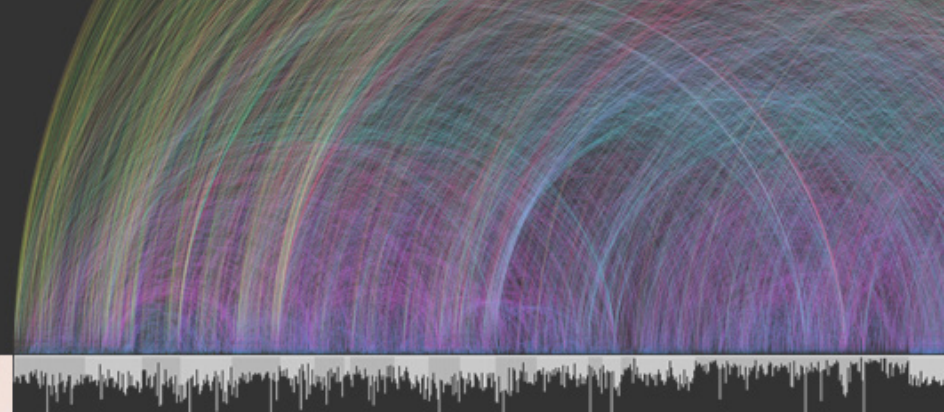


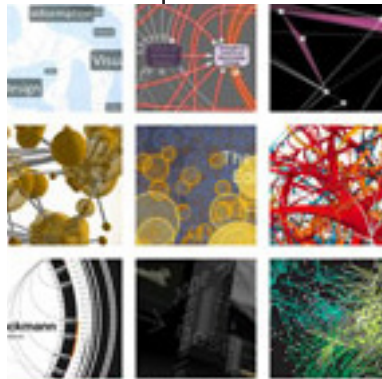
# Datenvisualisierung

# VOGUE



## Project Task

\* data visualisation



## Vogue Task

\* make a nice „look-book“

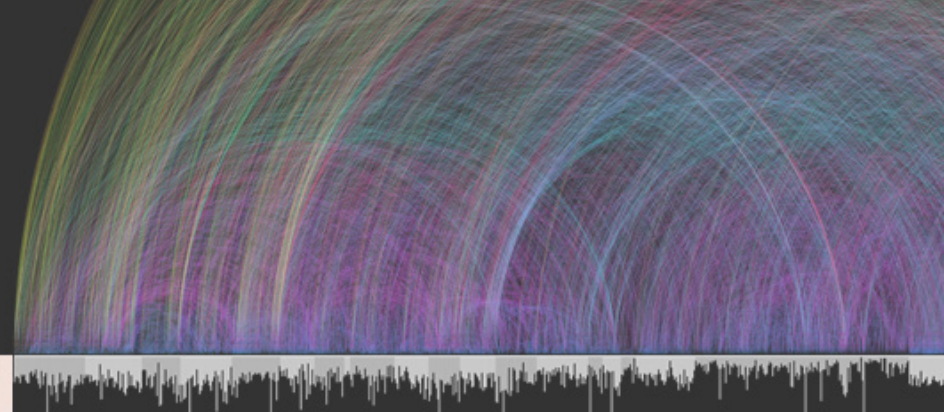


## My Task

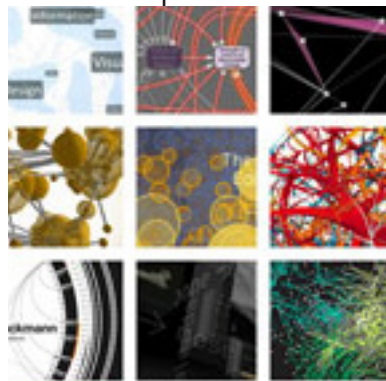
\* combine them both

# Datenvisualisierung

# VOGUE

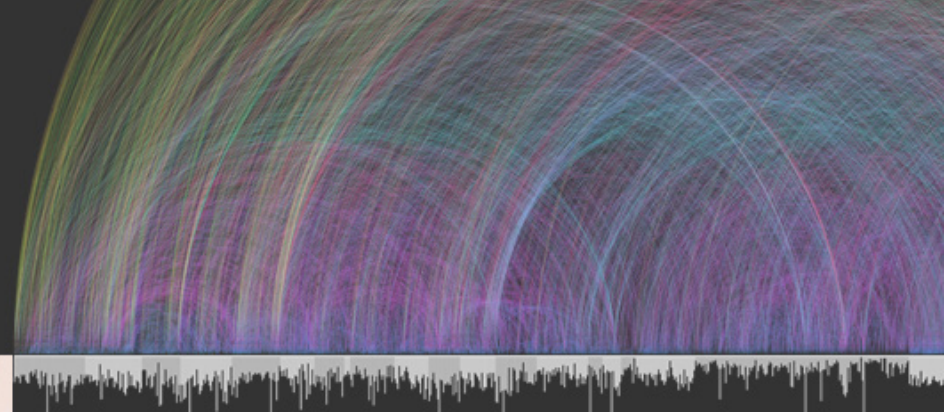


Data Visualisation



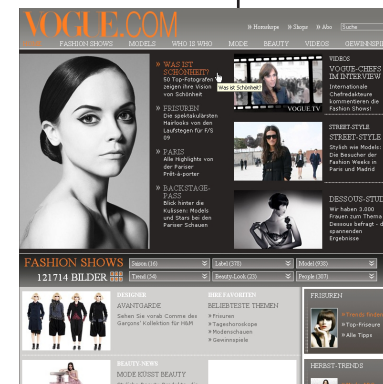
# Datenvisualisierung

# VOGUE



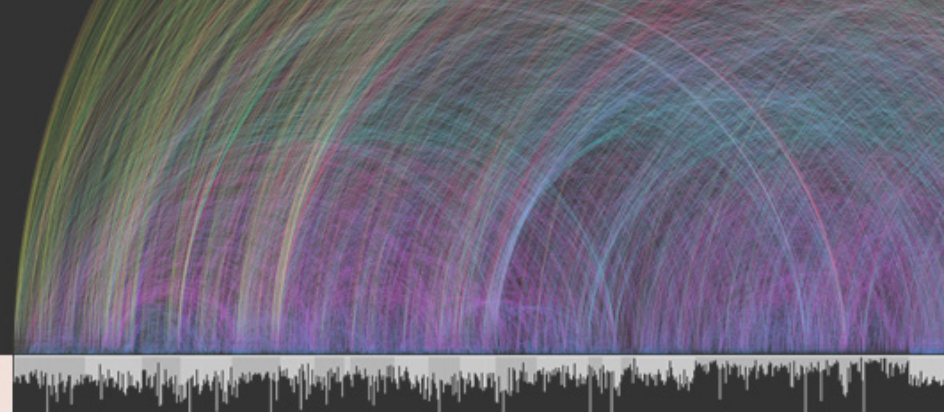
Models 924  
Labels 378  
People 308  
Trend 61  
Beauty-look 23  
saison 16

Vogue.de



# Datenvisualisierung

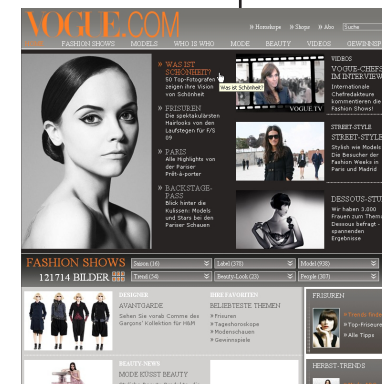
# VOGUE



Models 924  
Labels 378  
People 308  
Trend 64  
Beauty-look 23  
saison 16

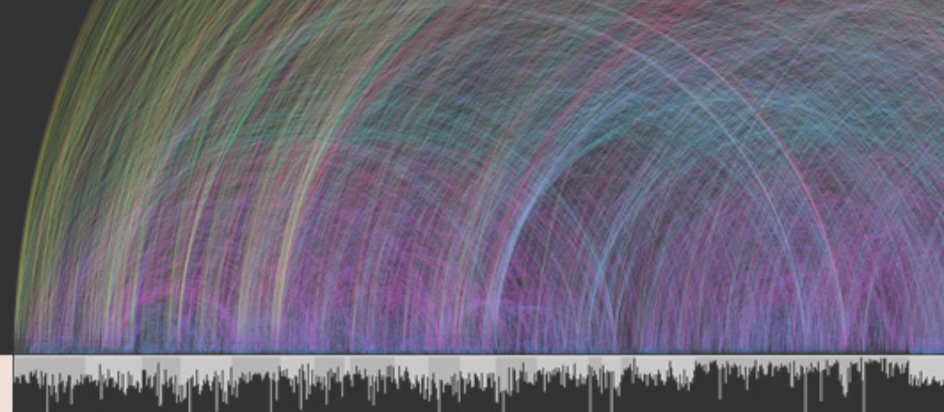
Runway  
Close-Up  
Front Row  
Backstage

Vogue.de



# Datenvisualisierung

# VOGUE



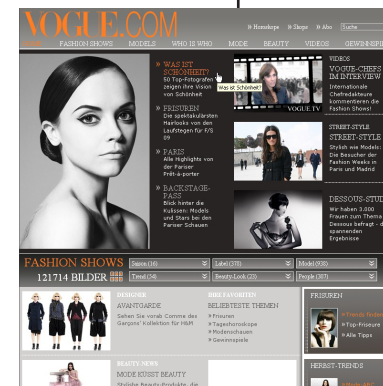
2 Funktionen  
 "Photo Box" Picture Viewer  
 "Relation Box" Datenvisualisierung

Models 924  
 Labels 378  
 People 308  
 Trend 61  
 Beauty-look 23  
 Saison 16

