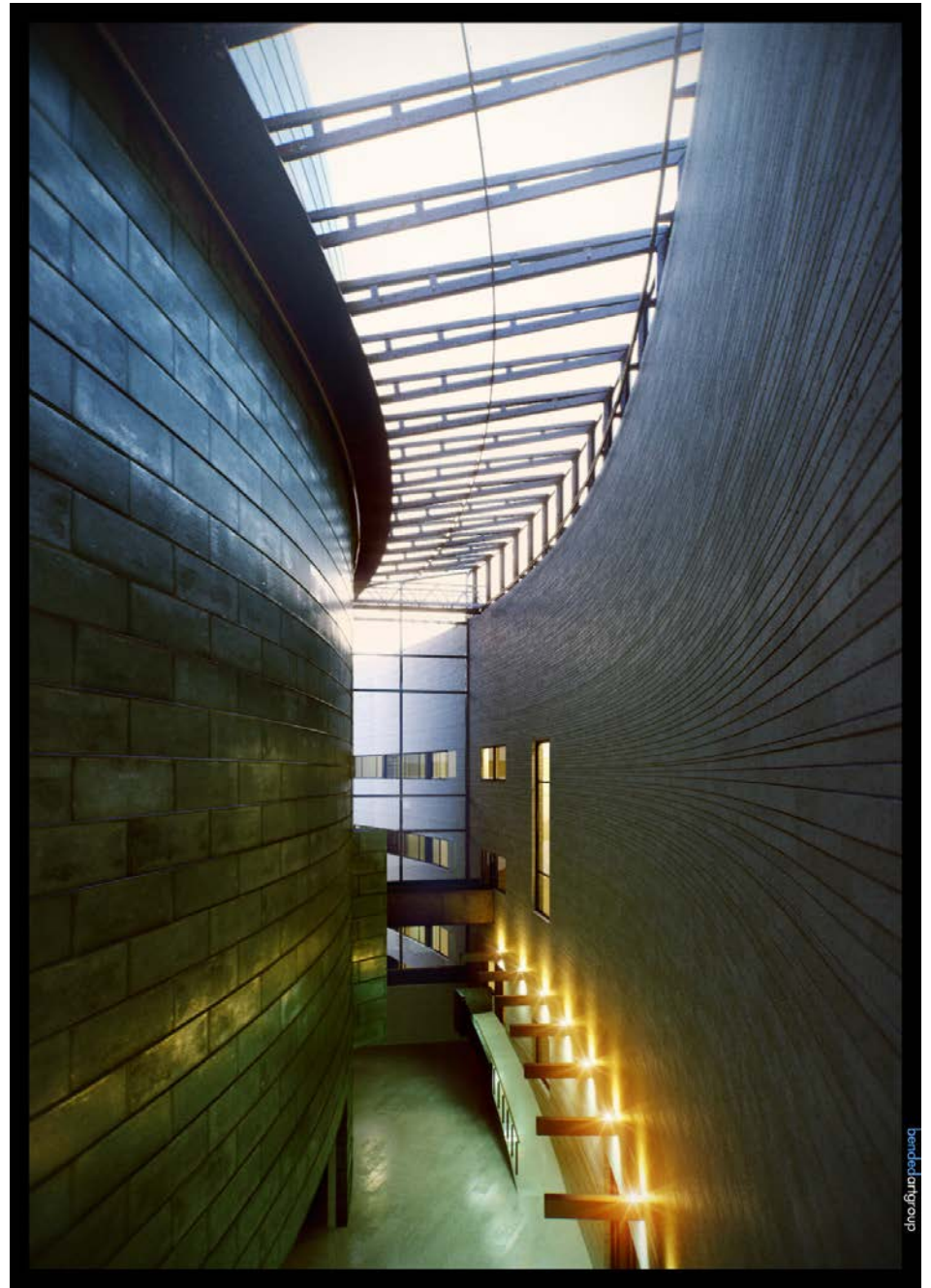














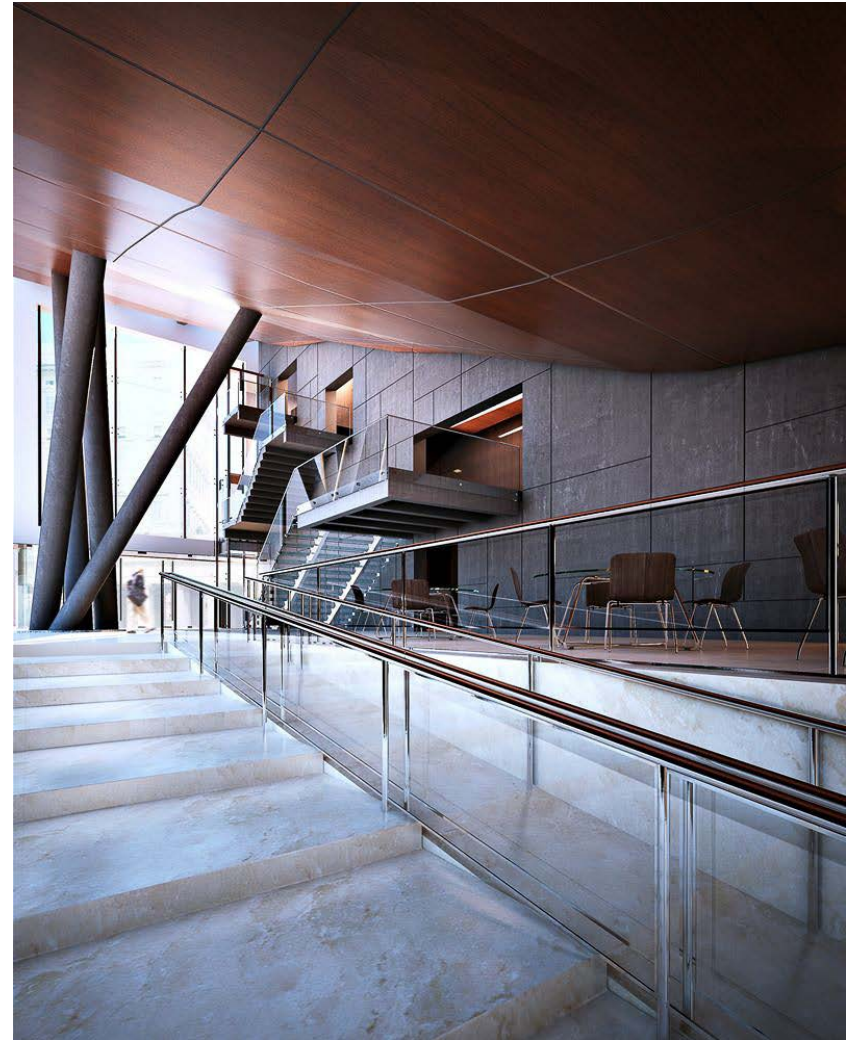






Hyper-realistic style

- Extremely detailed
- Sharp edges and strong lighting
- Usually a high color temperature (cool, blueish colors)









Stylized

- Few rules apply, everything is possible
- Very suitable to define your own recognisable style
