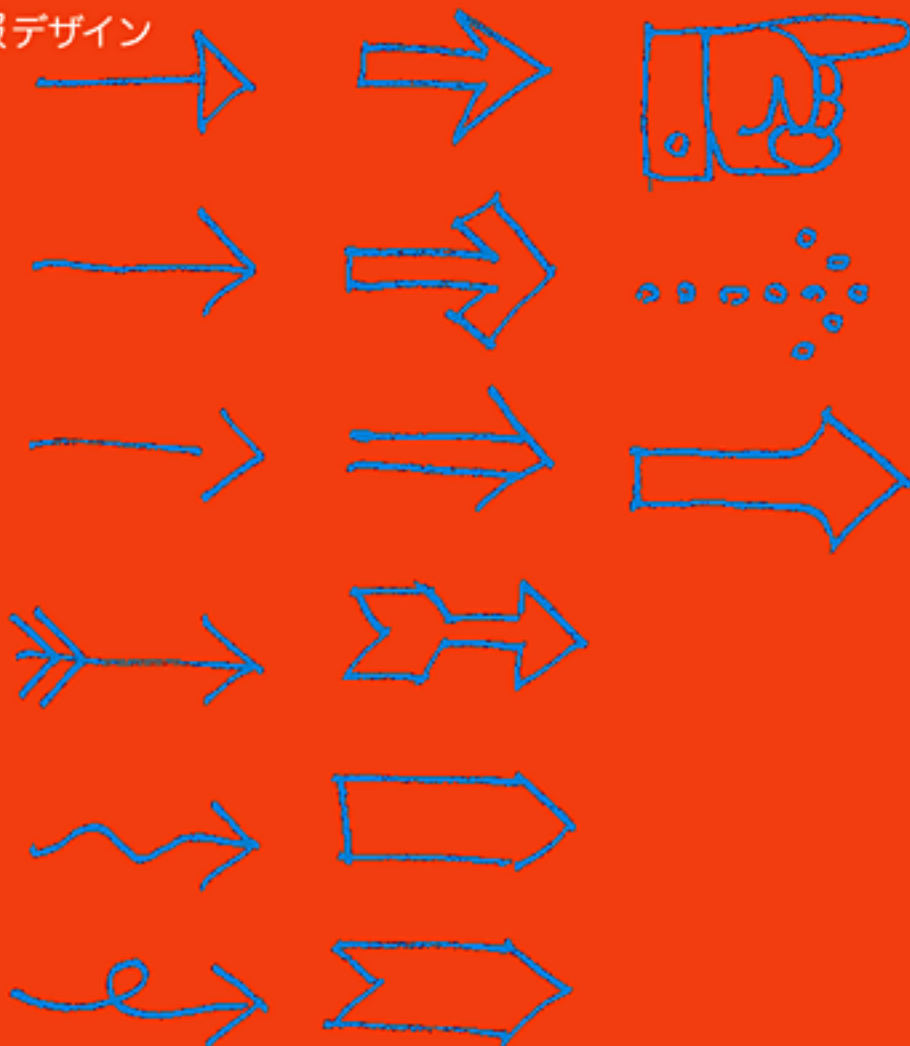


情報デザイン

information
design

data is not information.
information is the shape of the space
between data.



Joachim Müller-Lancé

is an award-winning international designer, principal and owner of Kame Design in San Francisco since 1997.

His work is characterized by an expressive, direct visual language that always comes to the point. Diverse background and interest in Asia and Europe make him quintessentially cross-cultural, between modernist and experimental. His approach is integrative, not additive: Shape and meaning turn into a coherent One, getting to the essence with consistency and simplicity. Powerful fresh impact and surprise are delivered through energetic, percussive visual language and novel, unusual musical color.

Useful design need not be dry, and entertaining imagery not shallow.

Joachim's capabilities span across information design, logos and identity design, illustration and character creation, typography and typeface design, offering 25 years of experience in print media and 13 years in web and interface design. Clients include Wired magazine, FontShop, Samsung America, Bank of America, Skidmore Owings & Merrill, USA Network, Panasonic, Reebok, Barclays Bank, Pentagram, Organic Online and more.

Past experience and career:

- As Lead Information Designer at Barclays Global Investors/Wells Fargo Nikko, San Francisco, Joachim art-directed and designed retirement and investment information in printed materials, interfaces of financial planning software and the company web site, the corporate identity, and conference presentations.
- As Principal of his own studio in Barcelona, work included exhibitions and catalogs in conjunction with the 1992 Olympics and other conventions,

redesign of the shields of the city districts, and the graphic identity of the city's markets.

- As Senior Designer at The Understanding Business in San Francisco, he created cover designs, information design and layout concepts, illustrations and pictogram systems for the Pacific Bell SMART Yellow Pages.

To date, Joachim has designed 11 typefaces with 21 styles, available from Adobe, FontShop, Linotype, Agfa-Monotype, MyFonts and Typebox. His typographic work in Latin and Kanji scripts has garnered 4 awards from the Morisawa International Type Design Competition, including the Gold Prize and two Judge's Prizes, as well as 4 Certificates of Excellence in Type Design from "bukva:raz!", ATypI's type design contest in collaboration with the UN.

Joachim has taught and lectured on information design and type design in the US, Canada, Japan, Hong Kong, Macau, France, Spain, Italy and Switzerland. He has written for and was written up in leading design publications in the US, Japan, Hong Kong, France, Germany and Belgium. His work has been reproduced in over 20 professional books worldwide. He is a member of Association Typographique Internationale and of the Type Directors Club of New York, and a U.S. Alien of Extraordinary Ability.

Joachim graduated with honors from the Basel School of Design in Switzerland, having studied with Armin Hofmann and Wolfgang Weingart. At the Cooper Union School of Art, New York, he added studies in Video, Film and Painting.

www.kamedesign.com
joachim@kamedesign.com

pacific bell **smart yellow pages**

1987-1990
all california and nevada
97 books per year = 2 books per week
25 million readers
5-10% increase of usage



Home Interior & Decorating

Axi



The image shows a close-up of an open historical book. The left page features a large, detailed map of the United States, with various states and territories labeled. The right page contains a multi-column list of names, likely a directory or index of individuals associated with the American Revolution. The book is titled 'The American Revolution and the Making of a New Nation' by Howard Chandler Christy.

A82



The collage features a variety of products from the Home Depot catalog, including:

- Tools:** A large section of hand tools (screwdrivers, wrenches, pliers, etc.) is displayed in the top left, with several items highlighted in red.
- Hardware:** A collection of screws, nails, and other fasteners is shown in the top right.
- Construction Materials:** A large section of lumber and wood products is featured in the middle, with some items highlighted in red.
- Plumbing:** A section of plumbing fixtures (sinks, faucets, etc.) is shown in the bottom left.
- Paints:** A section of paint cans is displayed in the bottom right.

