VOGUE

Lookbook – Datavisualization

MM | VR-Design | Semesterproject WS 2008 | Kay Kleinschmidt | Riccardo Tischer

INITIAL SITUATION

PODV

Vogue is …

Vogue is …

» a dream

Vogue is …

» a dream

» the number one in fashion

Vogue is …

» a dream
» the number one in fashion
» inspiration for the fashion interested target group

Facts ...

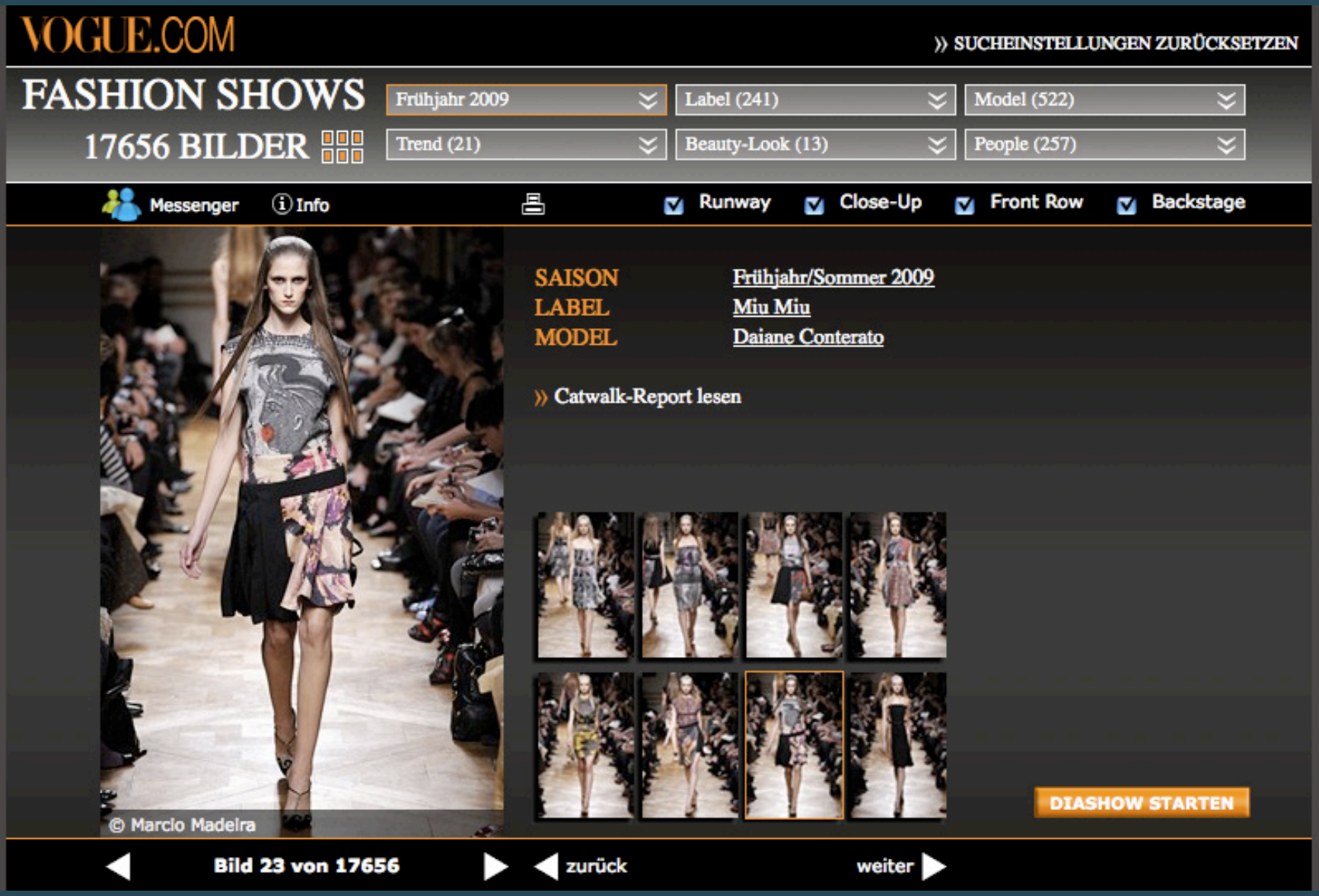
Facts …

» the database contains
122.158 fashion pictures

Facts …

» the database contains 122.158 fashion pictures

» the interface for these pictures is called the lookbook


VOGUE.COM
» SUCHEINSTELLUNGEN ZURÜCKSETZEN
FASHION SHOWS
17656 BILDER
Frühjahr 2009
Label (241)
Model (522)
Trend (21)
Beauty-Look (13)
People (257)
Messenger
Info
Runway
Close-Up
Front Row
Backstage
© Marcio Madeira
SAISON
Frühjahr/Sommer 2009
LABEL
Miu Miu
MODEL
Daiane Conterato
» Catwalk-Report lesen
DIASHOW STARTEN
Bild 23 von 17656
zurück
weiter

The Lookbook is ...

The Lookbook is ...

» to slow

The Lookbook is ...

» to slow

» unsexy and not funny

The Lookbook is ...

» to slow
» unsexy and not funny
» conventionally

The Lookbook is ...

» to slow
» unsexy and not funny
» conventionally
» no pleasure in handling

IDEA

PODV

Magic Cube

Magic Cube

» from 3D to a 2D grid

Magic Cube

» from 3D to a 2D grid
» a huge moveable and zoomable picture plane

Magic Cube

» from 3D to a 2D grid
» a huge moveable and zoomable picture plane
» picture orientated datavisualization (podv)

AIM

PODV

What we want is …

What we want is …

» an attractive presentation of the huge picture amount

What we want is …

» an attractive presentation of the huge picture amount

» an easy and innovative navigation

What we want is …

» an attractive presentation of the huge picture amount
» an easy and innovative navigation
» making hidden information visible

What we want is …

- » an attractive presentation of the huge picture amount
- » an easy and innovative navigation
- » making hidden information visible
- » a scalable application for additional pictures in the database

TECHNIQUE

PODV

It should be …

It should be …

» an Adobe Flash™-application using JSON, PHP and MySQL

It should be …

- » an Adobe Flash™-application using JSON, PHP and MySQL
- » an application running with the actual amount of data

It should be …

- an Adobe Flash™-application using JSON, PHP and MySQL
- an application running with the actual amount of data
- an application working as an web- and/or local version

DESIGN

PODV

The new Lookbook ...

The new Lookbook ...