Runway  
 Close-Up  
 Front Row  
 Backstage

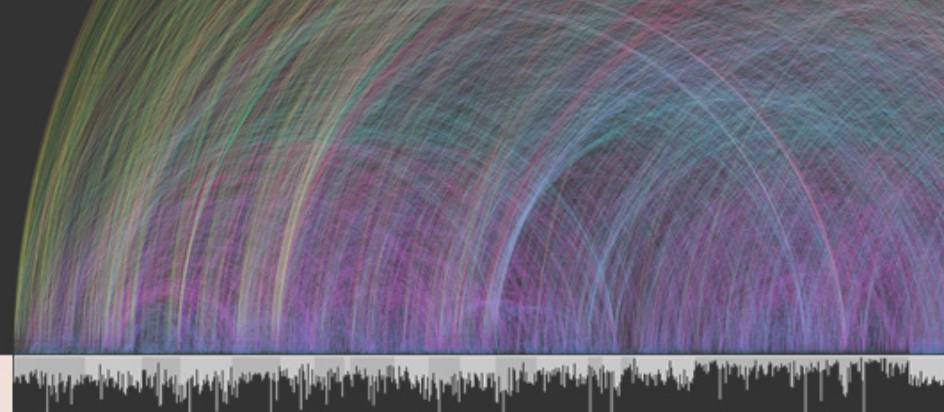
Photo Box  
 what's new?  
 SEASON

Vogue.de



# Datenvisualisierung

# VOGUE



Models 924

Labels	378
--------	-----

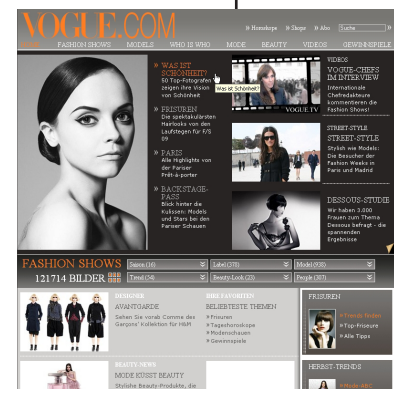
People 308

Trend 61

Beauty - Look 23

Saison 16

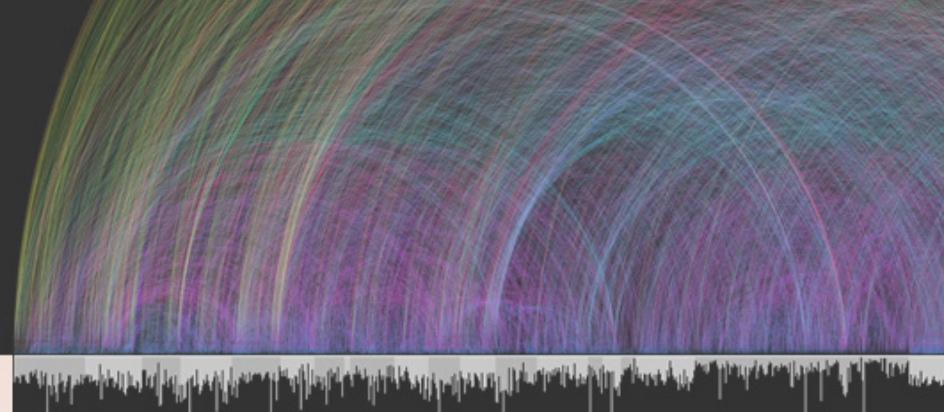
Vogue.de



Labels

# Datenvisualisierung

# VOGUE



Models 924

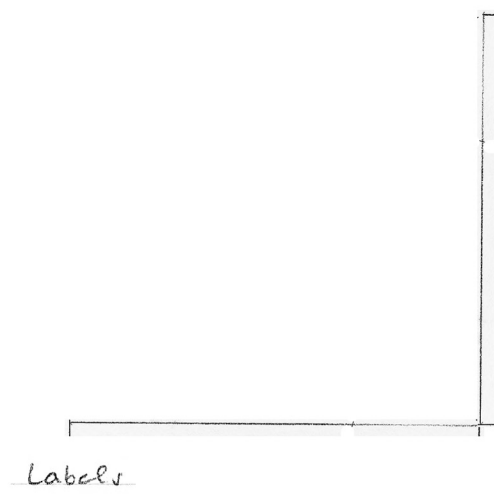
Labels 378

People 308

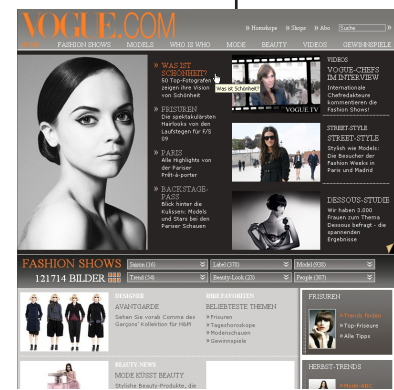
Trend 61

Beauty - Look 23

Saison 16

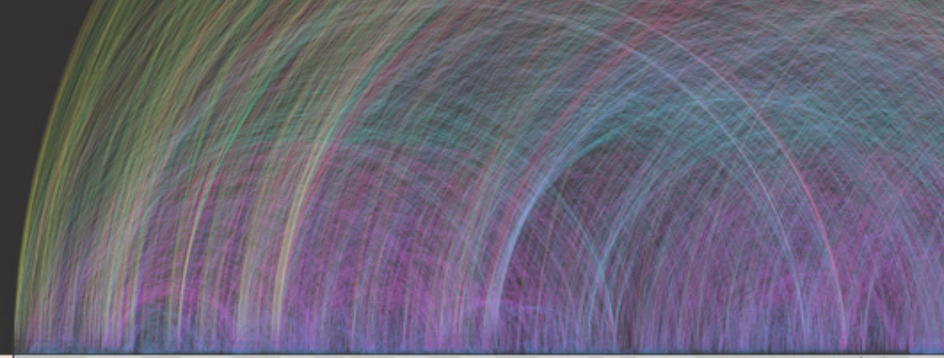


Vogue.de

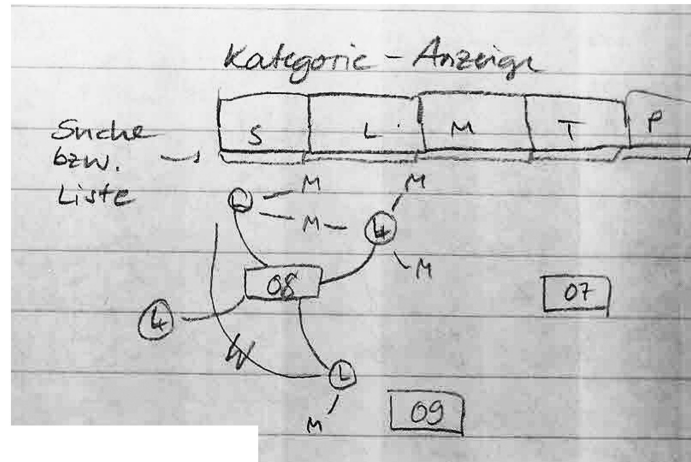


# Datenvisualisierung

# VOGUE



Idea Scribbles

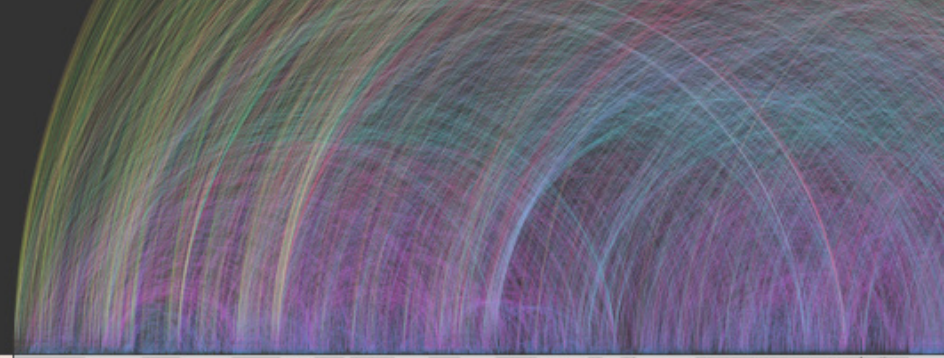




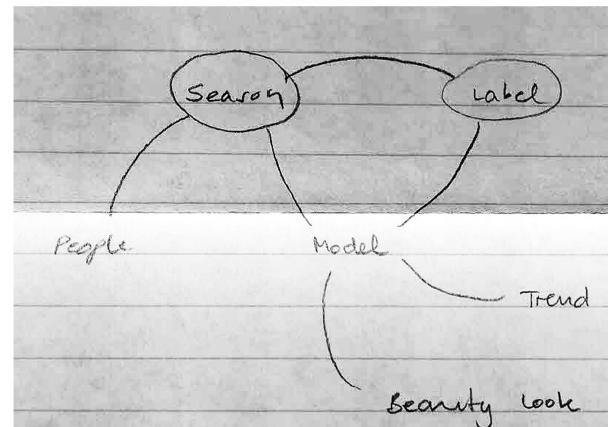
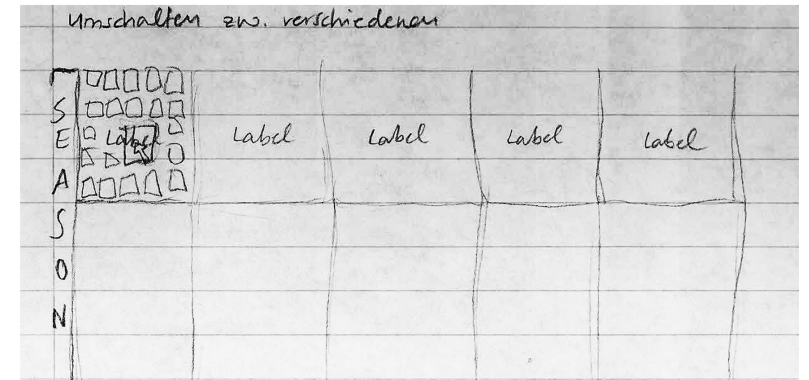
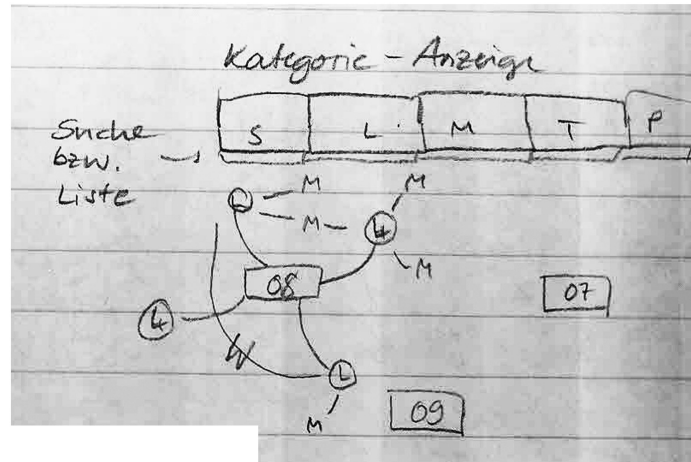


# Datenvisualisierung

# VOGUE

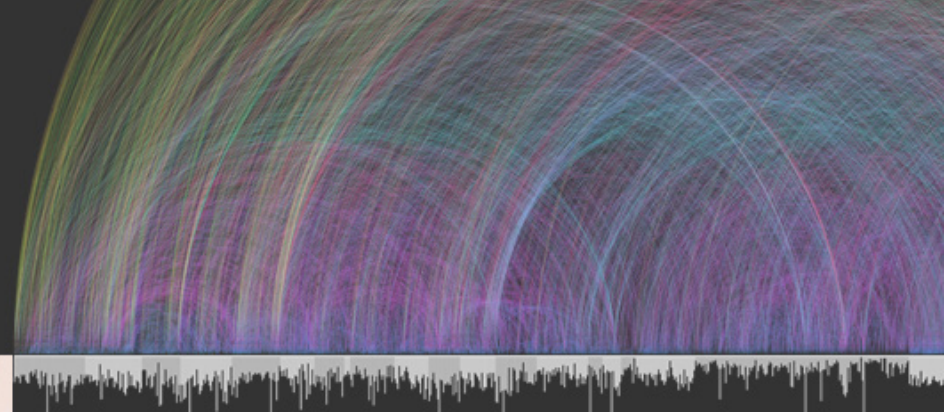


Idea Scribbles

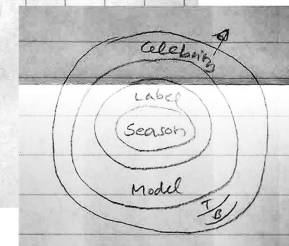
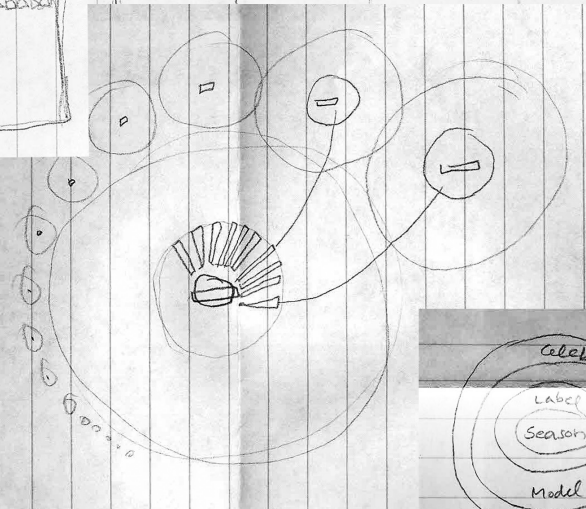
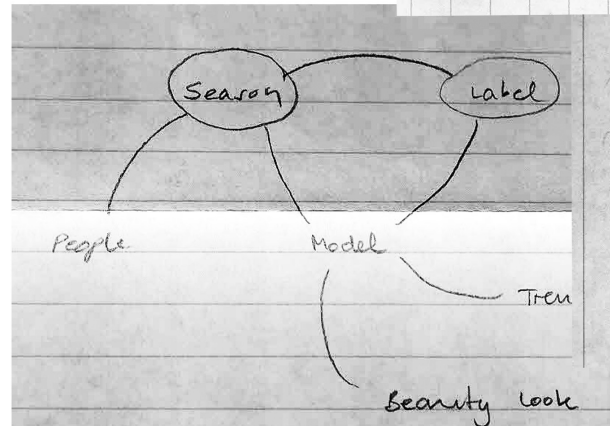
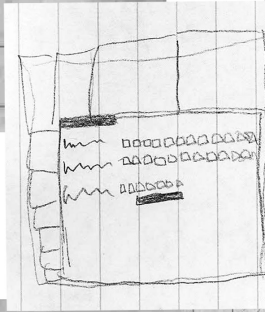
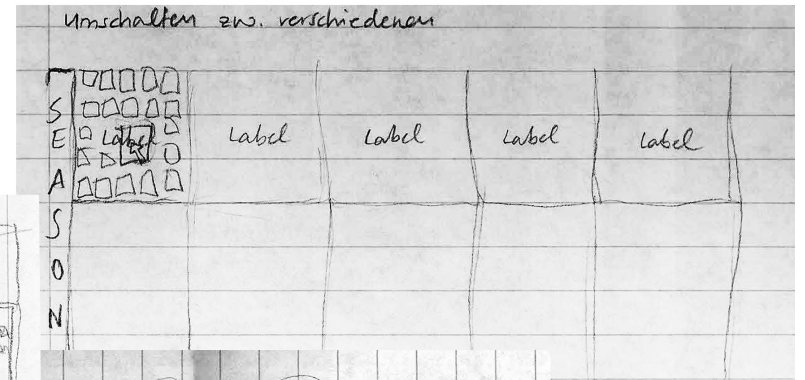
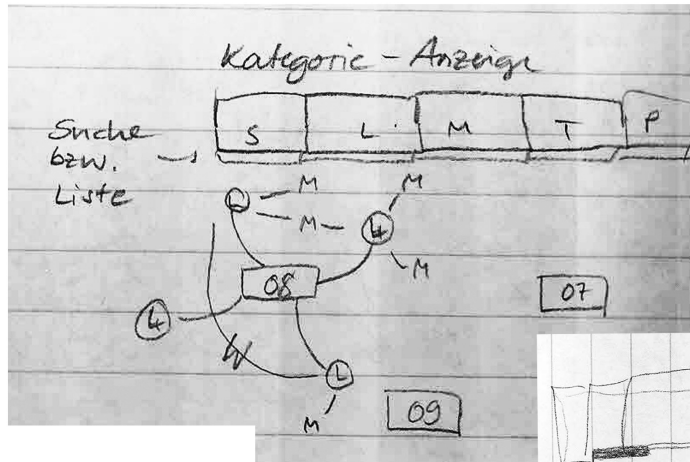


# Datenvisualisierung

# VOGUE

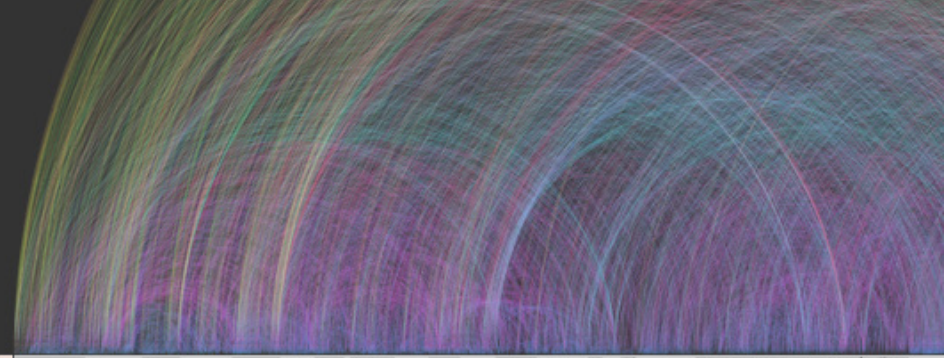


Idea Scribbles



# Datenvisualisierung

## VOGUE



SEASON

LABEL

MODEL

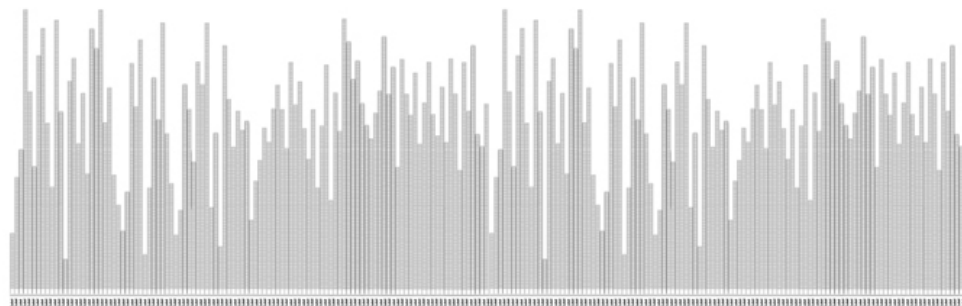
TREND

BEAUTY LOOK

CELEBRITY

### First Idea

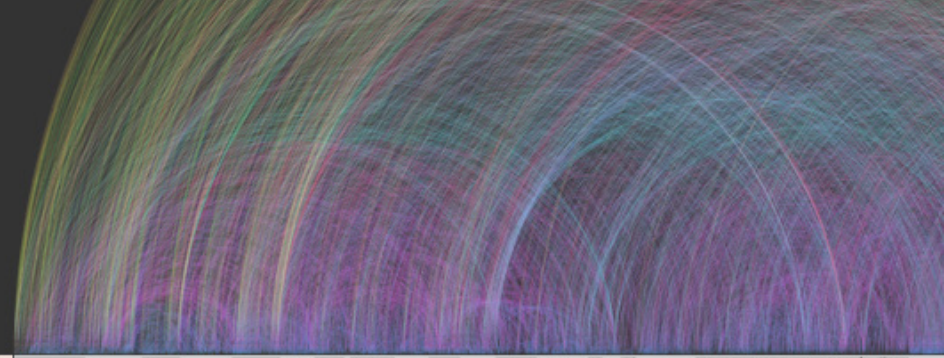
- \* statistic view of all the labels
- \* filter the category





# Datenvisualisierung

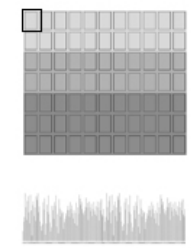
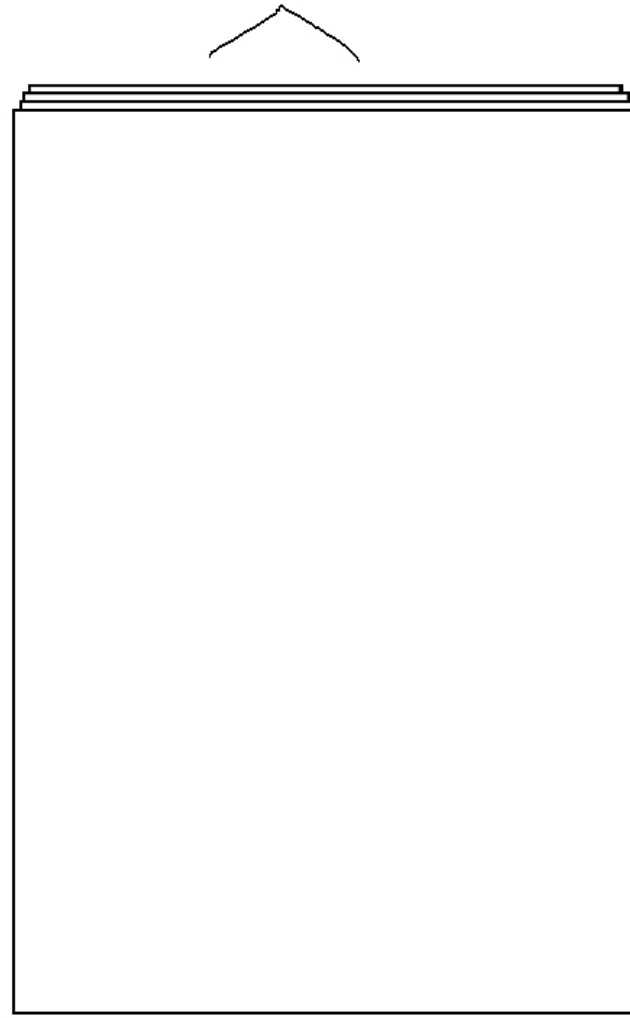
# VOGUE