Food Service Industry

622



The collage features several overlapping documents. On the left, a newspaper clipping is visible with a large, bold headline that reads "THE NEW YORK TIMES". Below the headline, there is a large, stylized graphic of a person's head and shoulders. To the right of the newspaper clipping, there is a form with a grid of boxes, some of which are filled with text. Below the form, there is a document with a large, red, stylized graphic of a person's head and shoulders. The overall composition is a dense, layered collage of various documents and graphics.

A 78



Figure 1

Heatmap showing gene expression data across various conditions. The color scale ranges from 0 (blue) to 100 (red). The figure is divided into several panels, each showing a different set of genes and conditions. The legend indicates the color scale for the expression levels.

Reading

A65

[illegible]

A55



A collage of various icons and text snippets, including a lightbulb, a hand holding a pen, a person, and a list of names, set against a background of overlapping circles.

Business & Financial Services

A57



158



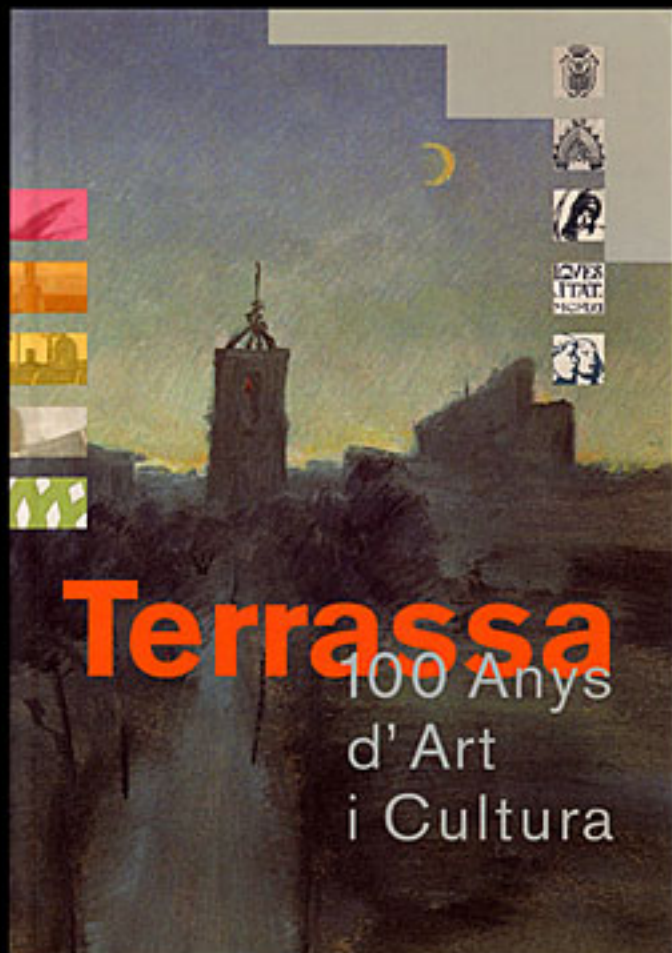
The collage features several distinct icons and symbols arranged in a grid-like fashion. At the top left, there is a magnifying glass icon. To its right is a bar chart icon. Below the magnifying glass is a house icon. To the right of the house is a double-headed arrow icon. The background is composed of various geometric shapes, including triangles and rectangles, in shades of orange, yellow, and black. The overall composition is abstract and modern.



terrassa: 100 years of art & culture

with croquis disseny d'espais

catalog and exhibition design for art history exhibition
in conjunction with the 1992 olympics in barcelona





Terrassa
100 Anys
d'Art

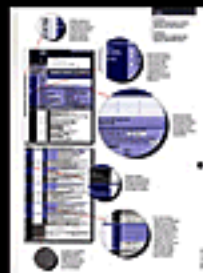




publish's grand makeover: 1040 income tax form

in 1994, publish magazine chose the 1040 US individual income tax form as the subject of its annual "grand makeover," a fictitious redesign of a familiar design.

the three design studios commissioned with the task that year were meta design, thom lepley, and joachim müller-lancé.



Joachim Müller-Lancé

"Forms reach

a very large and diverse audience.
For this reason, I try to look at these design projects
in an 'ignorant' way.

This helps me organize the information according to common sense—using a visual language that everyone can understand: type and color.

In the existing 1940 forms, color is not used to its full extent: a screened blue background distinguishes instructions from the white answer areas. This could be accomplished just as easily with a screened value of black ink, even at low resolution, one can achieve more than two ink.

For the most part, typography is also undersold in the existing form. There is little interaction of type with color, such as knocked-out type, colored type, and other variations that can help structure information in a form. In some cases, such as the use of condensed type to force-fit many words in a small space, the current typography is rather careless. This sort of line-by-line treatment unwittingly suggests that condensed lines are of lesser importance.

My redesign suggests some possible variations in type and color that help define the structure of the form more clearly. For the form recipient, this makes text instructions less confusing.

Items can also still be in this manner, but creating items for specific financial items such as Gross Income, Adjusted Income, and Tax Exempt Interest is best to impossible because there are no popular abbreviations to identify them with.

I felt that the form should be organized into two separate sections: one for personal information (signified by a screened black background) and another for financial information (signified by a strong vertical column and numbered line items).

I also designed visual cues that are explained to the preparer in a key to instructions (see color-coding below). These cues distinguish the various types of information, including page numbers, references to other forms, circles to check, and rectangles to write in.

These cues allude to popular visual conventions used in computer program interfaces—for example, the references to workbook page numbers are inside colored pills that look like Help buttons. These similarities will help smooth the inevitable transition to electronic filing methods in the coming years.

Sans serif typefaces are better suited to forms.

Sans serif typefaces tend to clear up all small items or which knocked out of backgrounds. The sans serif Franklin Gothic is introduced in many government forms and works well for the style.

Franklin Gothic Book
FG Book Oblique
Franklin Gothic Demi
FG Demi Oblique
Franklin Gothic Heavy
FG Heavy Oblique

Helvetica
Franklin Gothic

Franklin Gothic has slightly narrower than Helvetica, allowing for more words per line.

abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic's numbers are wider than its letters. The broad base of the 1 makes scoring less awkward in charts.

Color-coding helps identify different kinds of information.

It helps in directing which sections of the form that can help a preparer save money from these that don't. A screening system of light colors better prepares budget preparers quickly identify their items.

Credits
page 23

Other Taxes

Adjustment to Tax
page 24

Key to instructions
Additional forms are in Section
Systems that can reduce your tax are in
Section. See the form attached.
Page numbers
Read the instructions located on or
check circles that apply to you.
Write in rectangles.

A key to visual cues appears at the top of the front page.