» is focused on the photography

VOGUE Lookbook – Datavisualization

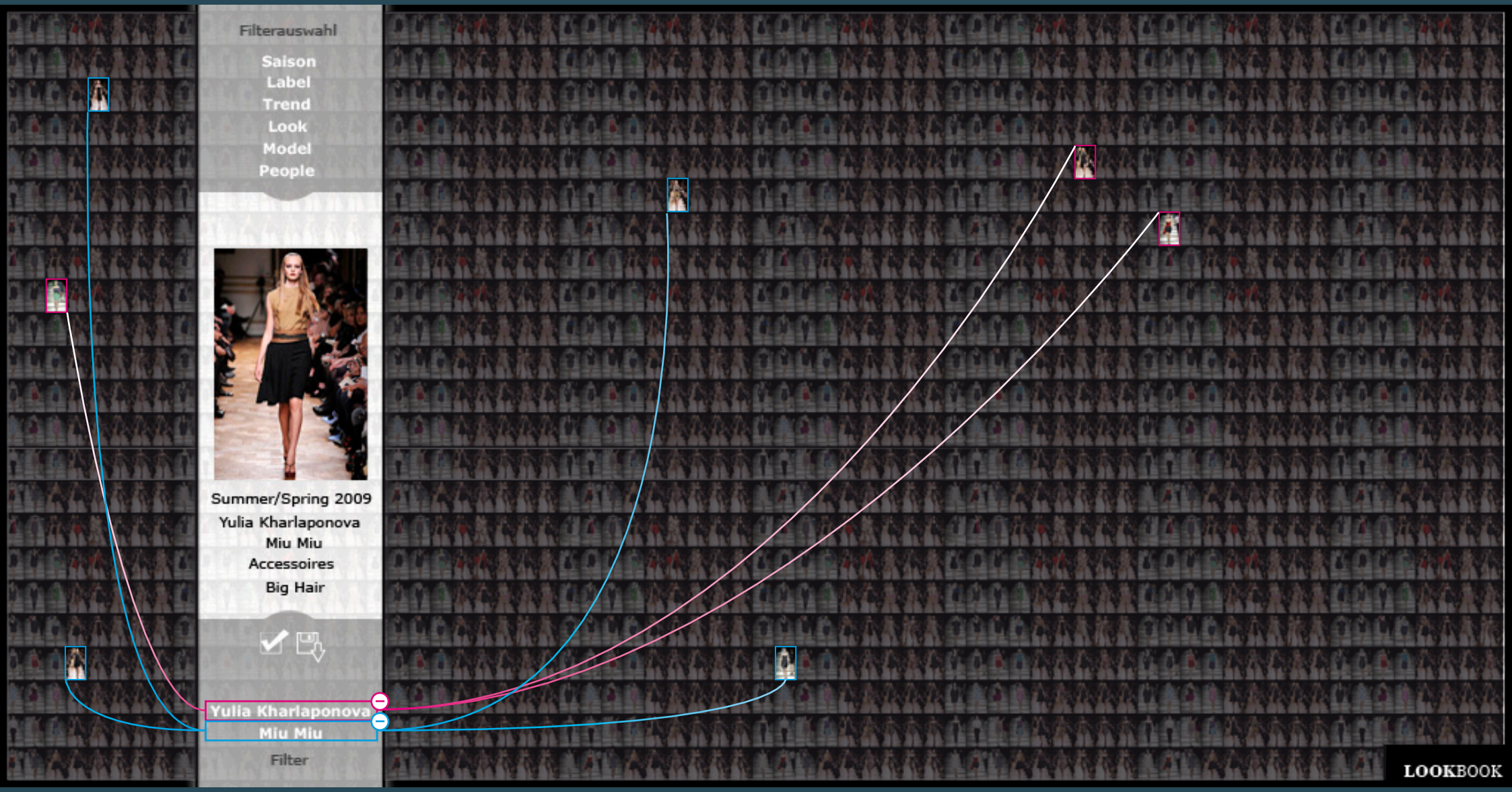
The new Lookbook ...