## First Idea

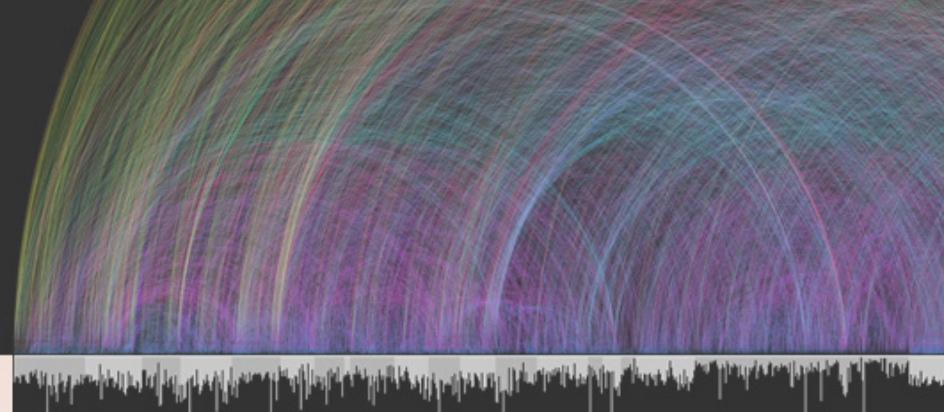
\* single photo view

- SEASON
- LABEL
- MODEL
- TREND
- BEAUTY LOOK
- CELEBRITY

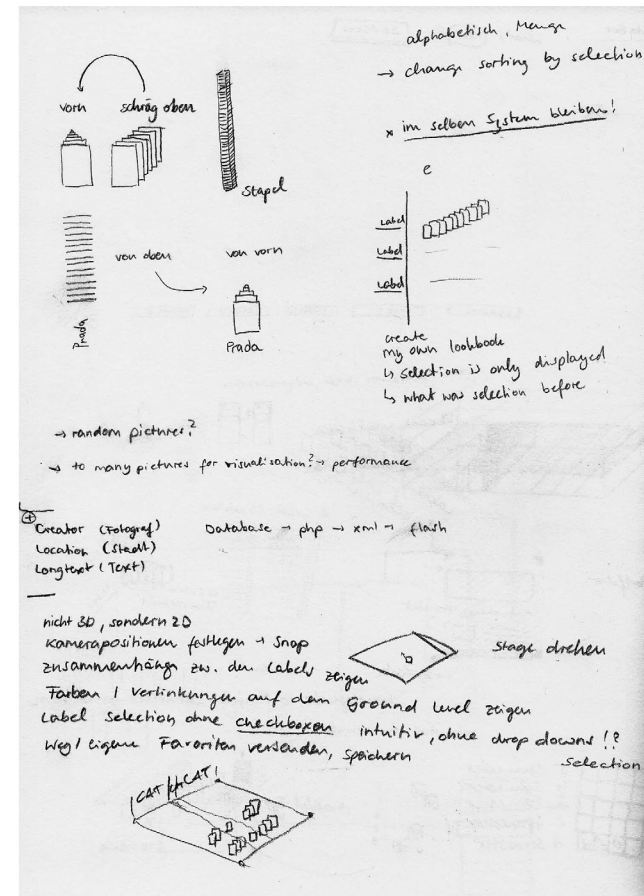
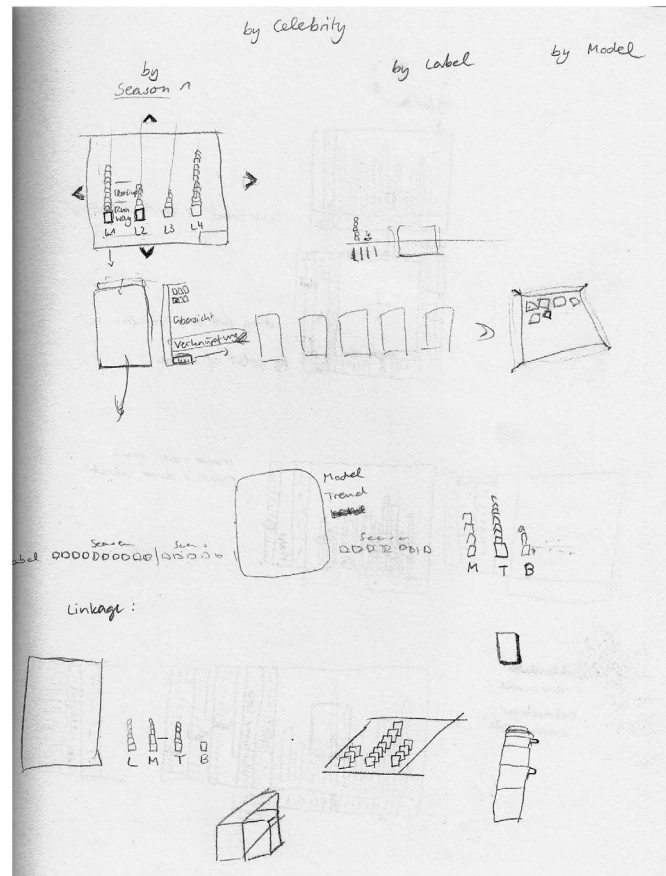


# Datenvisualisierung

# VOGUE

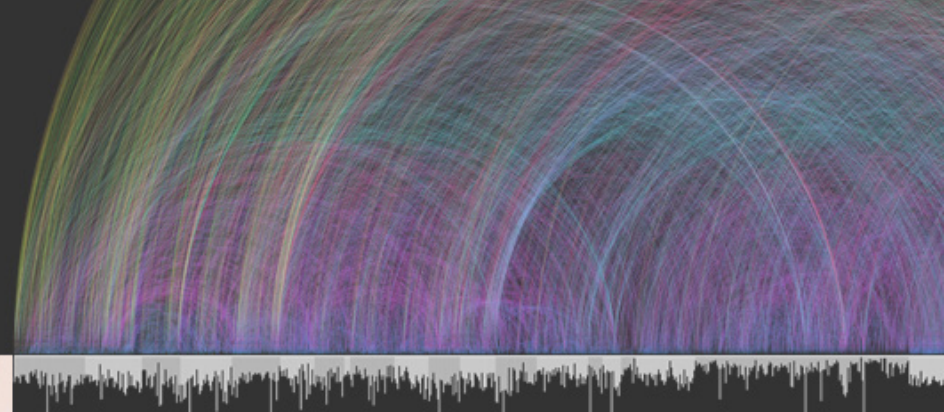


Think it over...

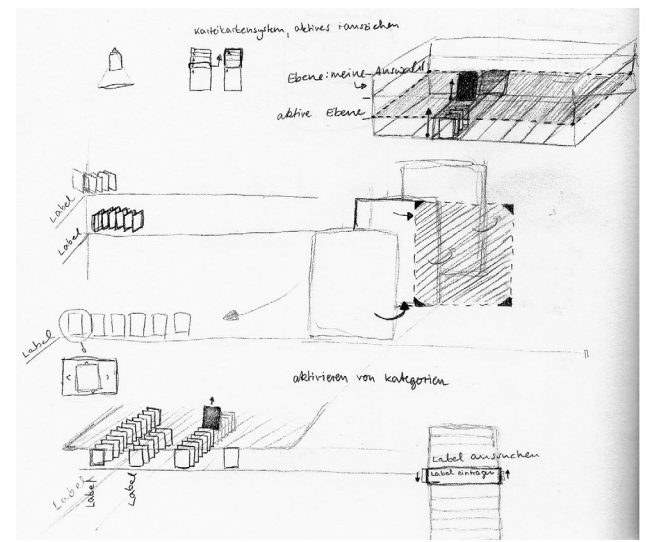
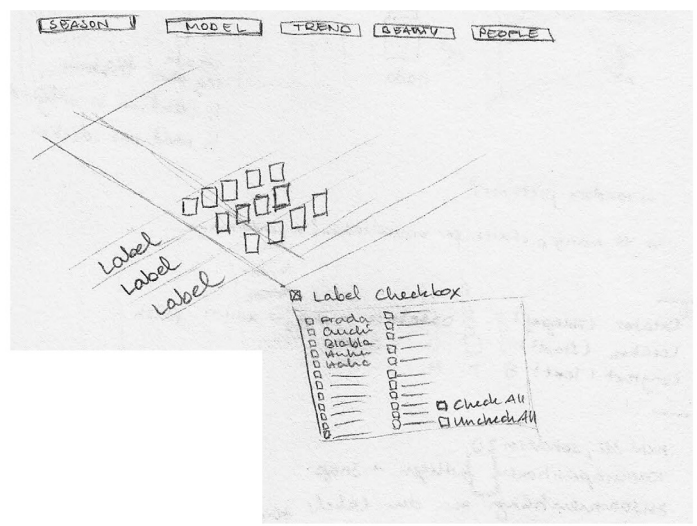