Notes

Hardware
Monitor to Apple iMac G4, 16" 17" 22" 24" 28" 32" 36" 40" 44" 48" 52" 56" 60" 64" 68" 72" 76" 80" 84" 88" 92" 96" 100" 104" 108" 112" 116" 120" 124" 128" 132" 136" 140" 144" 148" 152" 156" 160" 164" 168" 172" 176" 180" 184" 188" 192" 196" 200" 204" 208" 212" 216" 220" 224" 228" 232" 236" 240" 244" 248" 252" 256" 260" 264" 268" 272" 276" 280" 284" 288" 292" 296" 300" 304" 308" 312" 316" 320" 324" 328" 332" 336" 340" 344" 348" 352" 356" 360" 364" 368" 372" 376" 380" 384" 388" 392" 396" 400" 404" 408" 412" 416" 420" 424" 428" 432" 436" 440" 444" 448" 452" 456" 460" 464" 468" 472" 476" 480" 484" 488" 492" 496" 500" 504" 508" 512" 516" 520" 524" 528" 532" 536" 540" 544" 548" 552" 556" 560" 564" 568" 572" 576" 580" 584" 588" 592" 596" 600" 604" 608" 612" 616" 620" 624" 628" 632" 636" 640" 644" 648" 652" 656" 660" 664" 668" 672" 676" 680" 684" 688" 692" 696" 700" 704" 708" 712" 716" 720" 724" 728" 732" 736" 740" 744" 748" 752" 756" 760" 764" 768" 772" 776" 780" 784" 788" 792" 796" 800" 804" 808" 812" 816" 820" 824" 828" 832" 836" 840" 844" 848" 852" 856" 860" 864" 868" 872" 876" 880" 884" 888" 892" 896" 900" 904" 908" 912" 916" 920" 924" 928" 932" 936" 940" 944" 948" 952" 956" 960" 964" 968" 972" 976" 980" 984" 988" 992" 996" 1000"

Software
Apple iMac G4 (16" 17" 22" 24" 28" 32" 36" 40" 44" 48" 52" 56" 60" 64" 68" 72" 76" 80" 84" 88" 92" 96" 100" 104" 108" 112" 116" 120" 124" 128" 132" 136" 140" 144" 148" 152" 156" 160" 164" 168" 172" 176" 180" 184" 188" 192" 196" 200" 204" 208" 212" 216" 220" 224" 228" 232" 236" 240" 244" 248" 252" 256" 260" 264" 268" 272" 276" 280" 284" 288" 292" 296" 300" 304" 308" 312" 316" 320" 324" 328" 332" 336" 340" 344" 348" 352" 356" 360" 364" 368" 372" 376" 380" 384" 388" 392" 396" 400" 404" 408" 412" 416" 420" 424" 428" 432" 436" 440" 444" 448" 452" 456" 460" 464" 468" 472" 476" 480" 484" 488" 492" 496" 500" 504" 508" 512" 516" 520" 524" 528" 532" 536" 540" 544" 548" 552" 556" 560" 564" 568" 572" 576" 580" 584" 588" 592" 596" 600" 604" 608" 612" 616" 620" 624" 628" 632" 636" 640" 644" 648" 652" 656" 660" 664" 668" 672" 676" 680" 684" 688" 692" 696" 700" 704" 708" 712" 716" 720" 724" 728" 732" 736" 740" 744" 748" 752" 756" 760" 764" 768" 772" 776" 780" 784" 788" 792" 796" 800" 804" 808" 812" 816" 820" 824" 828" 832" 836" 840" 844" 848" 852" 856" 860" 864" 868" 872" 876" 880" 884" 888" 892" 896" 900" 904" 908" 912" 916" 920" 924" 928" 932" 936" 940" 944" 948" 952" 956" 960" 964" 968" 972" 976" 980" 984" 988" 992" 996" 1000"

All personal information is now contained on the front page. Filing Status and the name from Tax Computation are merged into one category: Your Standard Deduction.

Sorted items with arrows signal the preparer to bring a number from the front page to the back page for further computation.

Double-headed arrows on the back of the page indicate that an amount from the front page is needed.

As in the existing page form, an intended column represents a preliminary or preliminary and only before answer will be entered in the main column. The addition of curved brackets in the unused white space on the main column helps to visually explain what is needed.

1040 U.S. Individual Income Tax Return 1992

Label (See instructions on page 18.)
Use the IRS label. Otherwise, please print or type.
Presidential Election Campaign (See page 18.)

For the year Jan. 1 - Dec. 31, 1992, or other tax year beginning 1992, ending 1992. (Check only if you are a nonresident alien.)

Your first name and initial Last name Your social security number

If a joint return, spouse's first name and initial Last name Spouse's social security number

Home address (number and street). If you have a P.O. box, see page 18. Apt. no.

City, town or post office, state, and ZIP code. If you have a foreign address, see page 18.

IMPORTANT!
 You must enter your SSN(s) above.

Yes No **Note:** Check "No" if you are a nonresident alien or if you are a resident alien who is not a U.S. citizen.

Do you want \$3 to go to this fund? ☐ Yes ☐ No
 If a joint return, does your spouse want \$3 to go to this fund? ☐ Yes ☐ No

Filing Status

1 Single
 2 Married filing joint return (even if only one had income)
 3 Married filing separate return. Enter spouse's social security no. above and full name here.
 4 Head of household (with qualifying person). (See page 18.) If the qualifying person is a child but not your dependent, enter this child's name here.
 5 Qualifying widow(er) with dependent child (your spouse died 1991-1993). (See page 18.)

Check only one box.

Exemptions

a ☐ Yourself. If your parent (or someone else) can claim you as a dependent on his or her tax return, do not check box 6a.
 b ☐ Spouse.
 c ☐ Dependents.
 (1) First name Last name (2) Dependent's social security number (3) Dependent's relationship to you (4) Qualifying child or dependent (see page 18). Dependents on 4a not entered above. Add number entered on lines above.

d Total number of exemptions claimed

Income

7 Wages, salaries, tips, etc. Attach Form(s) W-2.
 8 Taxable interest. Attach Schedule B if required.
 9 Tax-exempt interest. DO NOT include on line 9.
 10 Ordinary dividends. Attach Schedule B if required.
 11 Taxable refunds, credits, or offsets of state and local income taxes (see page 21).
 12 Alimony received.
 13 Business income or (loss). Attach Schedule C or C-EZ.
 14 Capital gain or (loss). Attach Schedule D.
 15 Other gains or (losses). Attach Form 4797.
 16a Total IRA distributions. 16b Taxable amount (see page 22).
 17a Total pensions and annuities. 17b Taxable amount (see page 22).
 18 Rental real estate, royalties, partnerships, S corporations, trusts, etc. Attach Schedule E.
 19 Farm income or (loss). Attach Schedule F.
 20 Unemployment compensation.
 21a Social security benefits. 21b Taxable amount (see page 24).
 22 Other income. List type and amount—see page 24.
 23 Add the amounts in the far right column for lines 7 through 21. This is your total income.

