

Week 12

Communication Process

박소현

- Communication:
 - Designers' abilities to convey ideas effectively
 - both visually and verbally
 - clearly and logically
 - To a variety of audiences
- 3 parts:
 - Act of communication
 - Participation as a form of communication
 - Methods of communication

- Communication, Persuasion, Manipulation
 - Informative communication
 - Persuasive communication
 - Manipulation, seduction
 - ‘future environment’ ‘advertisement’
 - reality
- Communication Gap
 - professional–layperson
 - Designer–nondesigner
 - Reality–representation
 - Powerful–powerless
 - Designer–user

- Participation and involvement
 - Community involvement
 - 참여디자인, 주민참여
 - Box 12.1

- Representation
 - Analytical and conceptual (diagram)
 - 2 D (평단입면, GIS)
 - 3 D (투시, 스케치, Isometric, CAD, Model)
 - 4 D (serial vision, animation,

- Conclusion:
 - Verbal, nonverbal,
 - Ability to listen to
 - Appreciate and respect views, values of others
 - As ‘true representation’ as possible

 - Be aware of potential barriers to communication
 - Social, psychological, technical,
 - Use of ‘languages’
 - Other factors