# Datenvisualisierung

# VOGUE



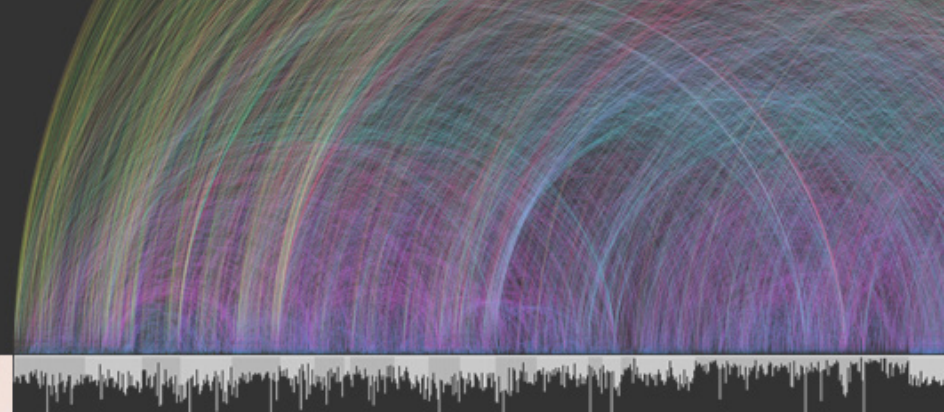
...again and again



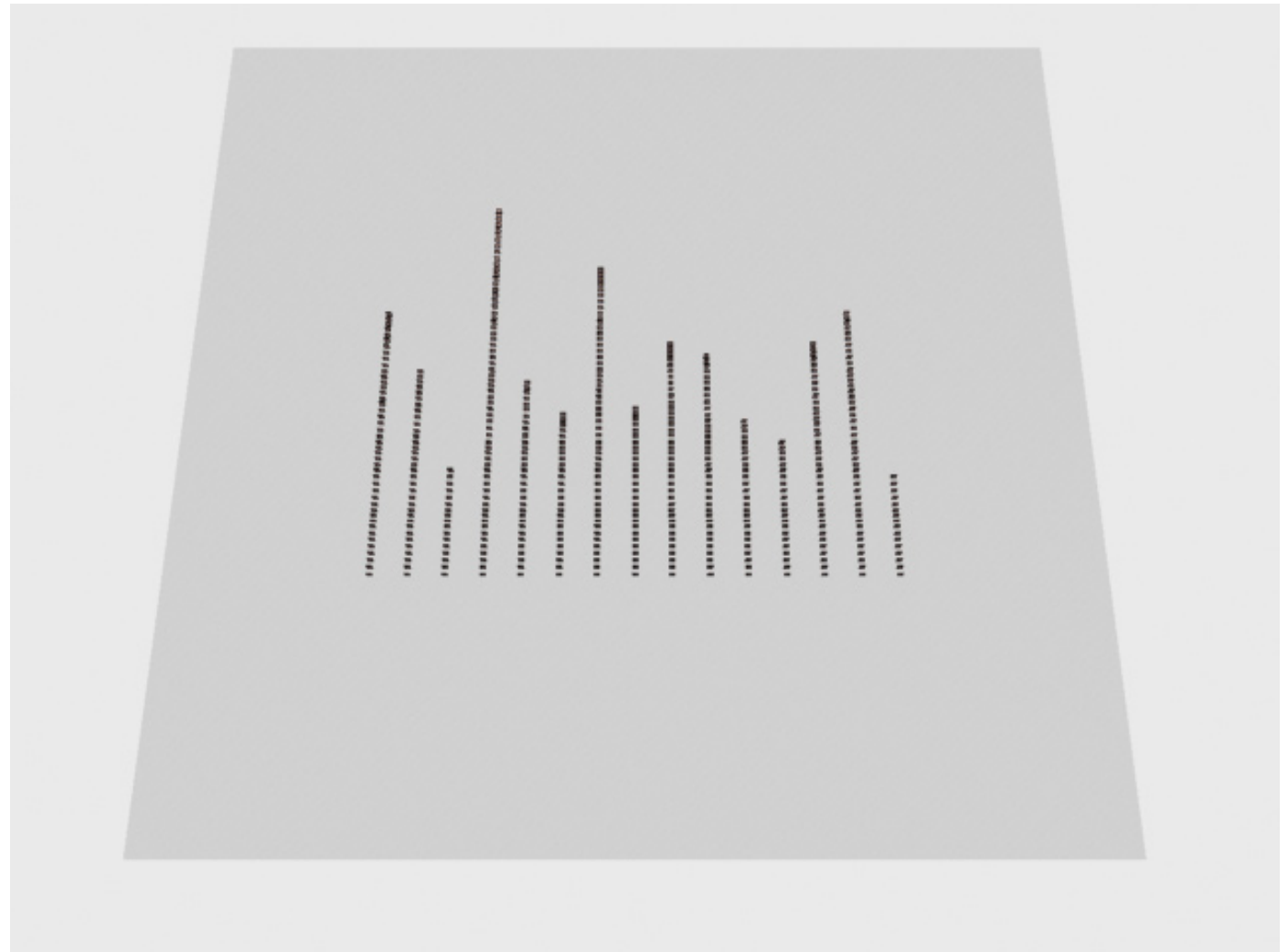


# Datenvisualisierung

## VOGUE

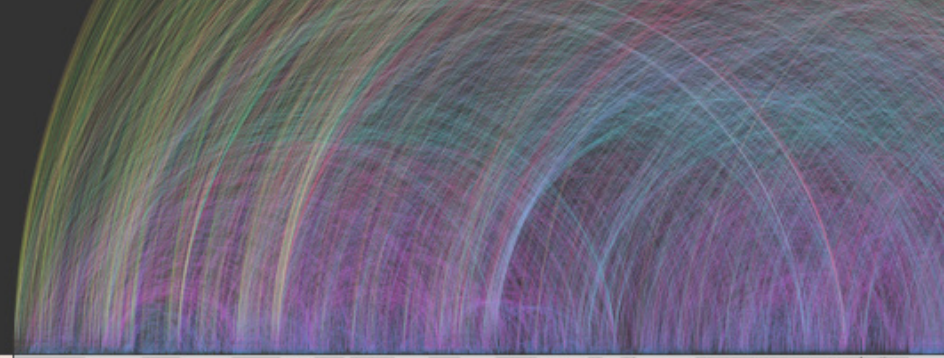


### 3D Visualisation

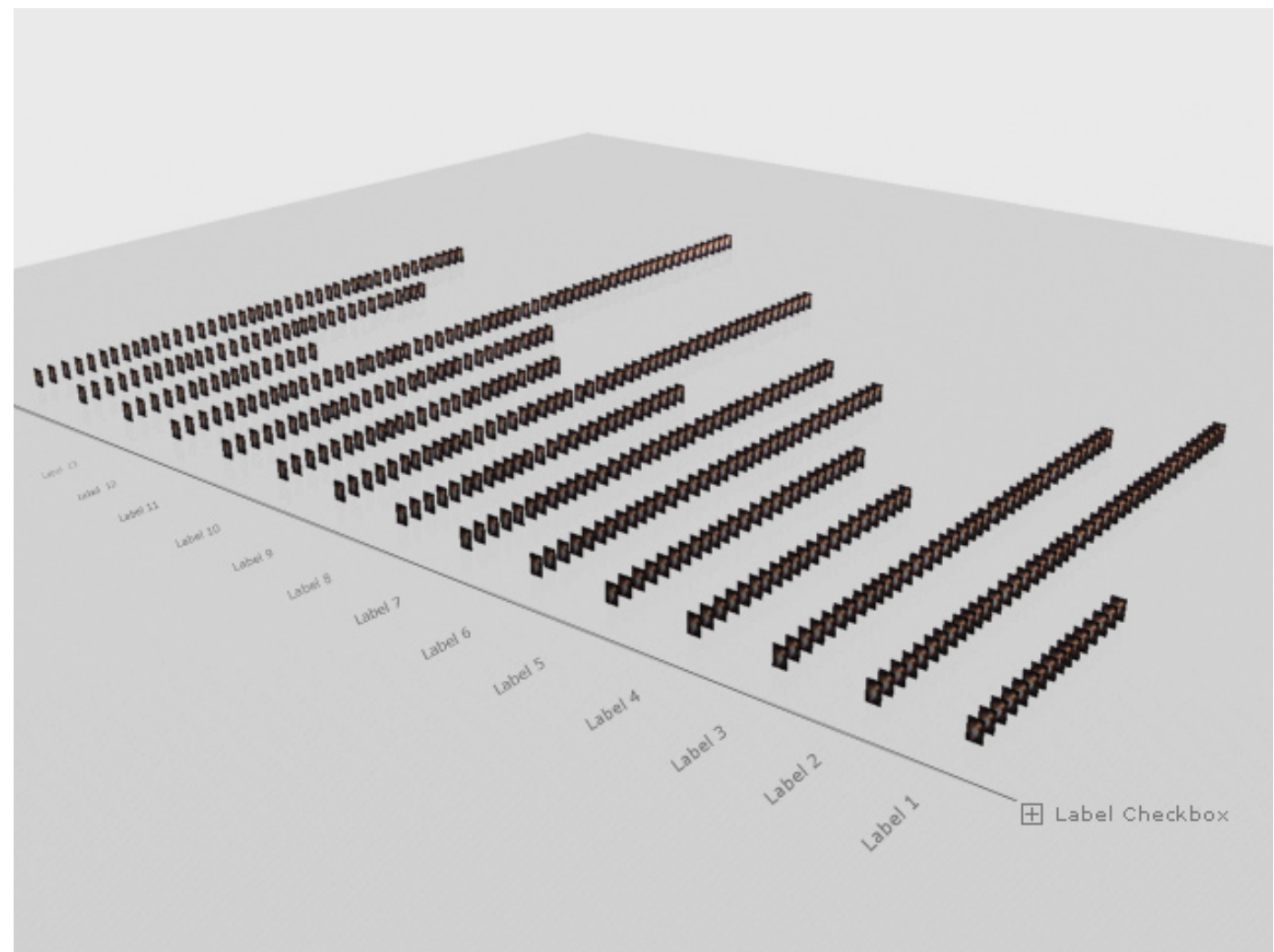


# Datenvisualisierung

## VOGUE

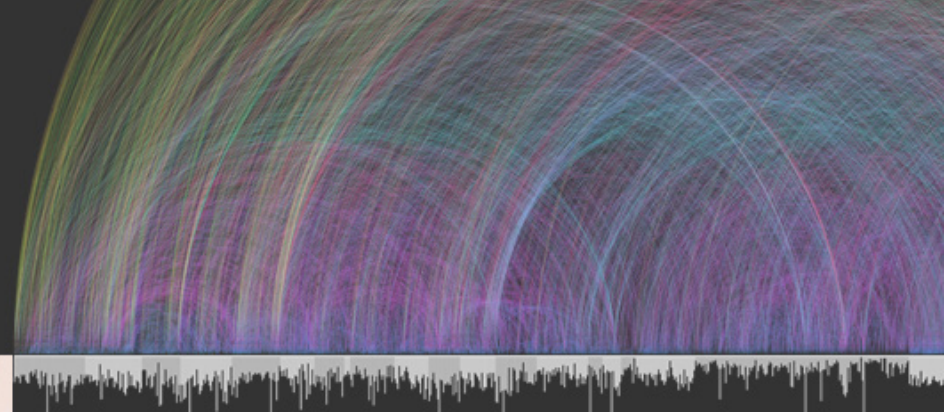


### 3D Visualisation

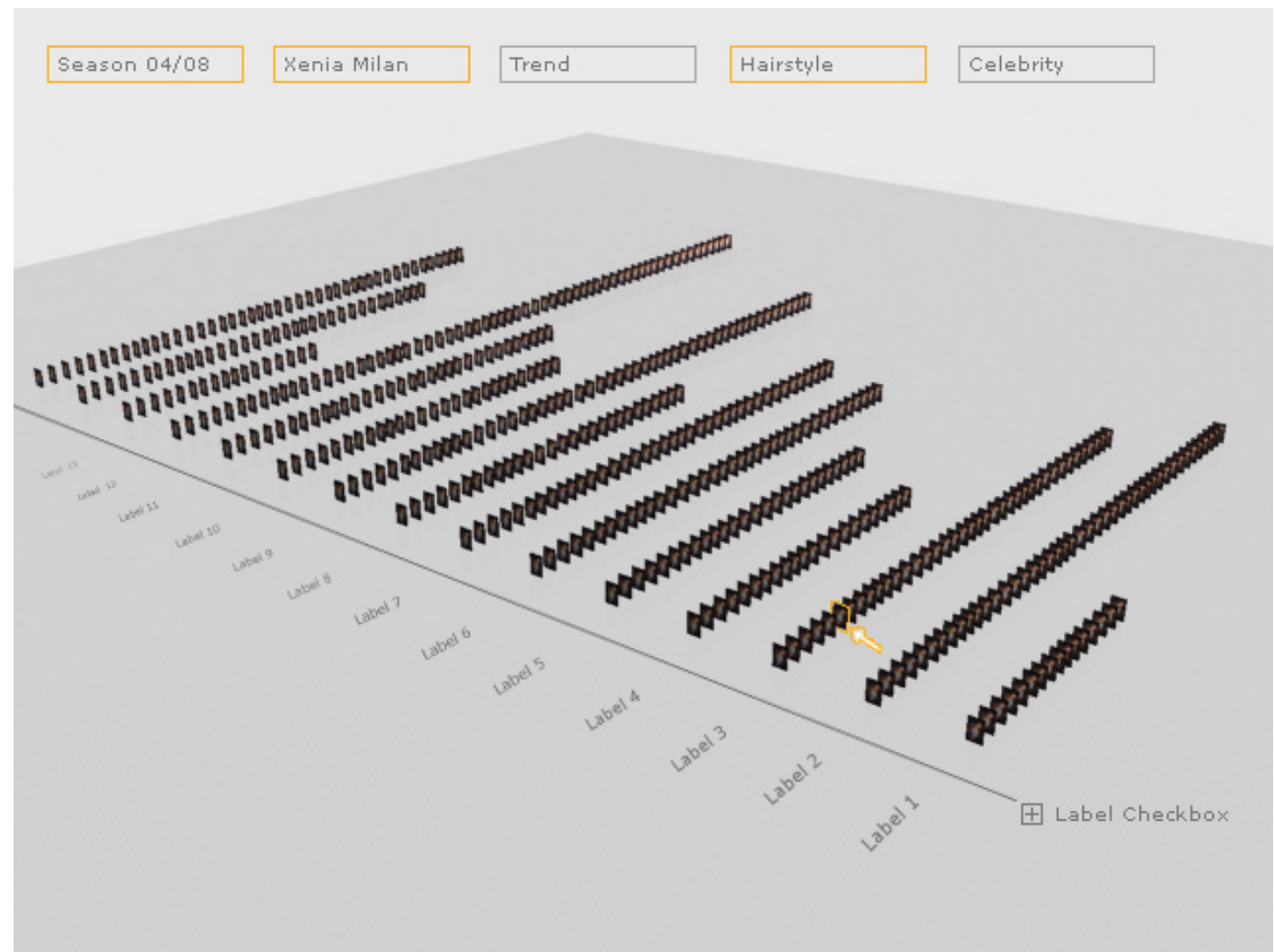


# Datenvisualisierung

# VOGUE

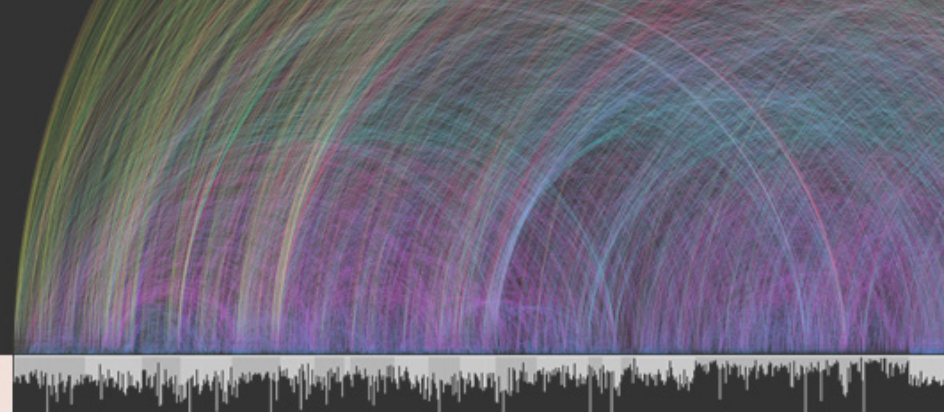


## 3D Visualisation

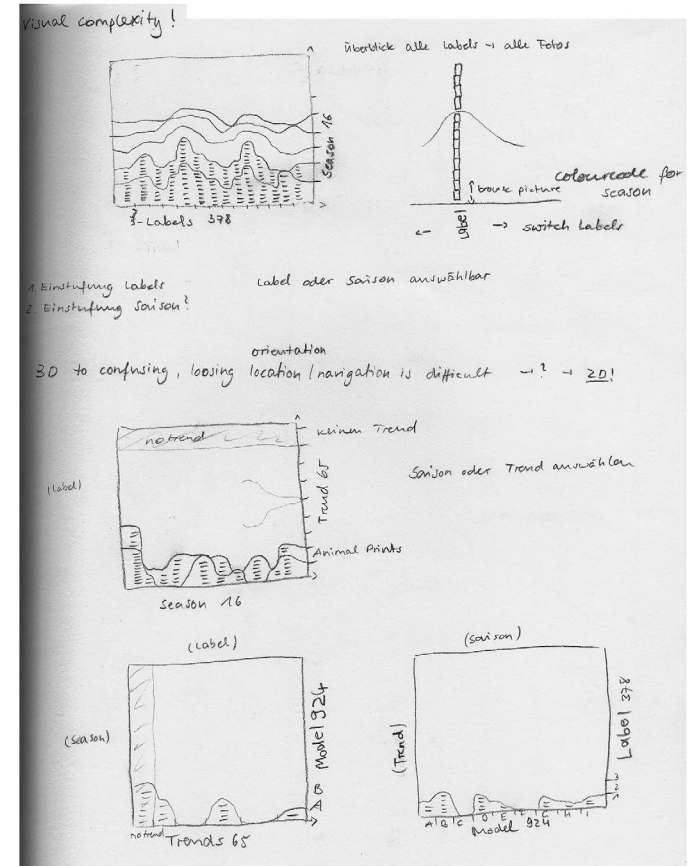
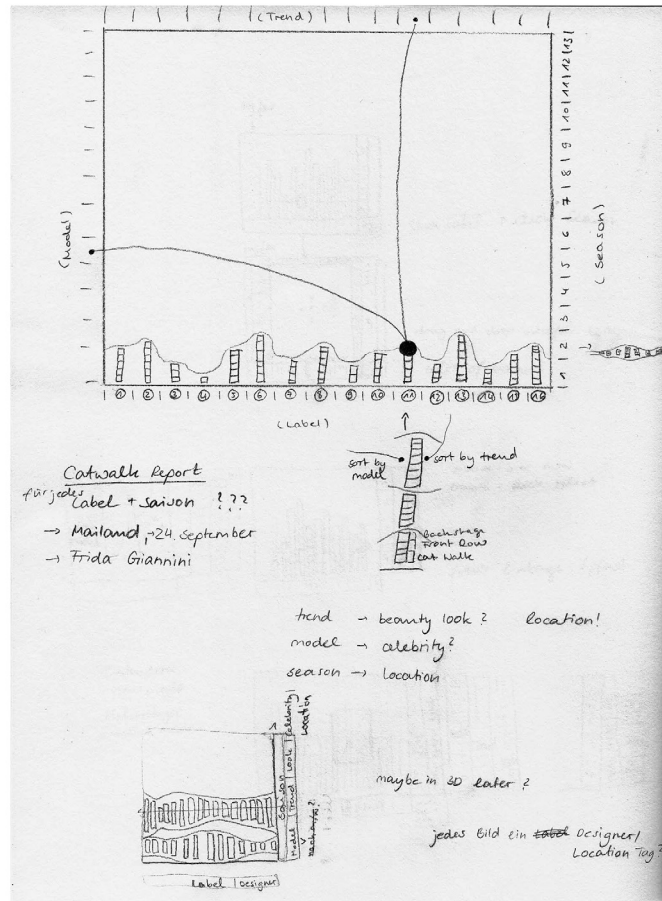


# Datenvisualisierung

# VOGUE

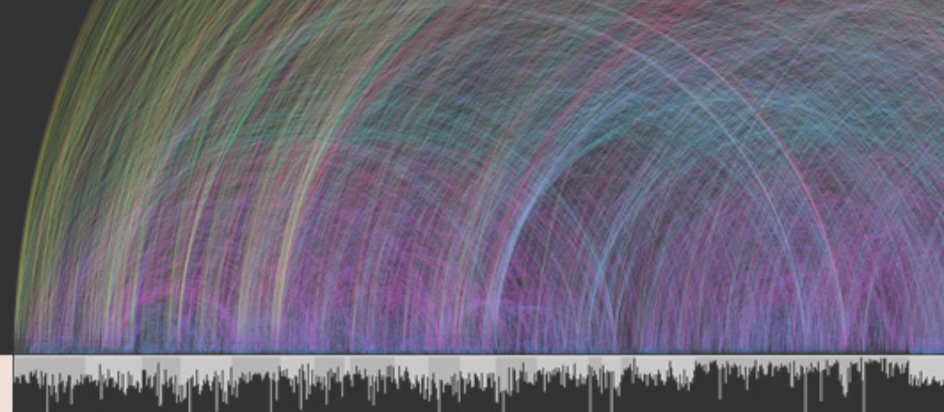


Think it over...