Adjusted Gross Income

23 IRA deduction (see page 21).
 24 Student loan interest deduction (see page 27).
 25 Medical savings account deduction. Attach Form 8853.
 26 Moving expenses. Attach Form 3903.
 27 One-half of self-employment tax. Attach Schedule SE.
 28 Self-employed health insurance deduction (see page 28).
 29 Keogh and self-employed SEP and SIMPLE plans.
 30 Penalty on early withdrawal of savings.
 31a Alimony paid. 31b Recipient's SSN.
 32 Add lines 23 through 31a.
 33 Subtract line 32 from line 23. This is your adjusted gross income.

Attach all forms here - check or money order on top

Form 1040 Tax Year 1992

For the year Jan. 1 - Dec. 31, 1992
 or other tax year beginning 1992, ending 1992

Do not write on these
 Additional forms are in Part 3.
 Do not file these forms with your return.
 Check inside the envelope box.
 Page numbers from the instruction booklet are in this box.
 Check circles that apply to you.
 Attach missing forms.

Exemptions

1 Yourself. Do not check this box if anyone can claim you as a dependent on his or her tax return.
 2 Spouse.
 3 Check if your child didn't live with you but is claimed as your dependent under a pre-1985 agreement.
 4 Total number of exemptions claimed. Transfer it to line 10 on the other side.

Your Standard Deduction

1 Check only one box.
 2 \$ 3,400 single.
 3 \$ 4,000 married filing jointly (even if you are a separate filer).
 4 \$ 3,400 married filing separately.
 5 Your spouse's name.
 6 Enter your spouse's social security number.
 7 \$ 3,400 head of household (if you are or qualify, providing phone for a qualifying person).
 8 If the qualifying person is a child (nephew/daughter), enter this child's name here.

Presidential Election Campaign (See page 20)

Do you want \$3.00 to go to this fund? ☐ Yes ☐ No
 If filing jointly, does your spouse want \$3.00 to go to this fund? ☐ Yes ☐ No

Your Income

1 Wages, salaries, tips, etc. Attach Form(s) W-2.
 2 Taxable interest income. Attach Schedule B if required.
 3 Tax-exempt interest income. Attach Schedule B if required.
 4 Ordinary dividends. Attach Schedule B if required.
 5 Taxable refunds, credits, or offsets of state and local income taxes from Schedule E.
 6 Alimony received.
 7 Business income or (loss). Attach Schedule C or C-EZ.
 8 Capital gain or (loss). Attach Schedule D.
 9 Other gains or (losses). Attach Form 4797.
 10a Total IRA distributions. 10b Taxable amount (see page 22).
 11a Total pensions and annuities. 11b Taxable amount (see page 22).
 12 Rental real estate, royalties, partnerships, S corporations, trusts, etc. Attach Schedule E.
 13 Farm income or (loss). Attach Schedule F.
 14 Unemployment compensation (see page 37).
 15a Social security benefits. 15b Taxable amount (see page 24).
 16 Other income. List type and amount (see page 36).
 17 Add the amounts in the right column for lines 1 through 15b. This is your total income.
 18 Transfer it to line 23 on the other side.

Do not write on these
 Additional forms are in Part 3.
 Do not file these forms with your return.
 Check inside the envelope box.
 Page numbers from the instruction booklet are in this box.
 Check circles that apply to you.
 Attach missing forms.

Exemptions

1 Yourself. Do not check this box if anyone can claim you as a dependent on his or her tax return.
 2 Spouse.
 3 Check if your child didn't live with you but is claimed as your dependent under a pre-1985 agreement.
 4 Total number of exemptions claimed. Transfer it to line 10 on the other side.

Your Standard Deduction

1 Check only one box.
 2 \$ 3,400 single.
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 4 \$ 3,400 married filing separately.
 5 Your spouse's name.
 6 Enter your spouse's social security number.
 7 \$ 3,400 head of household (if you are or qualify, providing phone for a qualifying person).
 8 If the qualifying person is a child (nephew/daughter), enter this child's name here.

Presidential Election Campaign (See page 20)

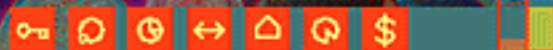
Do you want \$3.00 to go to this fund? ☐ Yes ☐ No
 If filing jointly, does your spouse want \$3.00 to go to this fund? ☐ Yes ☐ No

Your Income

1 Wages, salaries, tips, etc. Attach Form(s) W-2.
 2 Taxable interest income. Attach Schedule B if required.
 3 Tax-exempt interest income. Attach Schedule B if required.
 4 Ordinary dividends. Attach Schedule B if required.
 5 Taxable refunds, credits, or offsets of state and local income taxes from Schedule E.
 6 Alimony received.
 7 Business income or (loss). Attach Schedule C or C-EZ.
 8 Capital gain or (loss). Attach Schedule D.
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 14 Unemployment compensation (see page 37).
 15a Social security benefits. 15b Taxable amount (see page 24).
 16 Other income. List type and amount (see page 36).
 17 Add the amounts in the right column for lines 1 through 15b. This is your total income.
 18 Transfer it to line 23 on the other side.

Wells Fargo Nikko

Welcome to Wells Fargo Nikko
Advancing
the science
of investing



Wells Fargo Nikko Investment Advisors is a global investment management firm headquartered in San Francisco. For clients around the world, we engineer investment programs built on indexed, quantitative, and structured investment products. Whether for large pension funds or defined contribution plans, we have one objective: to provide specific solutions to specific needs.

WFNIA seeks to add value at every intersection between our clients and their investments. Scientific investment management is, in essence, the management of information. We view the Internet, and all media, as links between ourselves, and the markets. Our vision of the future on-line resources as a vital part of this connection.

Our first delivered service from WFNIA is "ANA", or the Automated Net

wells fargo nikko

first website, 1995:

< front page for public access

investment statistics for registered clients only >

Stats

o n - l i n e

Wells Fargo Nikko

We are actively seeking WFNIA clients who would like to participate in beta testing of Stats On-line.

Your comments and feedback in the areas of accessibility, content and functionality will help to make this a highly useful tool.

Stats On-line makes available for the first time electronically to our clients WFNIA's monthly performance statistics as soon as they are finalized. Clients will no longer have to wait to receive these statistics in the mail.

wells fargo nikko

financial planning software "investware":
interface development

InvestWare

Acme Widgets Worldwide

Developed exclusively for Wells Fargo Nikko Investment Advisors by Viga Technologies, Inc.