- Usually lots of post-production in Photoshop









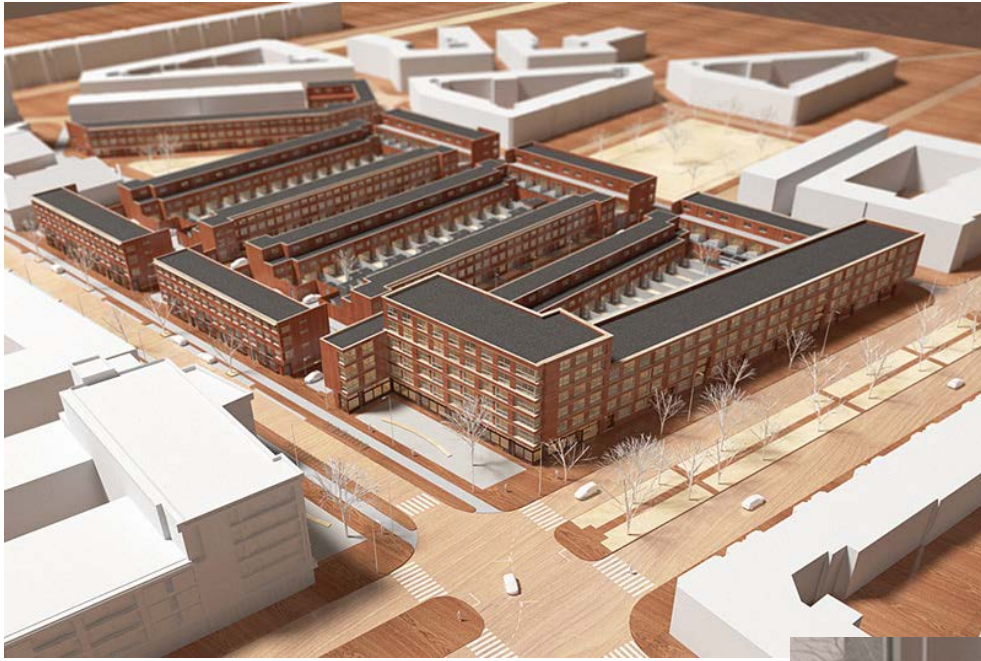


A.I ARTINSIGHT
艺慧数码科技有限公司
ART INSIGHT DIGITAL TECHNOLOGY CO., LTD









Corporate style

- Benchmark for architecture visualizations
- Keywords include: Happy, Sunny, Colorful







www.indsyscomputers.com



Fake or Photo?