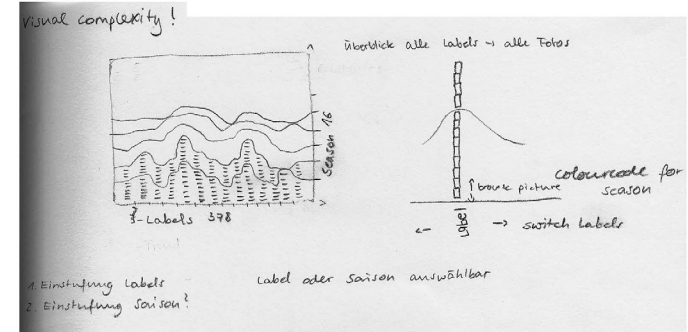
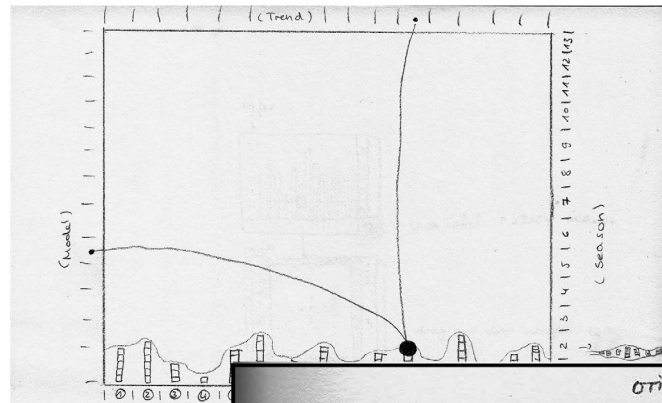
# Datenvisualisierung

# VOGUE



...the second time

\* 3D is not good, better make it in 2D



orientation  
 3D too confusing, losing location/navigation is difficult → ? → 2D!

Catwalk Report  
 + 1000's Label + Saison ? ? ?  
 → Mailand, 24. September  
 → Frida Giannini

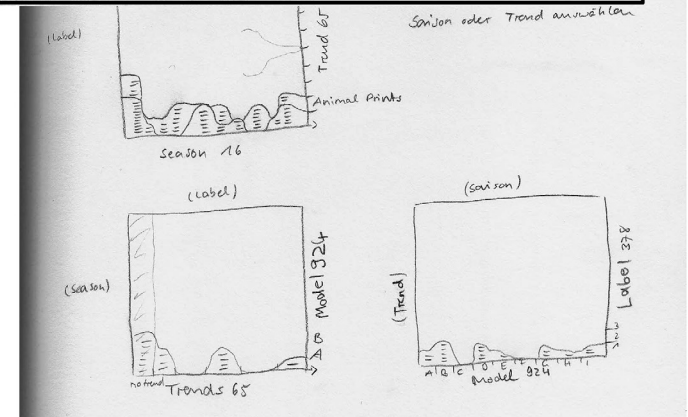
→ Schönheit  
 → Sportswear  
 → Catwalk

trend → beauty look? location!  
 model → celebrity?  
 season → location

maybe in 3D later?

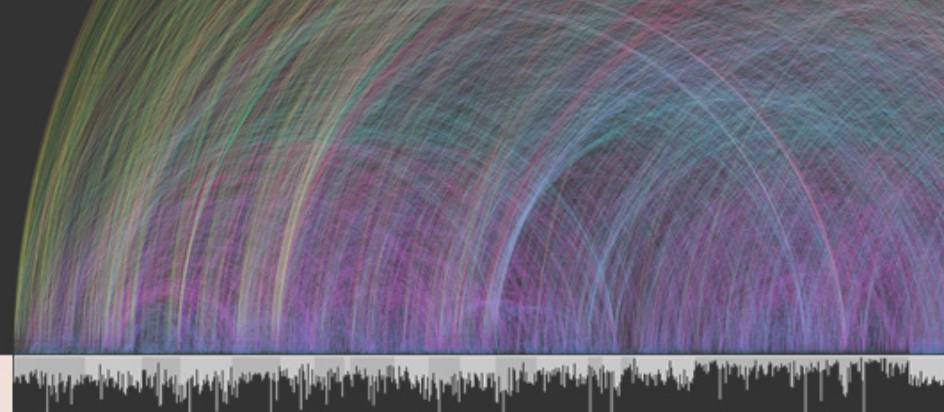
jedes Bild ein ~~best~~ Designer/ Location Tag?

Label Designer

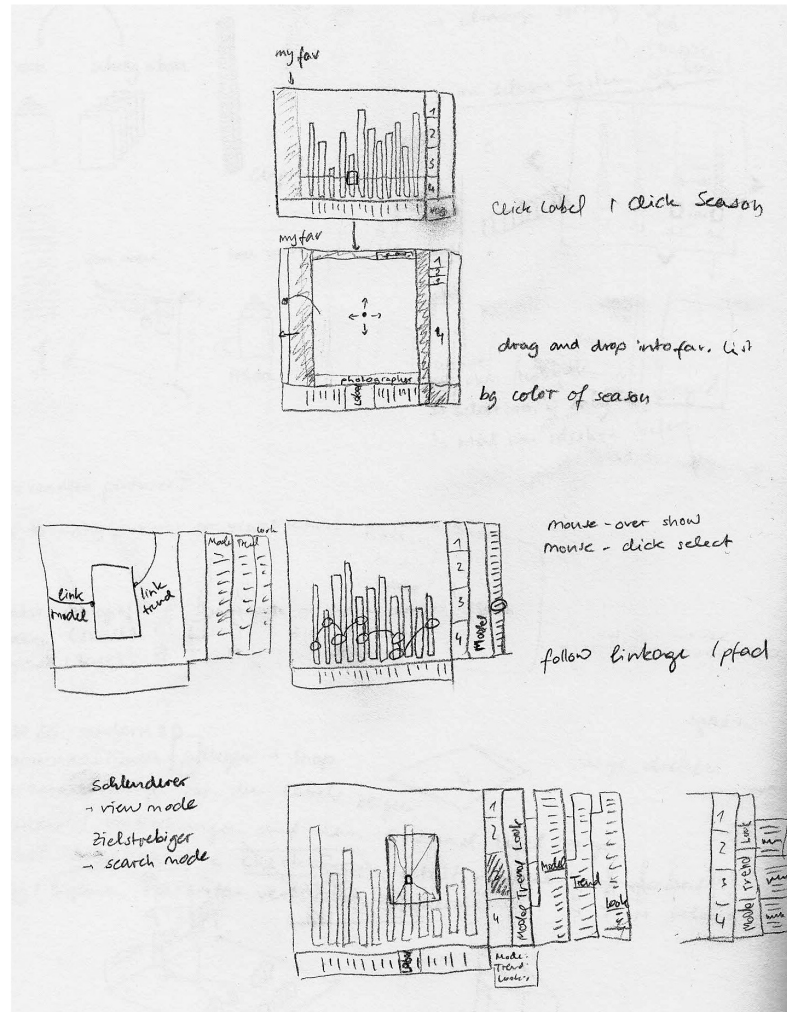


# Datenvisualisierung

# VOGUE

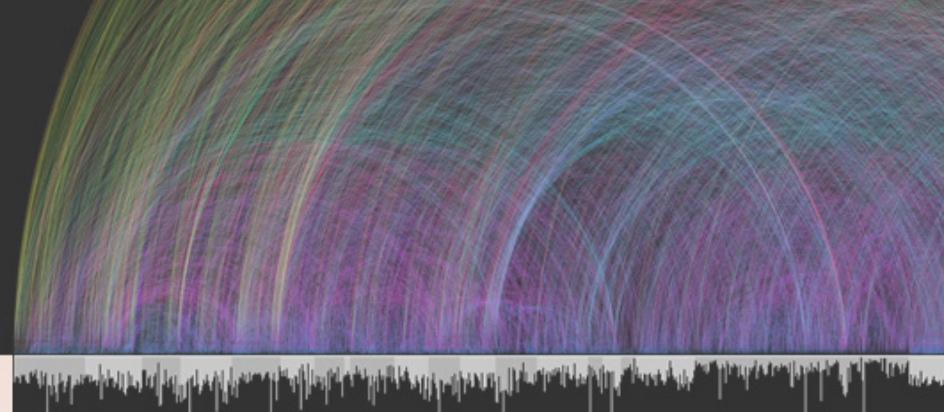


Final Version ?