» is focused on the photography
» has a continuously variable zoom

LOOKBOOK

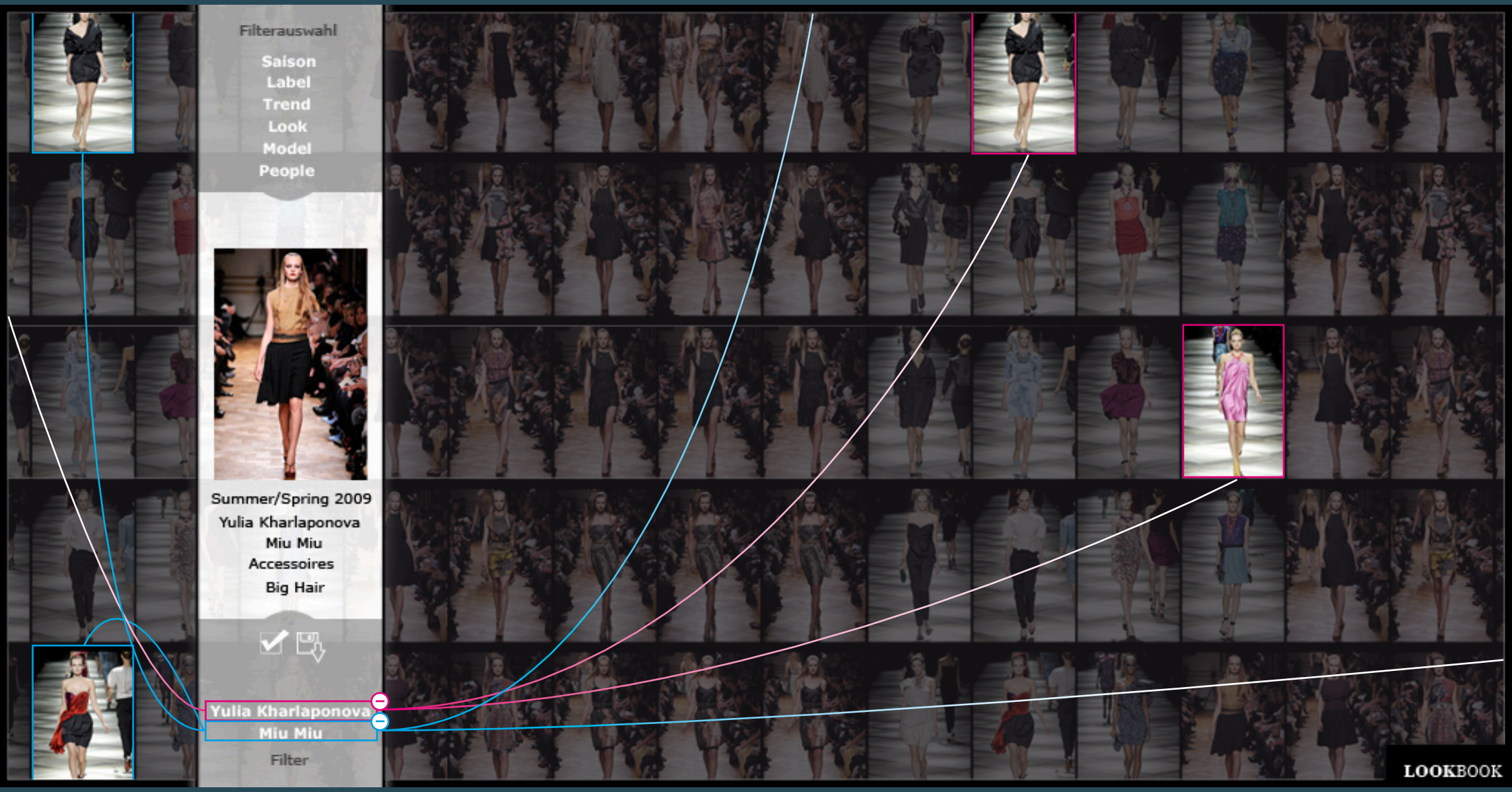
The new Lookbook ...

» is focused on the photography
» has a continuously variable zoom
» is displaying relationships


Filterauswahl
Saison
Label
Trend
Look
Model
People
Summer/Spring 2009
Yulia Kharlaponova
Miu Miu
Accessoires
Big Hair
Yulia Kharlaponova
Miu Miu
Filter
LOOKBOOK

The new Lookbook ...

» is focused on the photography
» has a continuously variable zoom
» is displaying relationships
» is an intelligent responding application


Filterauswahl
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Summer/Spring 2009
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Miu Miu
Accessoires
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Yulia Kharlaponova
Miu Miu
Filter
LOOKBOOK

The new Lookbook ...

» is focused on the photography
» has a continuously variable zoom
» is displaying relationships
» is an intelligent responding application
» has the impression of a setcard

Filterauswahl
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Miu Miu
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LOOKBOOK

To be continued.