Press any key to continue



It's a journey. Take us on the program.

Make that money work for you.

Main menu

This section is intended to help you with your investment allocation decision. Keep in mind, these allocations are presented as a guide and not intended as investment advice.

Determine your retirement income goals

- Accumulate your retirement income goals
- Know your investment options
- Create your retirement profile
- Put it all together
- About your plan
- How to use eProduct center





InvestWare

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wells fargo nikko

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- poster, brochure and dispenser
- packaging and disc, user manual and financial stats form



InvestWare™ Retirement Planning Software

c:\ your future

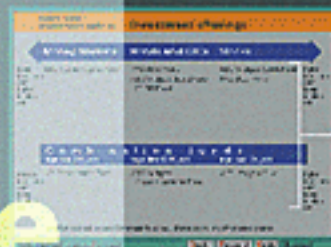
Retirement Planning Software
from 401(k) MasterWorks®

MAC 0101-031
San Francisco, CA 94104

final brochure for financial planning
software "investware"



InvestWare
helps you answer
important questions
about your future:
How much money will you need
in retirement?
How much should you be saving now
to reach that goal?



To help you reach your goal,
InvestWare lets you build
a saving strategy
using actual investments
offered in your employer's plan.



You can
print out your goals, strategy and
possible investment mixes.



Use the information
InvestWare provides
to review, update or begin
your retirement savings plan.

To order, contact your
benefits representative.





3.W

general services

3.w/ general sessions

[illegible]

1997-1998

3.w

BGI.university

3.w//BGI.university

Received October 24
1993; accepted March 19, 1994

1-800-4-A-51 Educational Resources Project
2-800-4-A-51 New English Language Arts
4-800-4-A-51 General Reading and Language Arts

3.W

3.w/BGI expo/forum

3.w

3.W

3.w//breakfast

3.W

2 winning desert tour





Tim



Frances

Tim's profile

barclays global investors

retirement saving software "marsware",
developed with and for mars chocolates inc.

< form for entering employee data and
calculating investment objective

Personal		Participation		Goal	
	Current age	%	\$		Deferred account
	Life expectancy	%	\$	%	Option account
\$	Current income	%	\$	\$	After-tax account
		%	\$		Other accounts
				Retirement age Retirement income goal Annual goal in today's \$ Total savings needed Projected savings Shortfall!	

Inflows		Outflows	
\$ %	DB annual payment	%	Federal tax
\$ %	SS annual payment	%	State tax
%	Expected income growth	%	Inflation
\$		\$	Other expenses



Tim



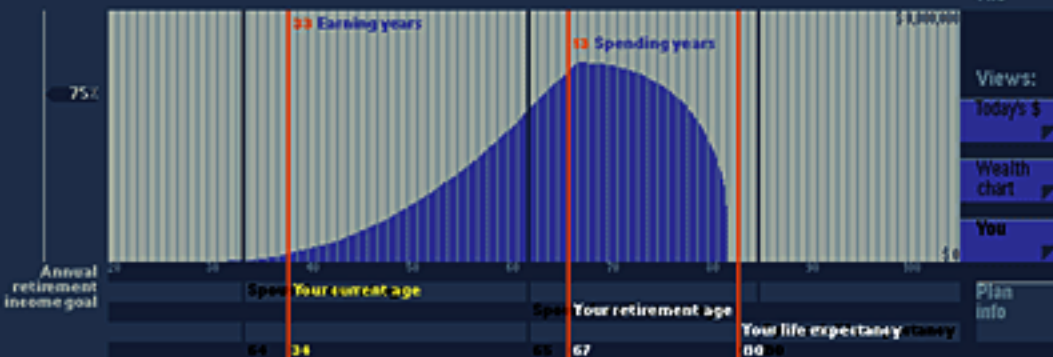
Frances

Frances' profile

Personal		Participation		Goal	
	Current age	%	\$		Deferred account
	Life expectancy	%	\$	%	Option account
\$	Current income	%	\$	\$	After-tax account
		%	\$		Other accounts
				Retirement age Retirement income goal Annual goal in today's \$ Total savings needed Projected savings Surplus	

Inflows		Outflows	
\$ %	DB annual payment	%	Federal tax
\$ %	SS annual payment	%	State tax
%	Expected income growth	%	Inflation
\$		\$	Other expenses

To meet your goal, you and your spouse will need to save \$ 00,000,000



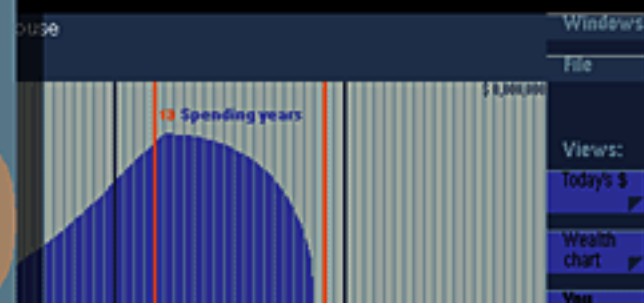
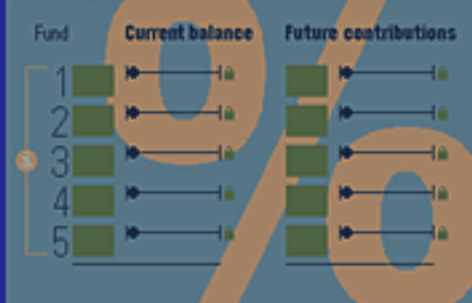
retirement saving software "marsware", developed with and for mars chocolates inc.

< charting the future and adjusting input / output

Tim's contributions



Tim's investment mix



Frances' contributions



Frances' investment mix



wired magazine "infoporn"

observing internet-related market
movements:
developed overall identity, layout concept,
implemented 5 subjects in first 2 issues



By Michael Bahar and Brad King

DVD ON THE RISE

The spread of DVD has been slow but steady since Panasonic's and Toshiba's introduction of the first DVD players in the US in March 1997. Today, about 30 manufacturers produce DVD machines worldwide, and prices hover around \$300 for a so-called model. By the end of 2000, the cost is expected to drop 50 percent, and as more movie titles are released on the crystal-clear, digital format, consumers will justifiably turn away from VHS, though, of course, until the next delivery arrives — downloading movies direct from the Net to your telethon — takes hold and kicks out the DVD player altogether.

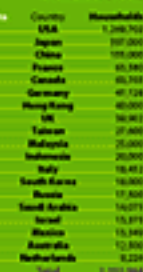
Top 10 US Video Rentals for the First Half of 1999



Top 10 US DVD Movie Sales for the First Half of 1999



DVD Player Penetration Worldwide (1998)



Source: International Data Corporation (www.idc.com)

By Michael Bahar and Brad King

NET GROWTH WORLDWIDE

The explosive growth of the Internet in the last few years — it's beginning to take root elsewhere, English is becoming a common language on the Web. Traffic to the World Wide Web is growing at 100 percent a year, and the Web is being registered to new IP domains are growing every day. Internationally, online access is getting cheaper and more available, to work the World Wide Web is becoming a reality.