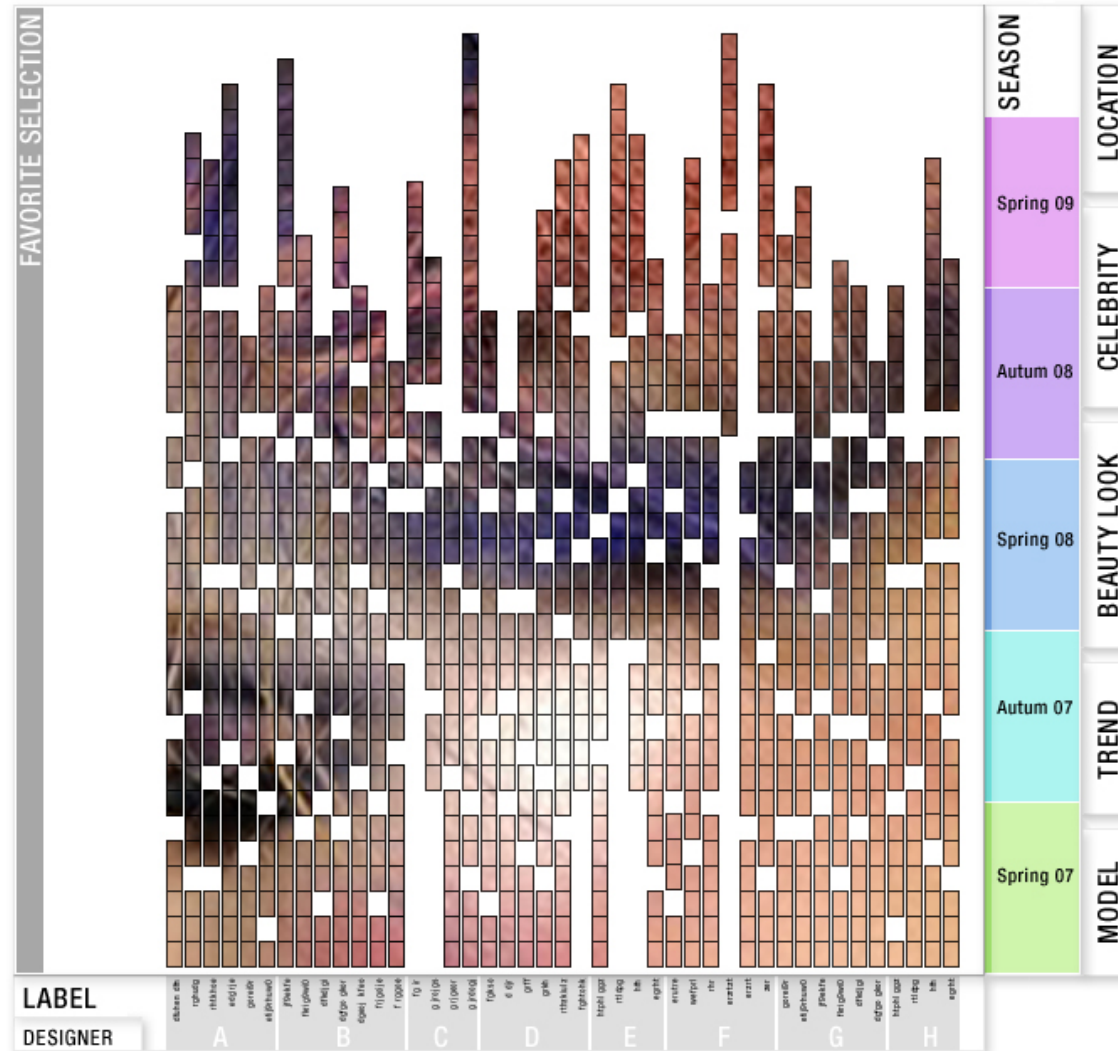
# Datenvisualisierung

# VOGUE



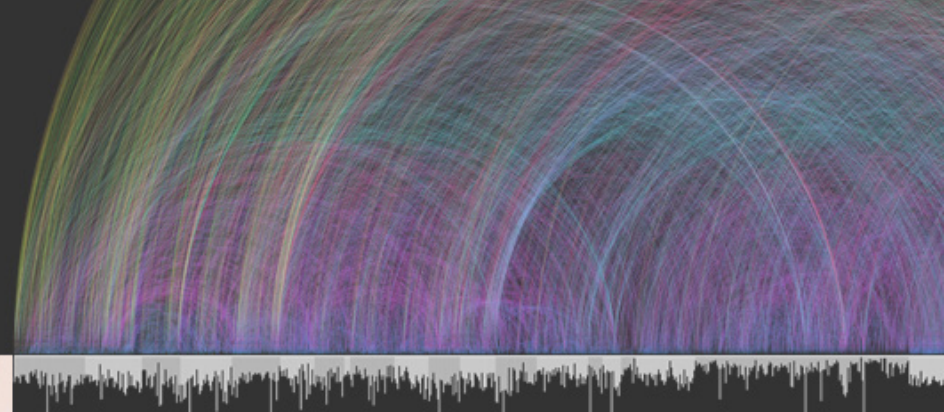
## Big Surprise

\* it is with colour



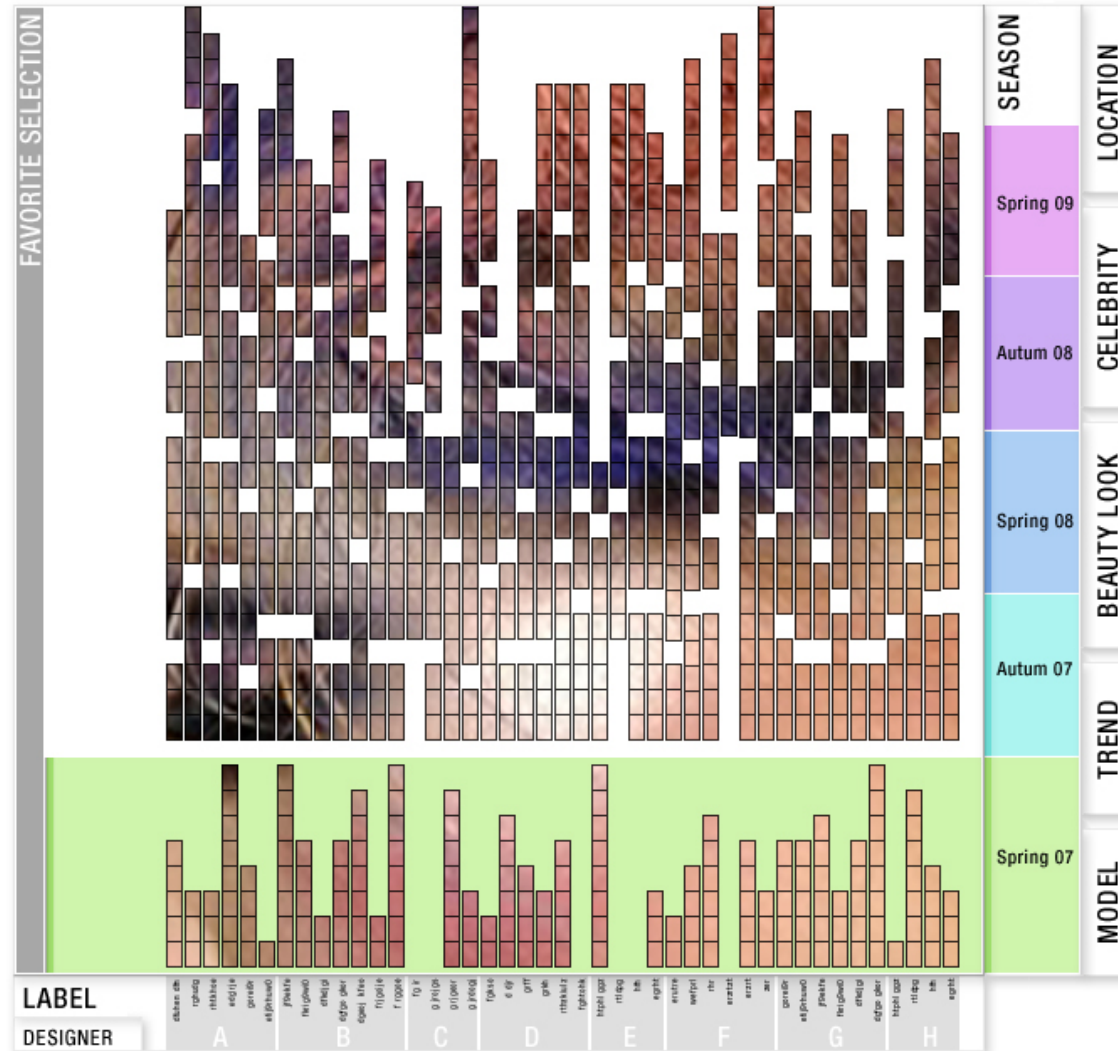
# Datenvisualisierung

# VOGUE



## Visualising the Idea

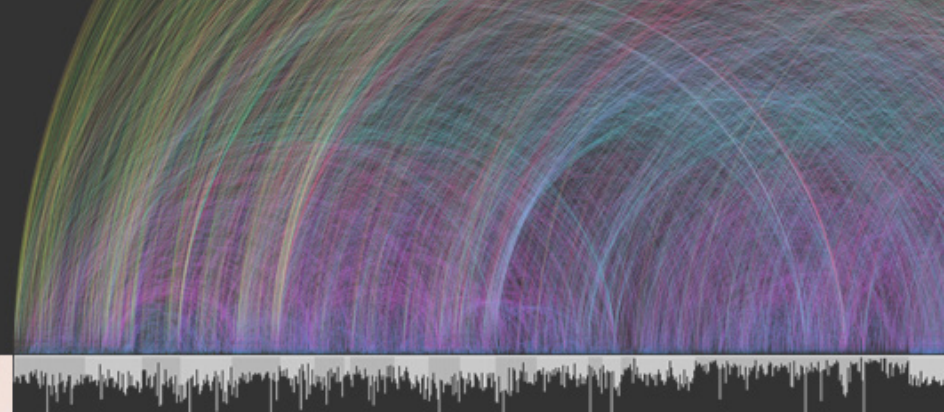
\* sort by season





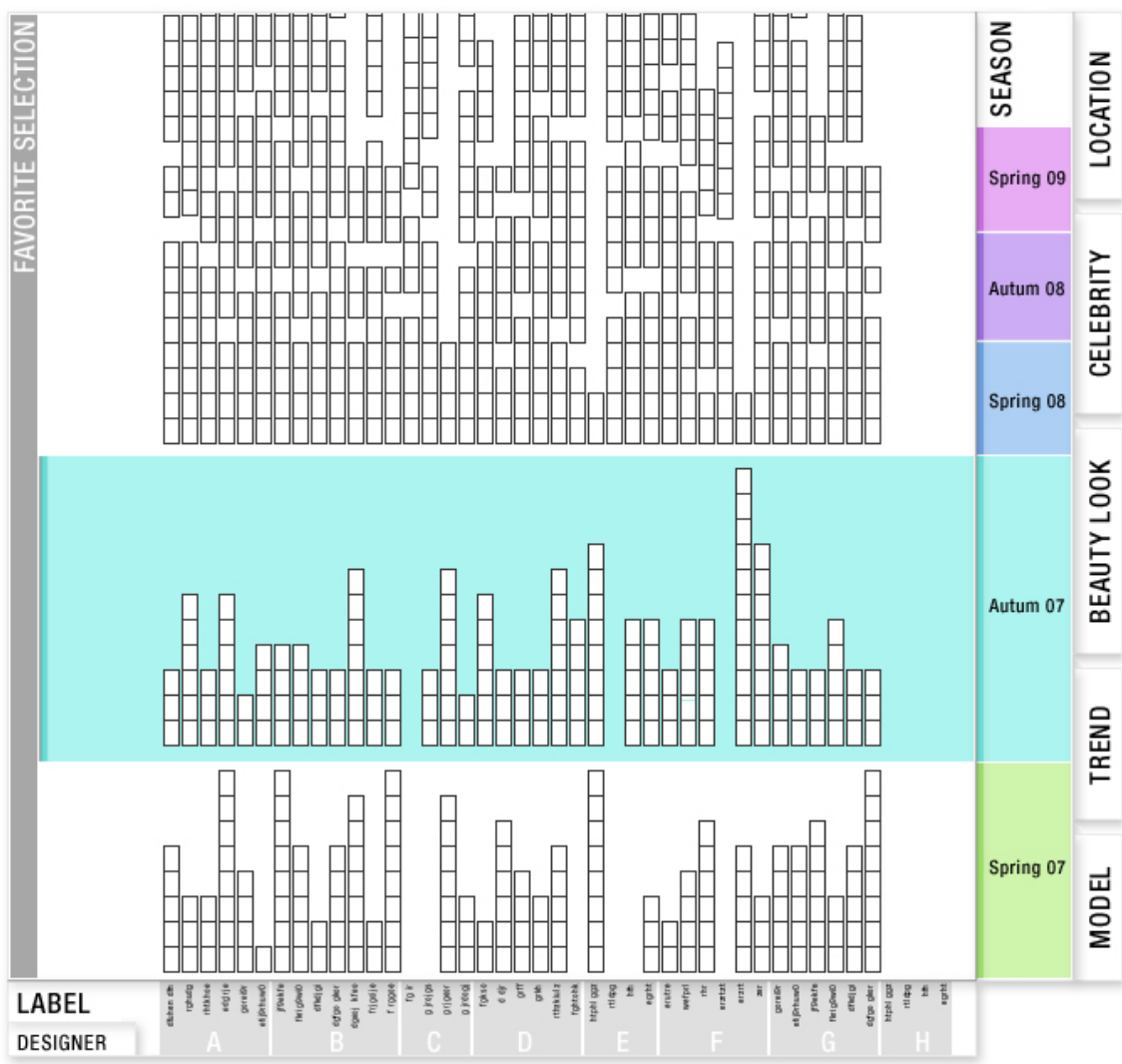
# Datenvisualisierung

# VOGUE



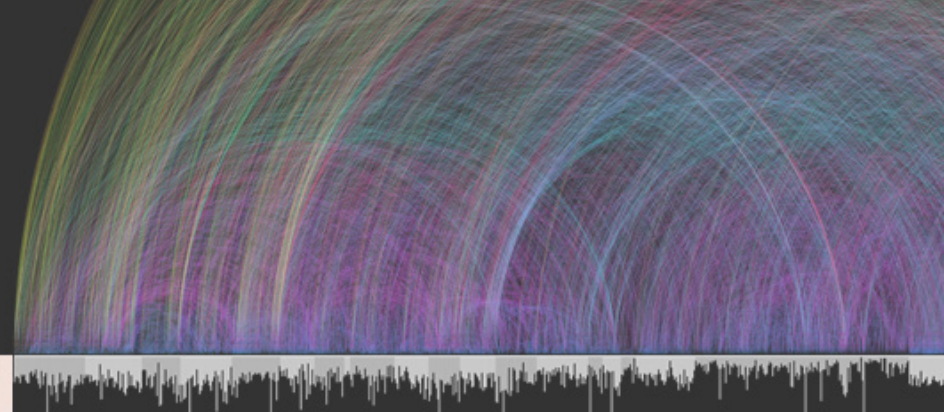
## Visualising the Idea

\* sort by season



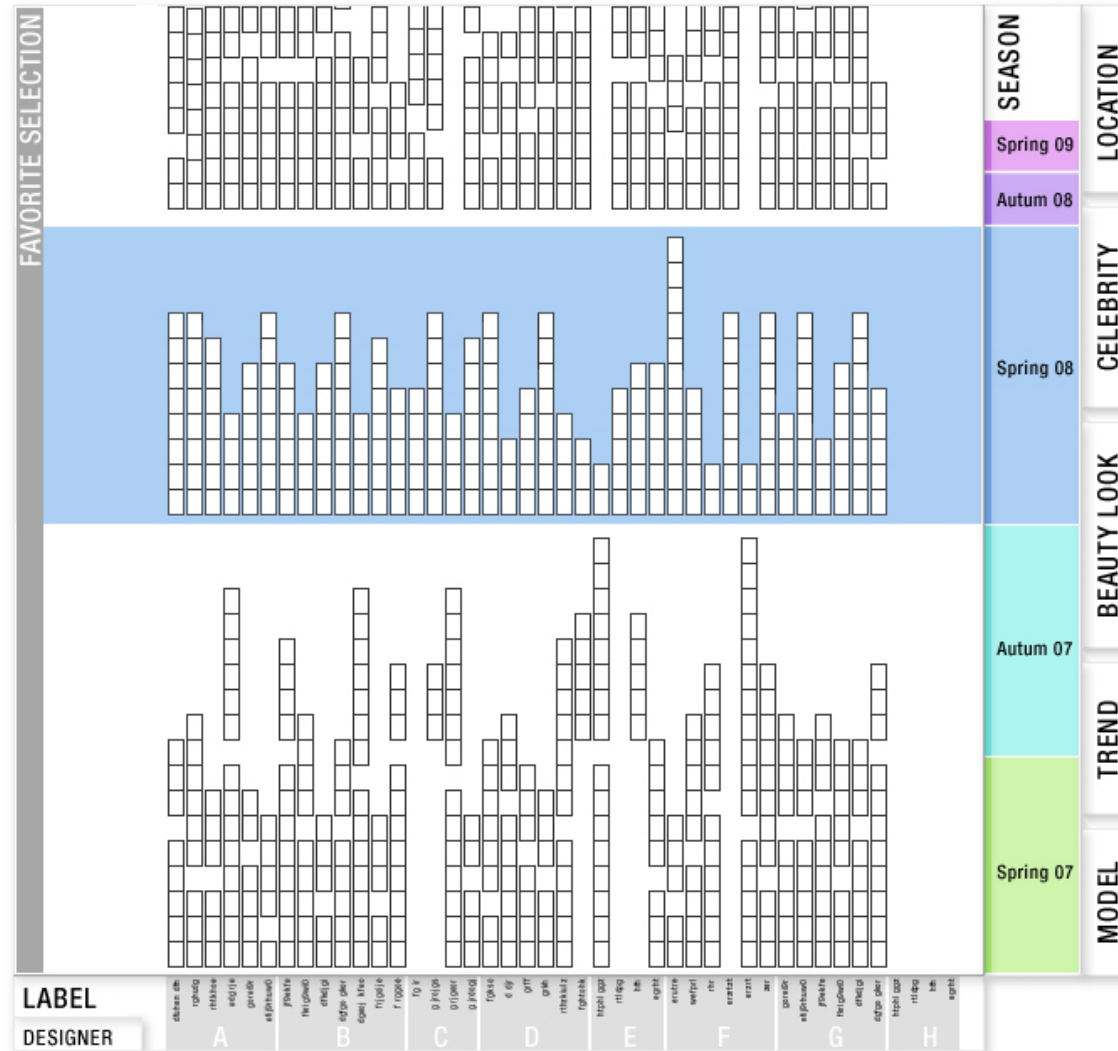
# Datenvisualisierung

# VOGUE



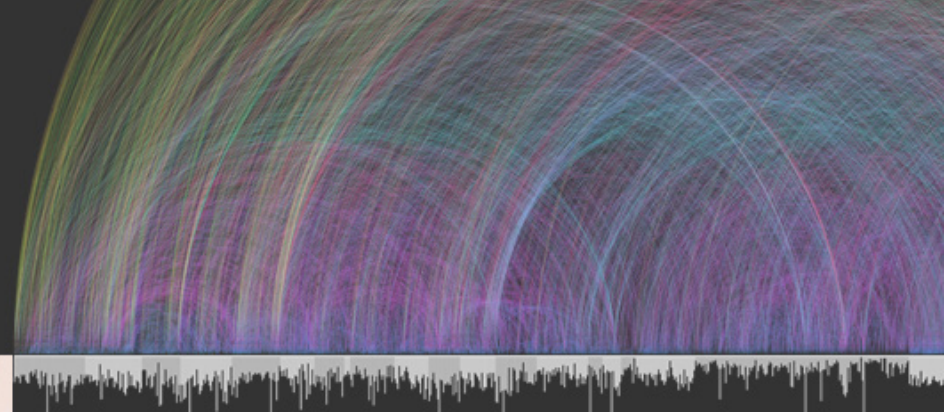