Fake or Photo?



Fake or Photo?



Fake or Photo?



Fake or Photo?



Fake or Photo?



FAKE

Fake or Photo?



Fake or Photo?

FAKE



Fake or Photo?

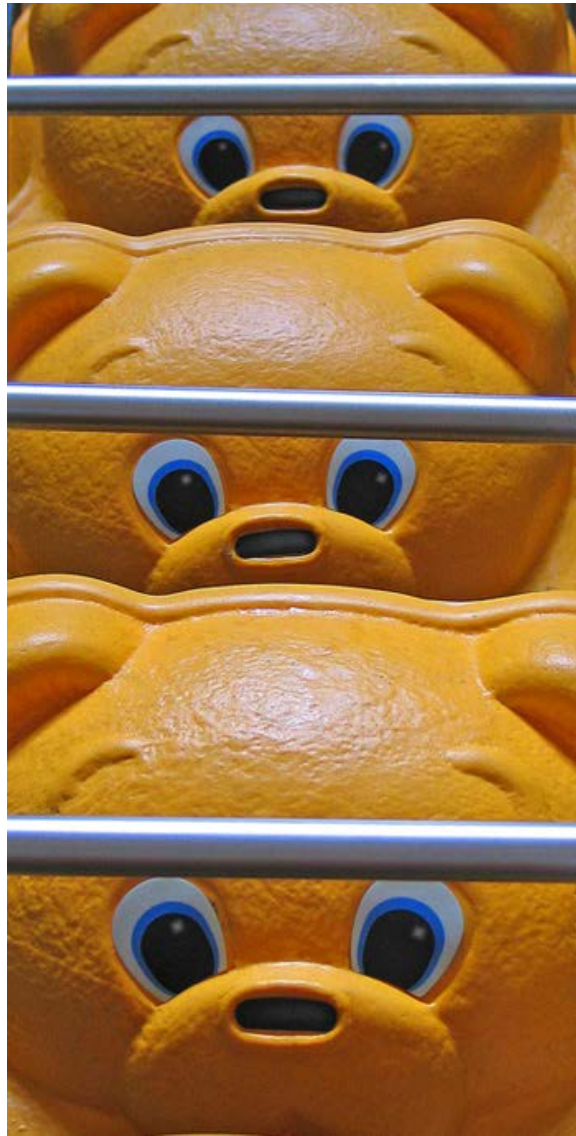


Fake or Photo?



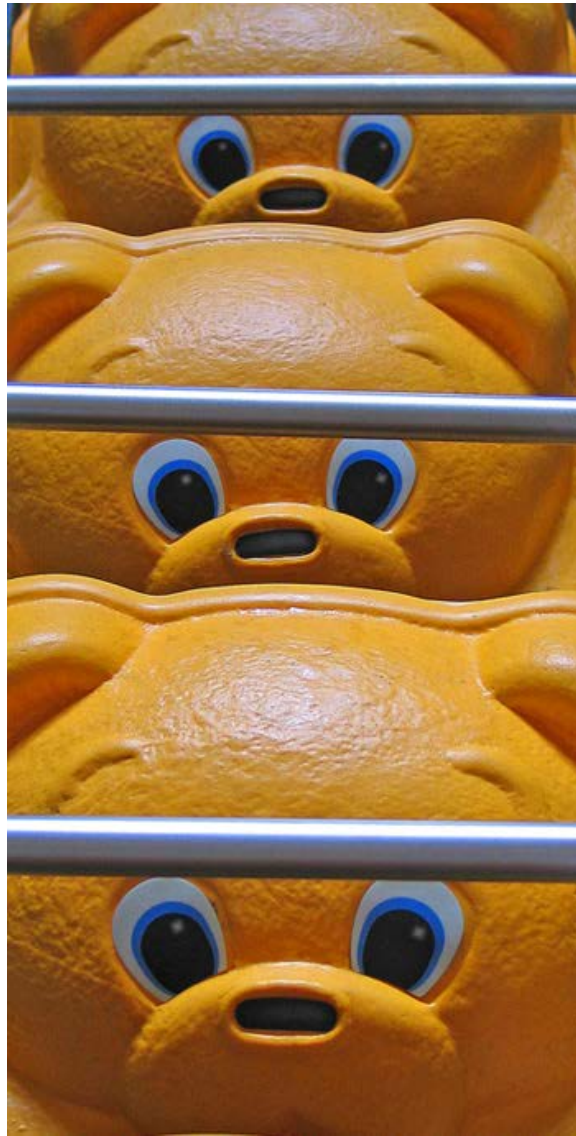
FAKE

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Fake or Photo?