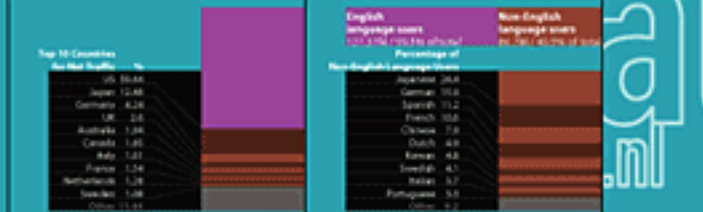
Domains worldwide



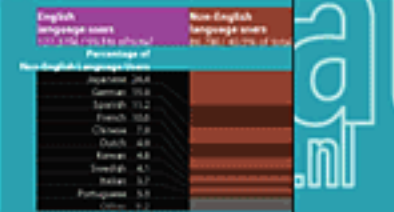
Internet Users by Country



Internet traffic



Language usage



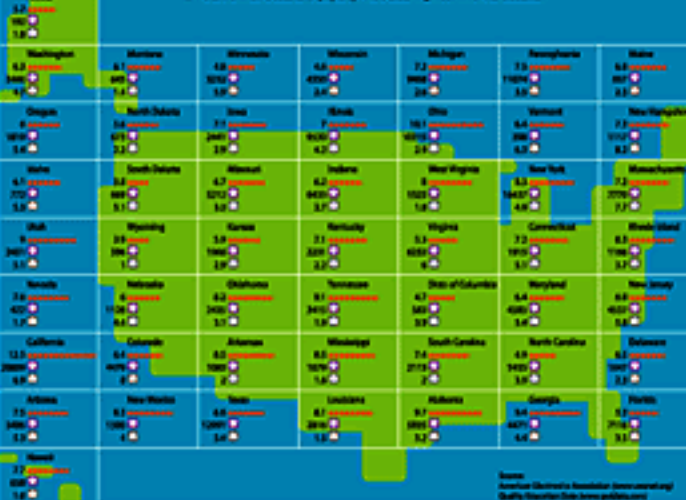
TRACKING THE WIRED EDUCATION



Though the high-tech workforce in the U.S. has grown by more than 1 million since 1993, according to the most recent data available the number of college graduates in related fields has actually declined—a development that has pundits calling to rethink the schools that will shape tomorrow's workforce. Indeed, today's junior scholars are lousy mostly by university training and graduation. 6-12 students face a national average of more students per computer. And industry hubs like California and Massachusetts trail far behind most other states in their 6-12 pupil-to-PC ratio.

Education and Career Options for Students per State

Legend:
 ● Students per Computer (6-12)
 ● Number of College Degrees in High Tech Fields Awarded in 1997
 ● Percent of These Graduates Employed by Private Sector High Tech Firms After Graduation

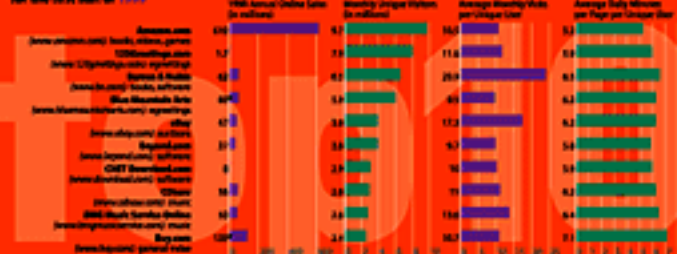


E-COMMERCE LEADERS IN THE U.S.

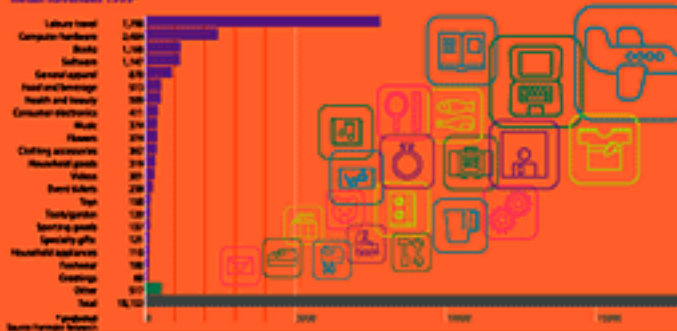


E-commerce pundits at Forrester Research predict that U.S. consumers will spend \$18.1 billion this year shopping for goods and services online—that's a 132 percent jump from 1996. And spending should continue to skyrocket. Some experts say e-commerce will break \$1 trillion in four years, but Forrester analysts are a bit more cautious, predicting \$300 billion by 2003. Where's all the money going?