## Visualising the Idea

\* sort by season

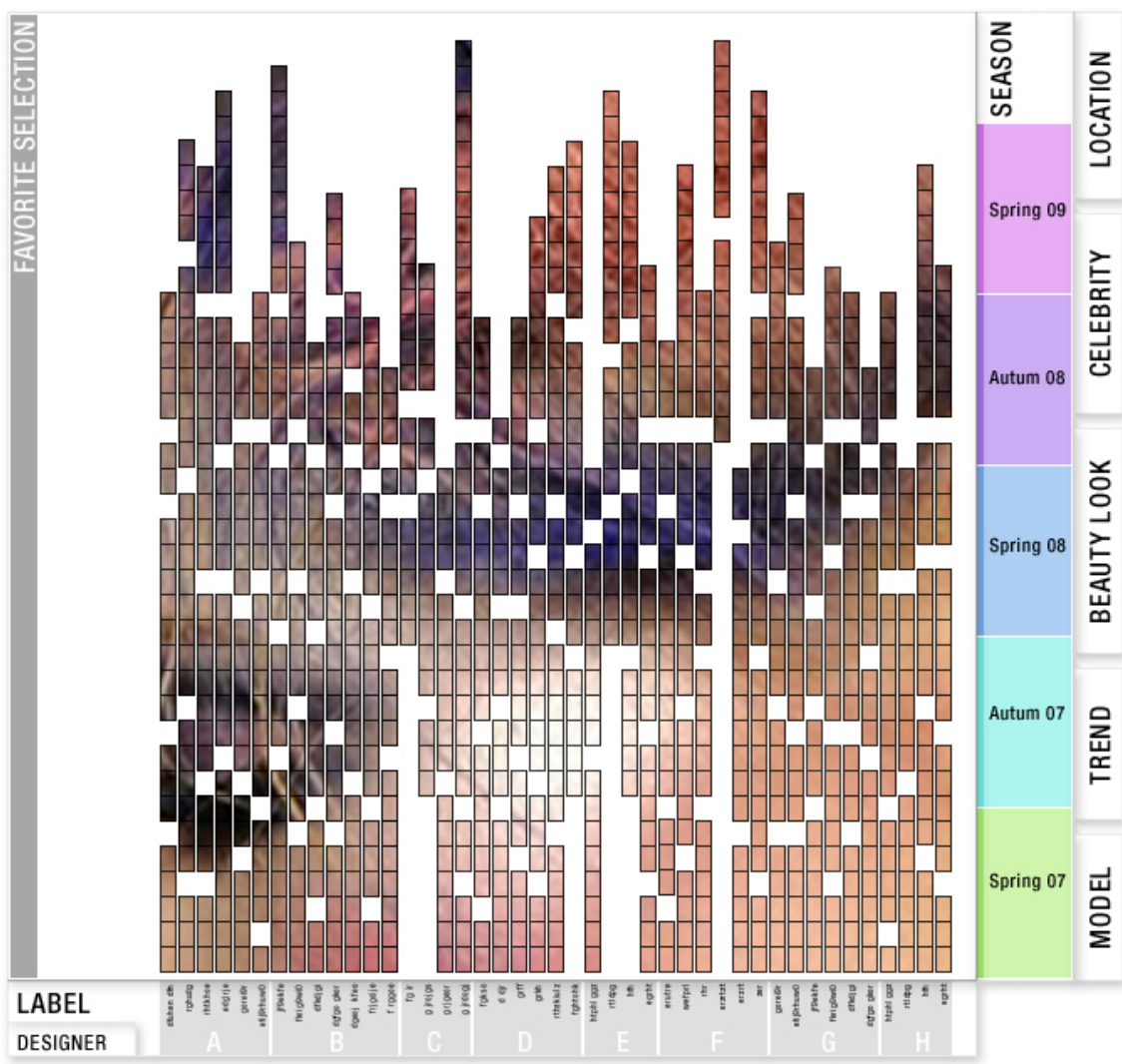


# Datenvisualisierung

# VOGUE

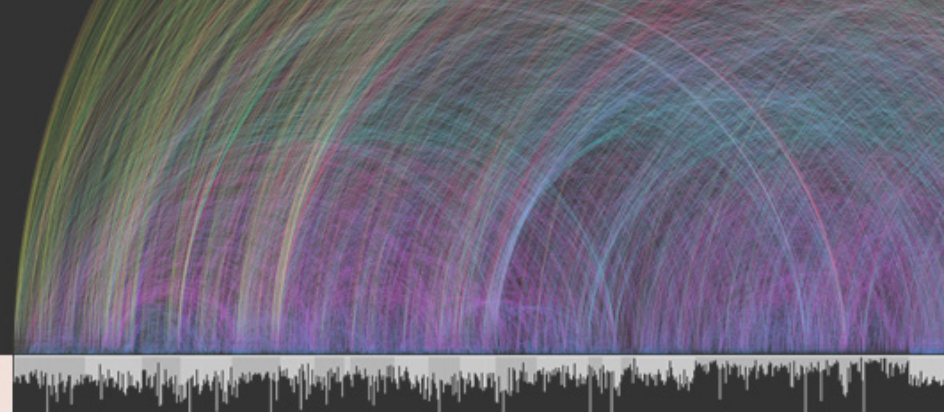


Visualising the Idea



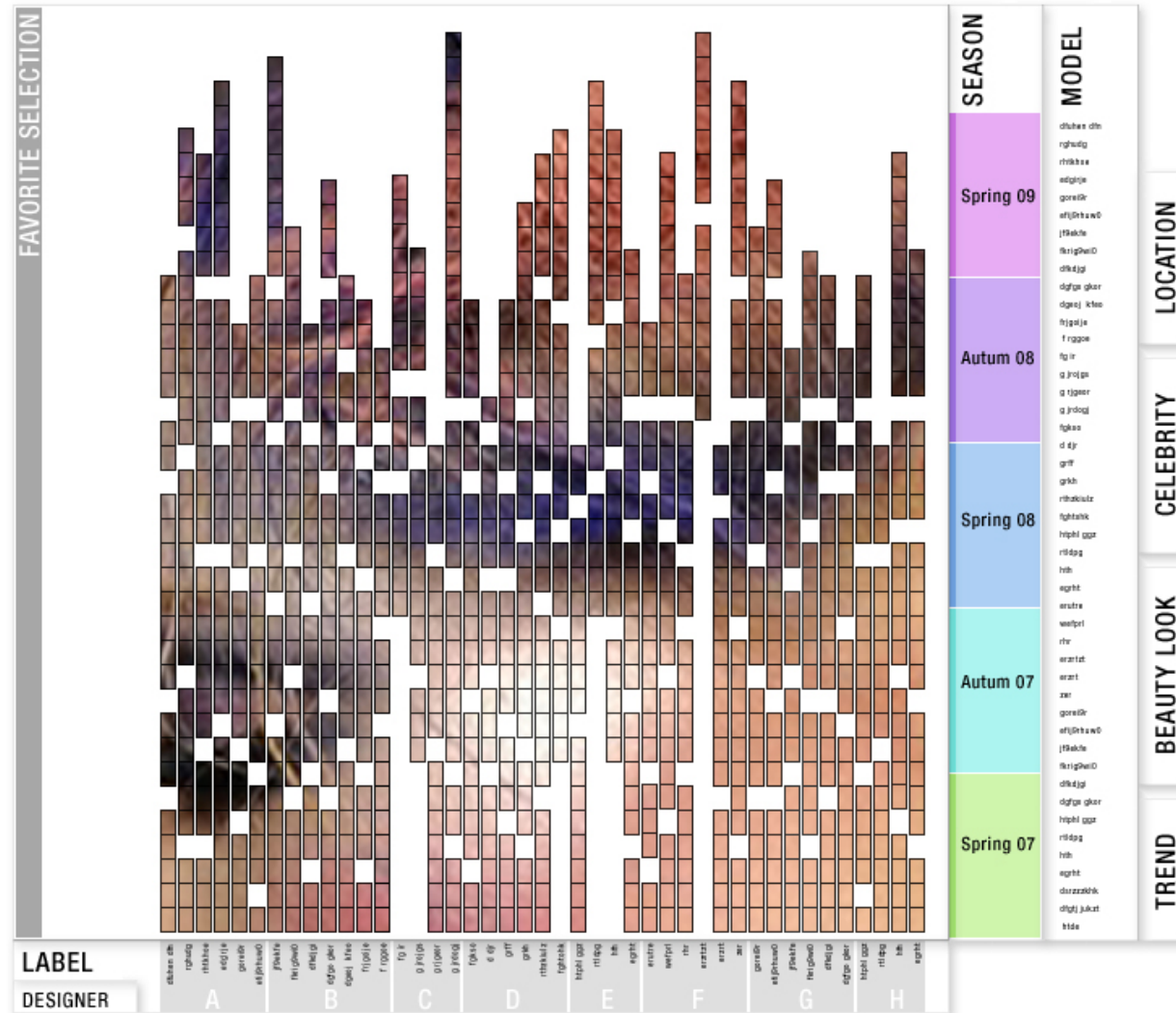
# Datenvisualisierung

# VOGUE



## Visualising the Idea

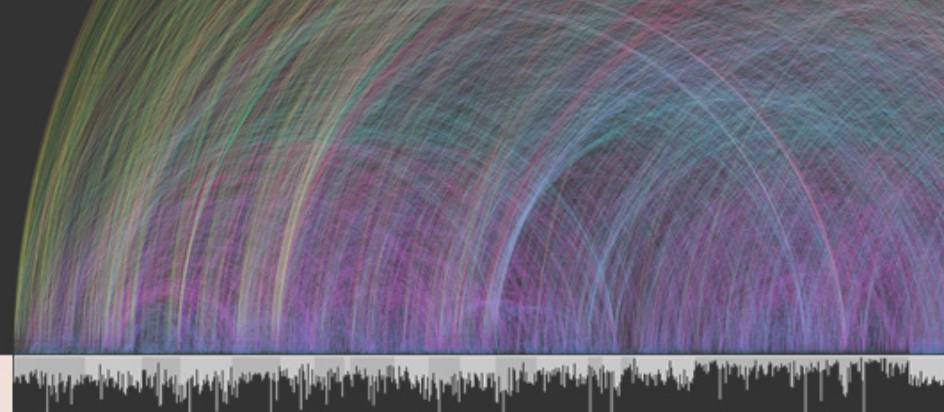
\* open more categories





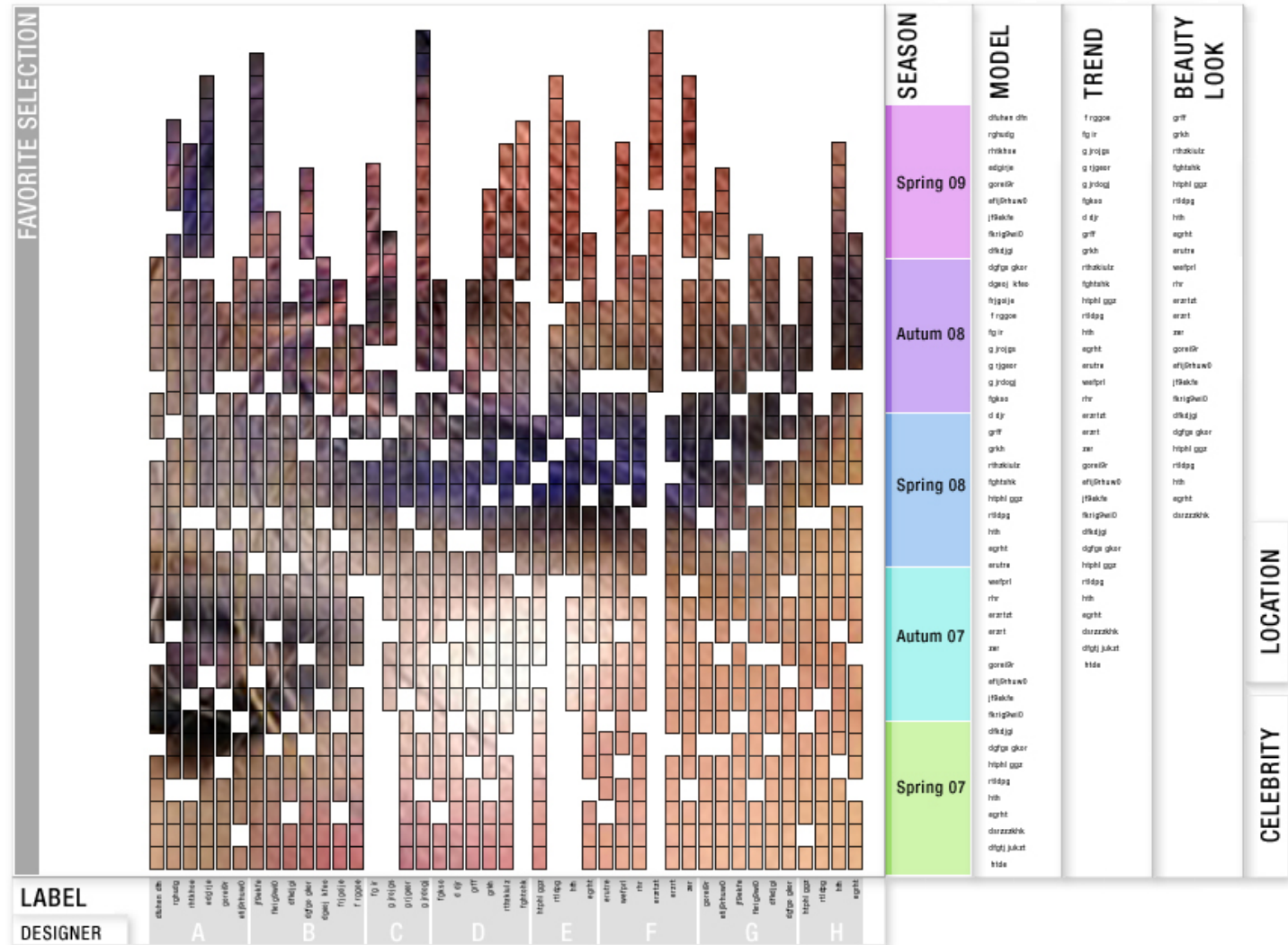
# Datenvisualisierung

# VOGUE



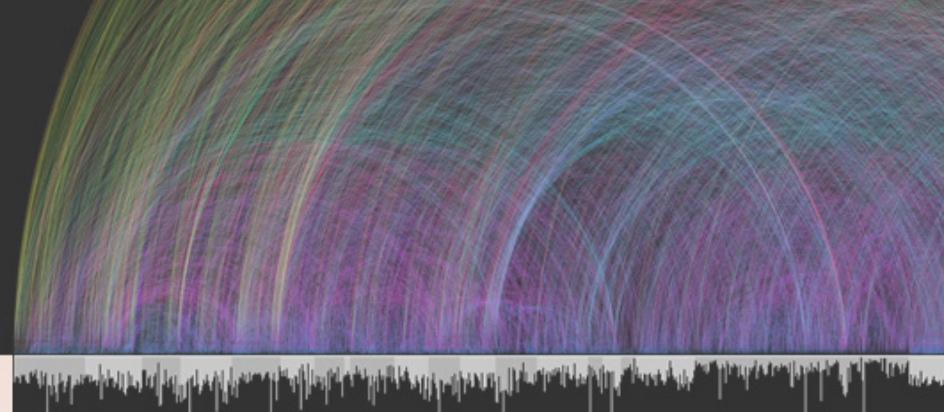
## Visualising the Idea

\* open even more categories



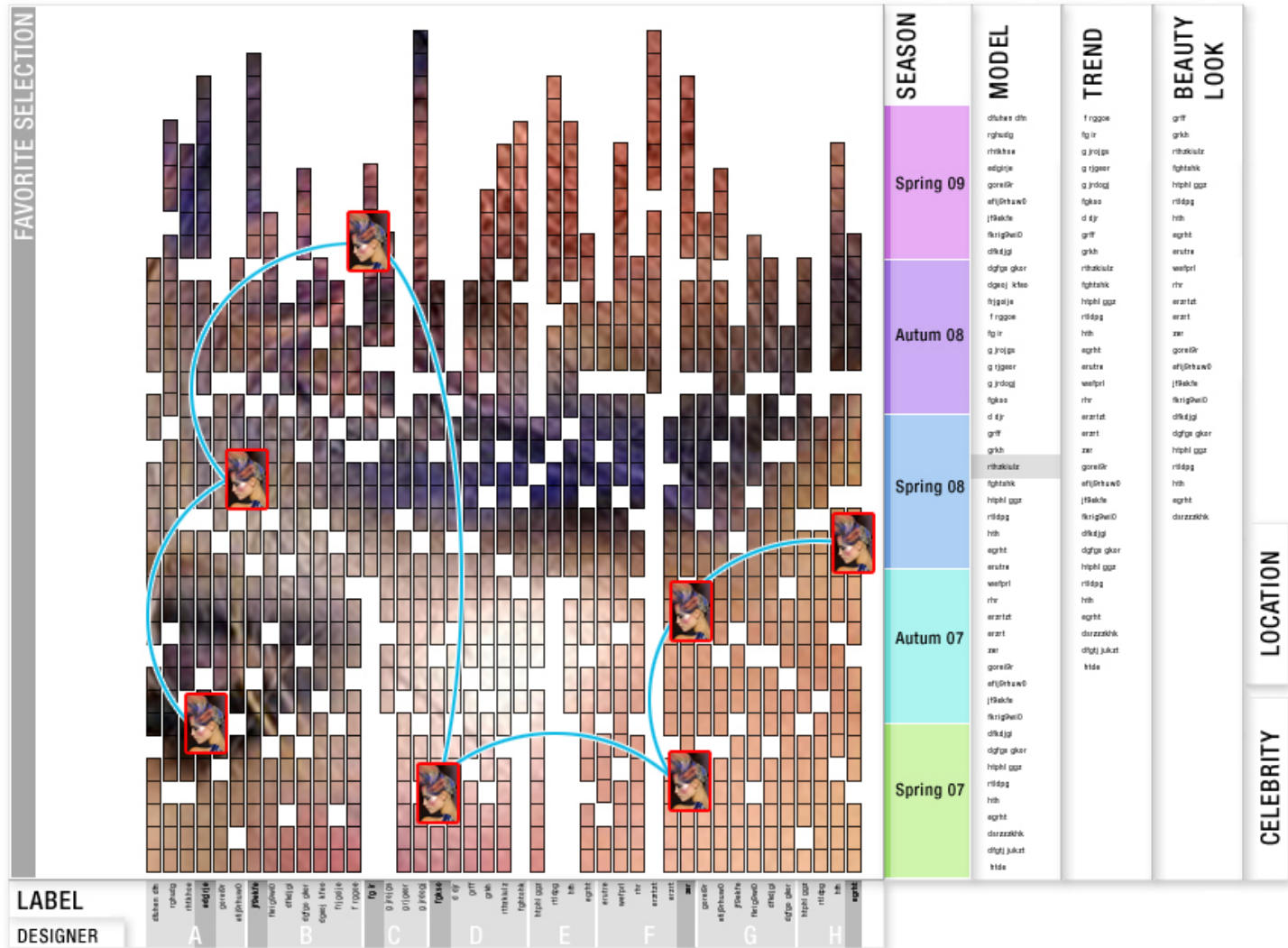
# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* search a model