Photo



Fake or Photo?



Fake or Photo?



Fake or Photo?



Fake or Photo?



Photo

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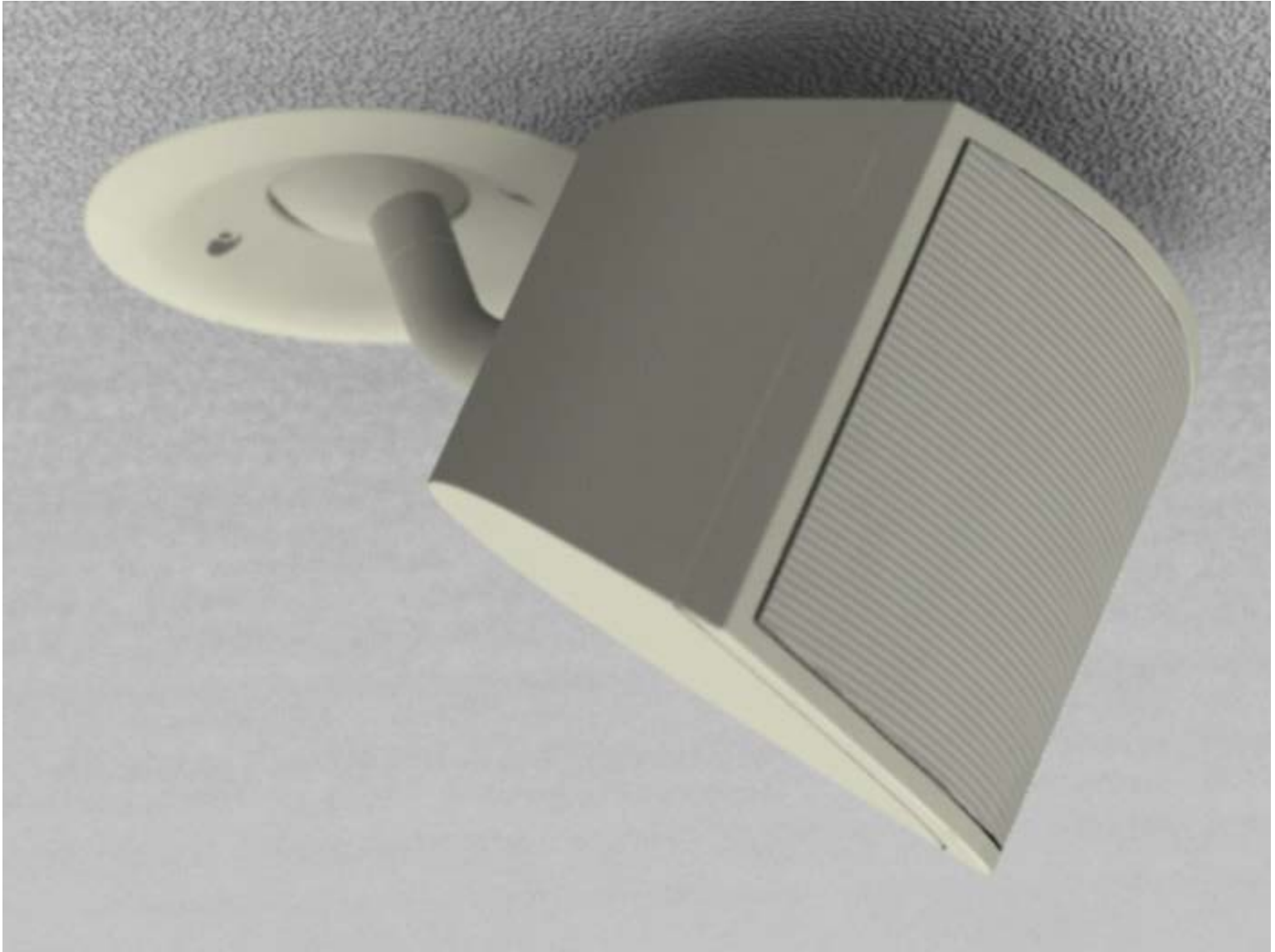


Fake or Photo?



Photo

Fake or Photo?



Fake or Photo?



FAKE

Go explore!