Top 10 E-commerce Sites for the first half of 1999



Breakdown of US Online Retail Revenues 1999*



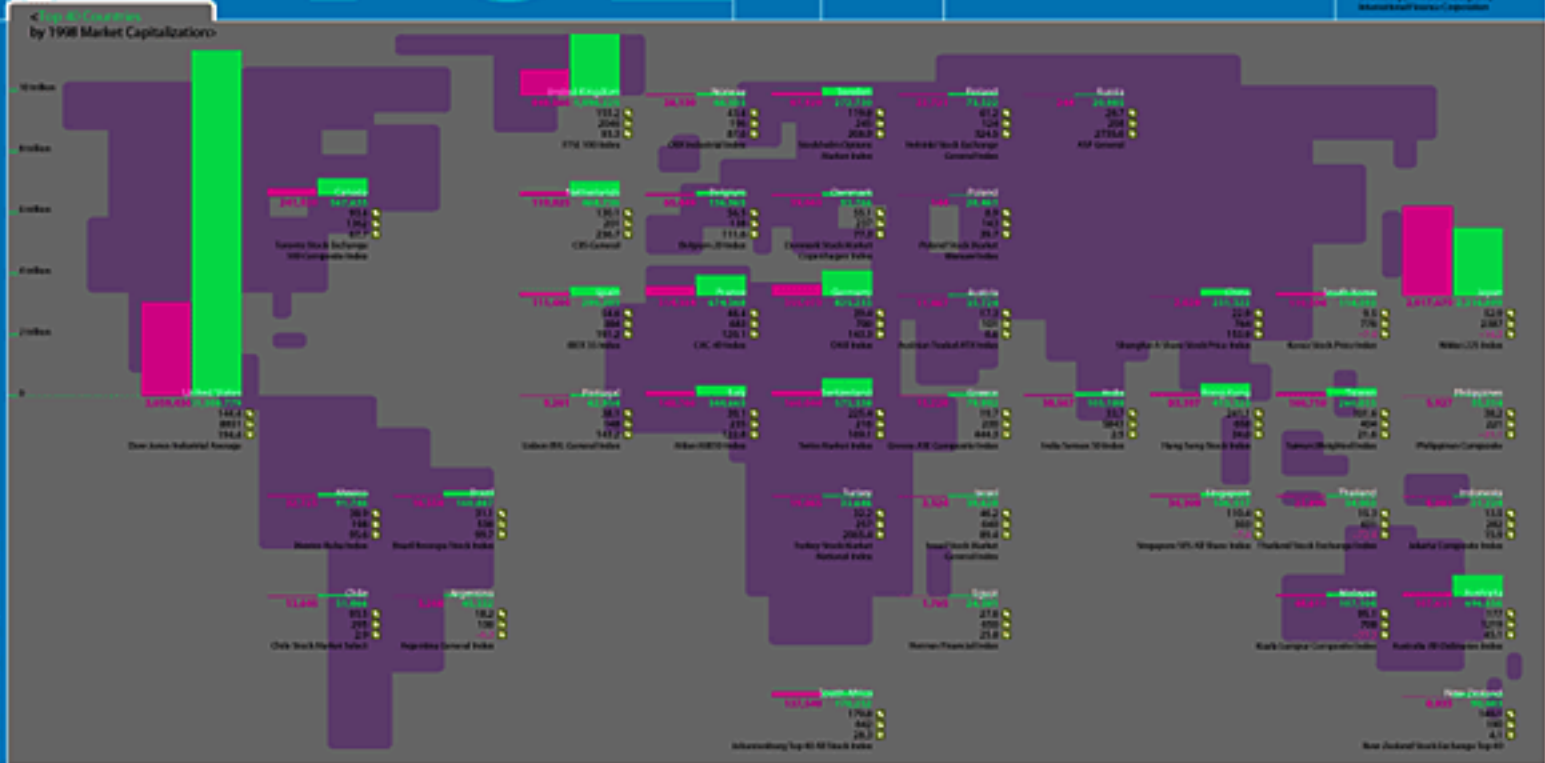
MARKET REACH: A GLOBAL LOOK AT LOCAL STOCK EXCHANGES



The US isn't alone in this stock-craved economy. As world financial markets expand, developing countries are pumping more cash into homegrown exchanges. Currently, there are 177 public stock exchanges worldwide, ranging from the wild and unpredictable Russian Stock Exchange to the laid-back, small-cap Jamaican Stock Exchange. Here's a global look at some of the most active exchanges.

Legend
 Market Capitalization as Percent of GDP, 1997
 Listed Domestic Companies, 1997
 Five-Year Price Change of Index (%)
 August 1994-August 1999

Source:
 World Bank, World Development Indicators
 World Bank, World Development Indicators
 World Bank, World Development Indicators





skidmore owings+merrill: bay area children's discovery museum

location orientation map with all buildings,
activities, access, parking and other
facilities







panasonic

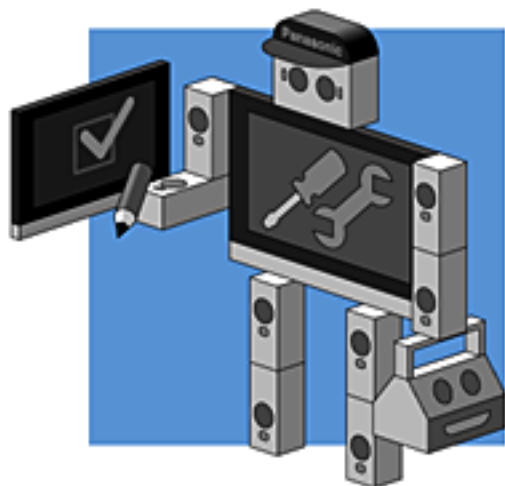
free home theater installation service:
diagrams for assembling systems