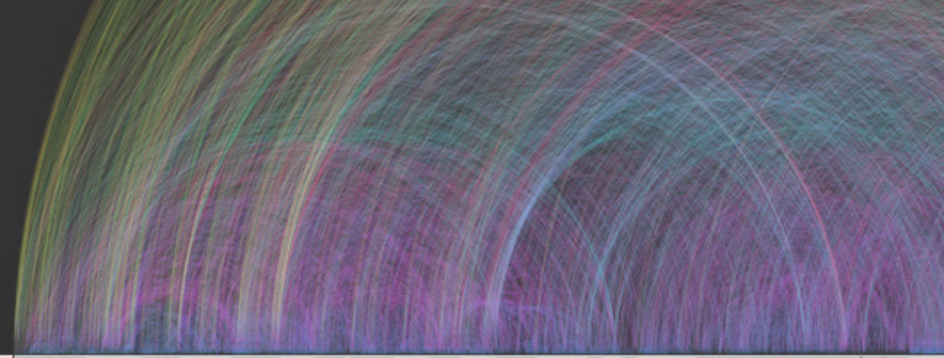






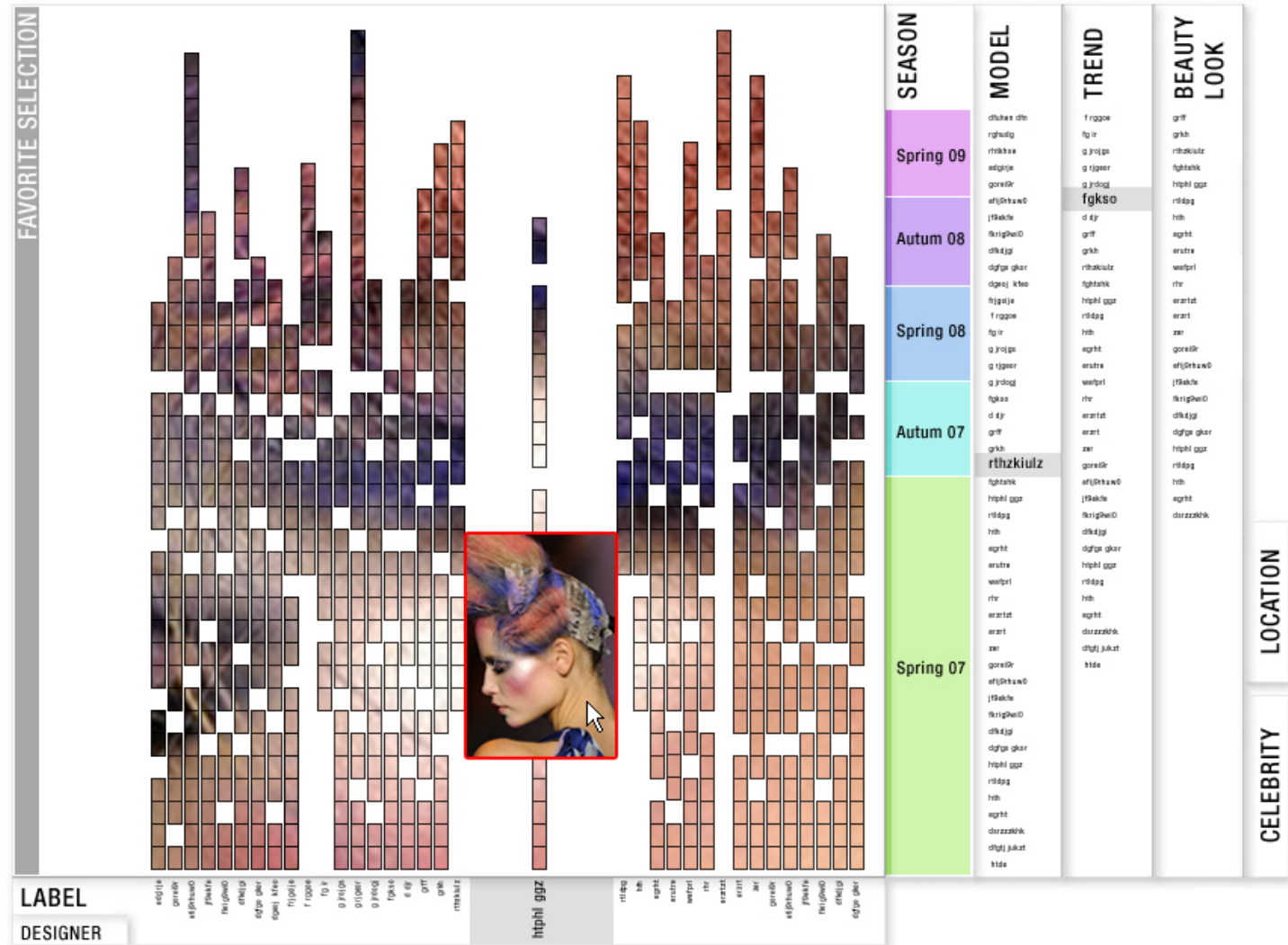
# Datenvisualisierung

# VOGUE



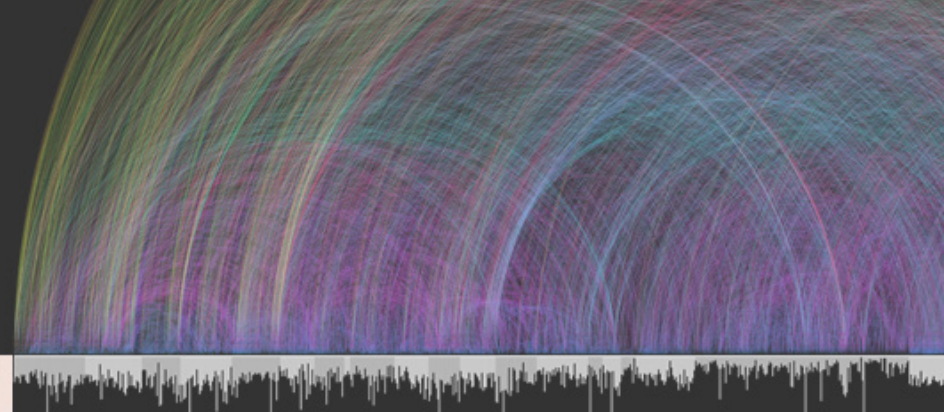
## Visualising the Idea

\* „Schlender“- Mode



# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* view the photo

FAVORITE SELECTION

SEASON

MODEL

TREND

BEAUTY LOOK

LABEL

DESIGNER

LOCATION

CELEBRITY

Spring 07

hphl ggz

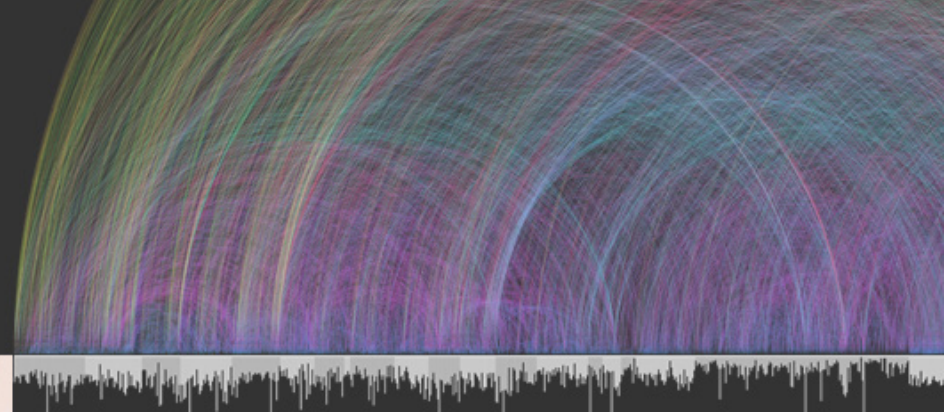
hphl ggz

hphl ggz

hphl ggz

# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* view the photo above

FAVORITE SELECTION

SEASON

Autum 07

MODEL

ofhsae dth  
rghwtdg  
rthkxae  
edgqk  
gorekr  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
dgrgej ktee  
hgalje  
f rggae  
fg ir  
g jroja  
g tjgeer  
g jrdog  
fgkss  
d dj  
grff  
grkh  
rthakutz  
fghtahk  
hphl ggr  
riddg  
fgkss  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
hphl ggr  
riddg  
hth  
eght  
erutra  
weprl  
rtr  
erattt  
eratt  
zer  
gorekr  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
hphl ggr  
riddg  
hth  
eght  
duzzaknk  
drtj jukt  
hde

TREND

f rggae  
fg ir  
g jroja  
g tjgeer  
g jrdog  
fgkss  
d dj  
grff  
grkh  
rthakutz  
fghtahk  
hphl ggr  
riddg  
hth  
eght  
erutra  
weprl  
rtr  
erattt  
eratt  
zer  
gorekr  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
hphl ggr  
riddg  
hth  
eght  
duzzaknk  
drtj jukt  
hde

BEAUTY LOOK

grff  
grkh  
rthakutz  
fghtahk  
hphl ggr  
riddg  
hth  
eght  
erutra  
weprl  
rtr  
erattt  
eratt  
zer  
gorekr  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
hphl ggr  
riddg  
hth  
eght  
duzzaknk

LOCATION

CELEBRITY

LABEL

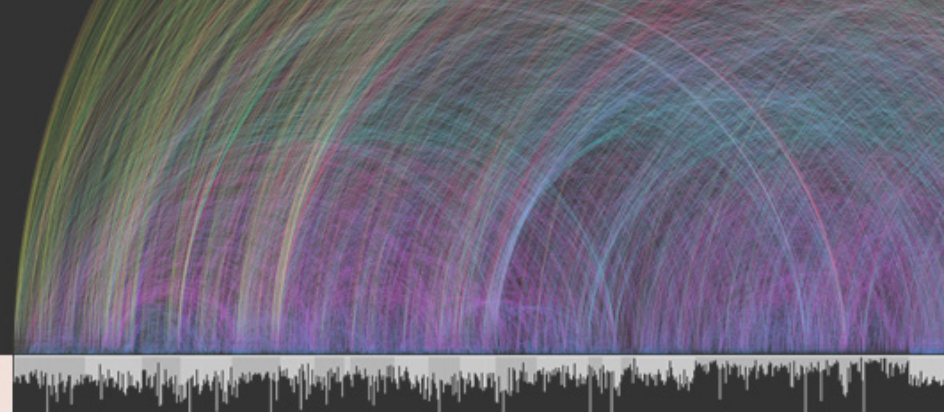
edgile  
gorekr  
afjshaw0  
fhtaks  
hthaw0  
ethlqj  
edgr gkr  
egpi ktee  
hgalje  
f rggae  
to j  
o jroja  
g tjgeer  
g jrdog  
fgkss  
e dj  
grff  
ghe  
rthakutz

DESIGNER

hphl ggr  
riddg  
hth  
eght  
erutra  
weprl  
rtr  
erattt  
eratt  
zer  
gorekr  
afjshaw0  
jthake  
kriqheo0  
dkdjjg  
dgrge gkor  
hphl ggr  
riddg  
hth  
eght  
duzzaknk  
drtj jukt  
hde

# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* view the photo even more above

FAVORITE SELECTION

SEASON

MODEL

TREND

BEAUTY LOOK

LABEL

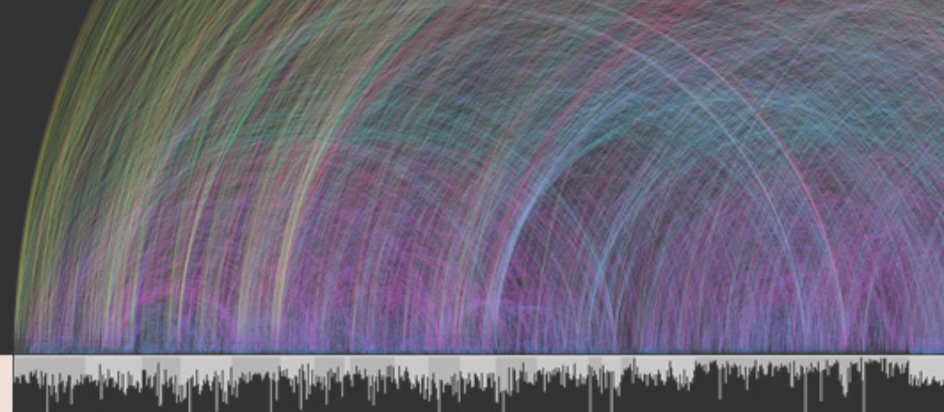
DESIGNER

LOCATION

CELEBRITY

# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* view the photo beside

FAVORITE SELECTION

SEASON

MODEL

TREND

BEAUTY LOOK

LABEL

DESIGNER

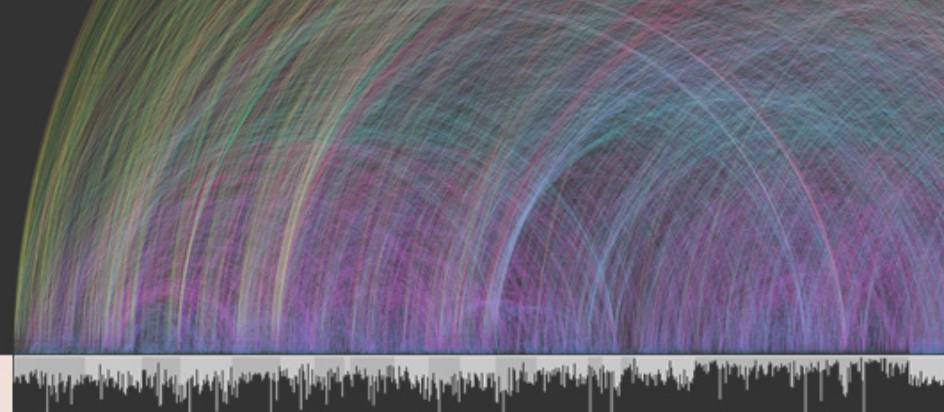
Autum 07

LOCATION

CELEBRITY

# Datenvisualisierung

# VOGUE



## Visualising the Idea

\* add the photo to your favorites

FAVORITE SELECTION

SEASON

Autum 07

LABEL

DESIGNER

edgile	goreik	afjshaw0	fhake	hejow0	ehelg	edje gkr	epel klee	njolle	rjogee	to r	o jhoh	grjwer	o jhoh	o jhoh	e ey	grff	ghe	zkaiuz	hzej gkr	rihdag	hh	eght	erstra	weipri	rtr	eratz	eratz	zer	goreik	afjshaw0	fhake	hejow0	ehelg	edje gkr
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CELEBRITY

LOCATION

MODEL

dhbae dhn	fhake	hejow0	ehelg	edje gkr	epel klee	njolle	rjogee	to r	o jhoh	grjwer	o jhoh	o jhoh	e ey	grff	ghe	zkaiuz	hzej gkr	rihdag	hh	eght	erstra	weipri	rtr	eratz	eratz	zer	goreik	afjshaw0	fhake	hejow0	ehelg	edje gkr
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TREND

BEAUTY LOOK