we install for you



quality service guaranteed



2b. flat rendering options



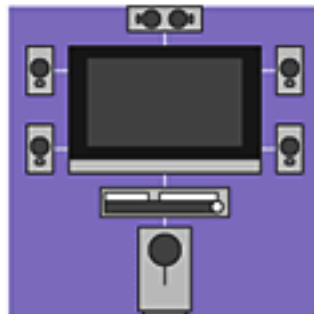
no outline



0.5pt black



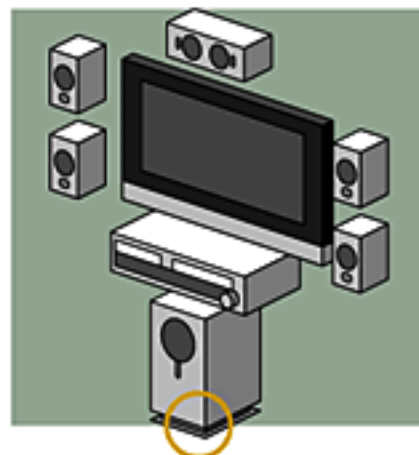
1pt gray



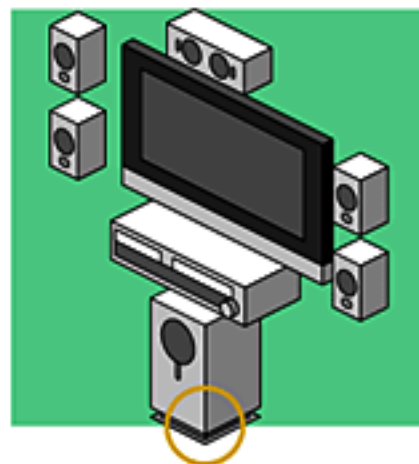
4b. isometric arrangement

rendering options:
different slant ratios

the steeper the slants,
the less fits into the square



2:1 up, 3:1 down



2:1 pixels



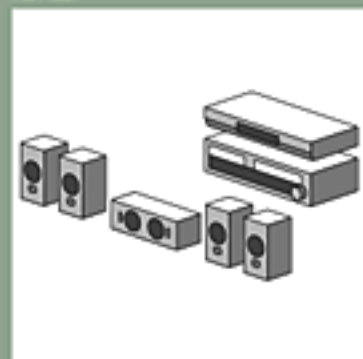
isometric icons 01, 08, 02, 59



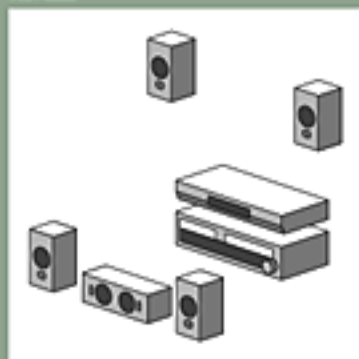
isometric icons 05, 61, 66, 62



INST-5001



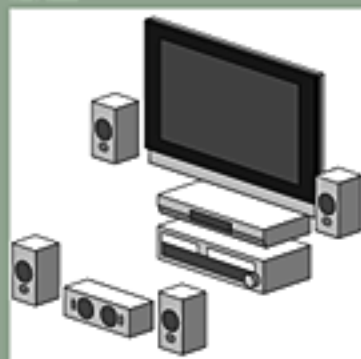
INST-5008



INST-5005



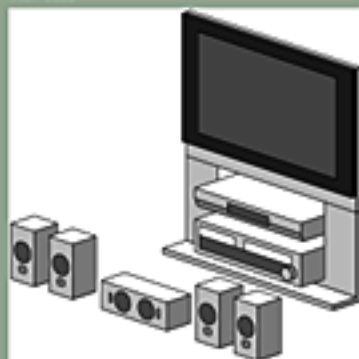
INST-5006



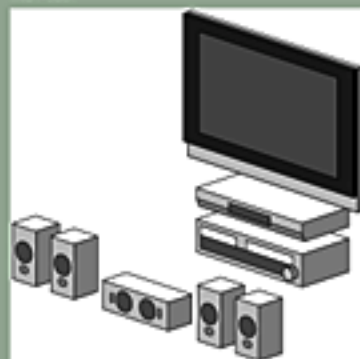
INST-5002 ?



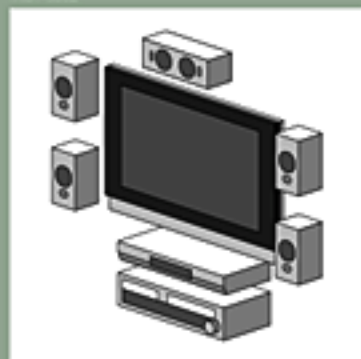
INST-5009



INST-5061

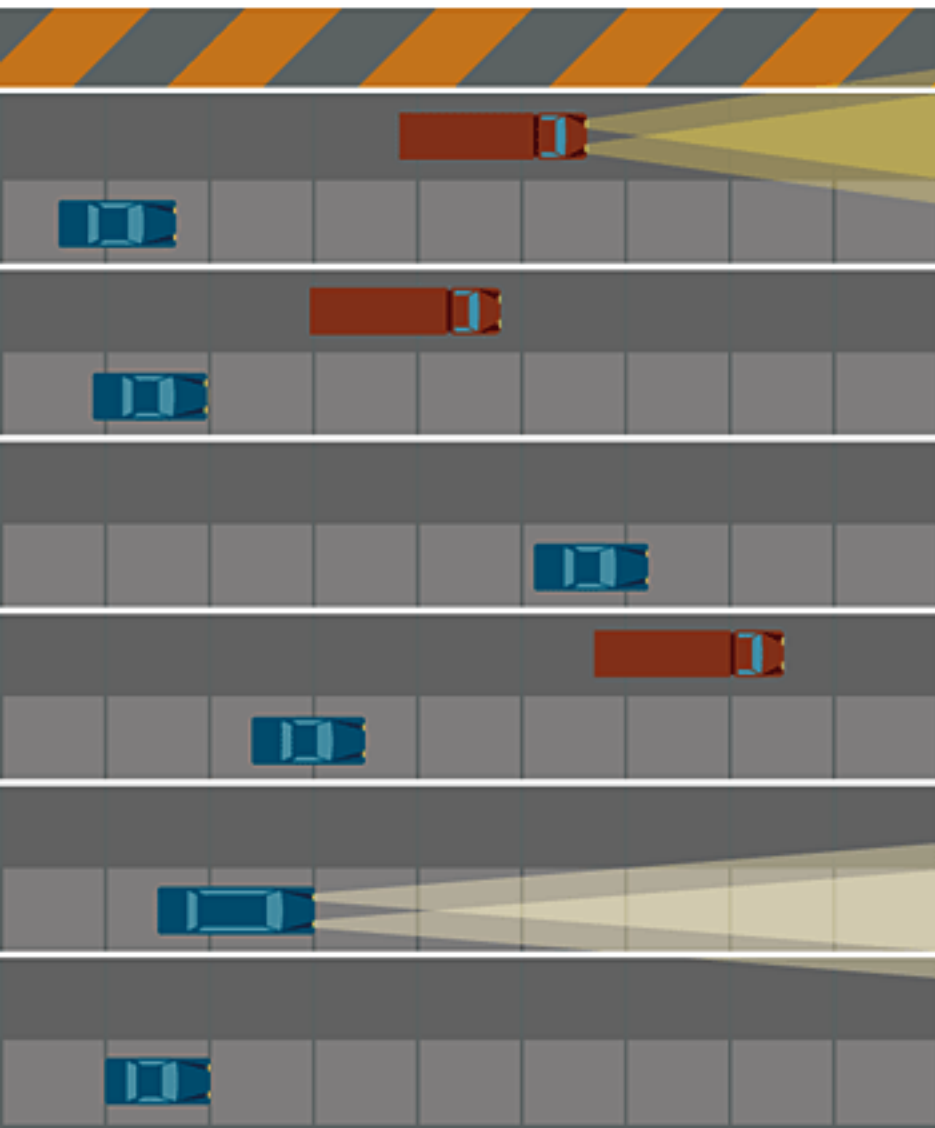


INST-5062



strategic visual inc.

business and investment statistics
visualized at a glance for presentations



H. LBO

Leveraged Buyout Analysis

(\$ in millions)

Illustrative Sources/ Uses of Funds	x 2006E EBITDA	Total	Amount	Amount	Return to Sponsors	Trailing EBITDA Exit Multiple			
						Purchase Price	8.0x	8.5x	9.0x
Existing Cash		0.0%	\$ 0						
Bank Debt	3.7x	43.5%	\$ 400		\$ 800	19.0%	21.5%	23.8%	26.0%
Senior Unsecured Notes	6.0x	26.5%	\$ 244		\$ 850	15.4%	18.0%	20.5%	22.7%
= Total Debt	6.0x	70.0%	\$ 644		\$ 900	11.7%	14.6%	23.8%	19.5%
Sponsor Equity	8.5x	30.0%	\$ 276		\$ 950	7.8%	10.9%	13.7%	16.2%
= Total Sources of Funds	8.5x	100.0%	\$ 920	= Total Uses of Funds	\$ 920				

Assumptions

Illustrative capital structure assuming a \$900 mm purchase price

Leverage of 6.0x 2006E EBITDA

Cost of bank debt of LIBOR plus 250 basis points

Cost of senior unsecured notes of 10.5%

\$900 mm purchase price = 8.3x 2006E EBITDA

Exit in 2011

Close in December, 2006

Minimum equity of 30%

Summary

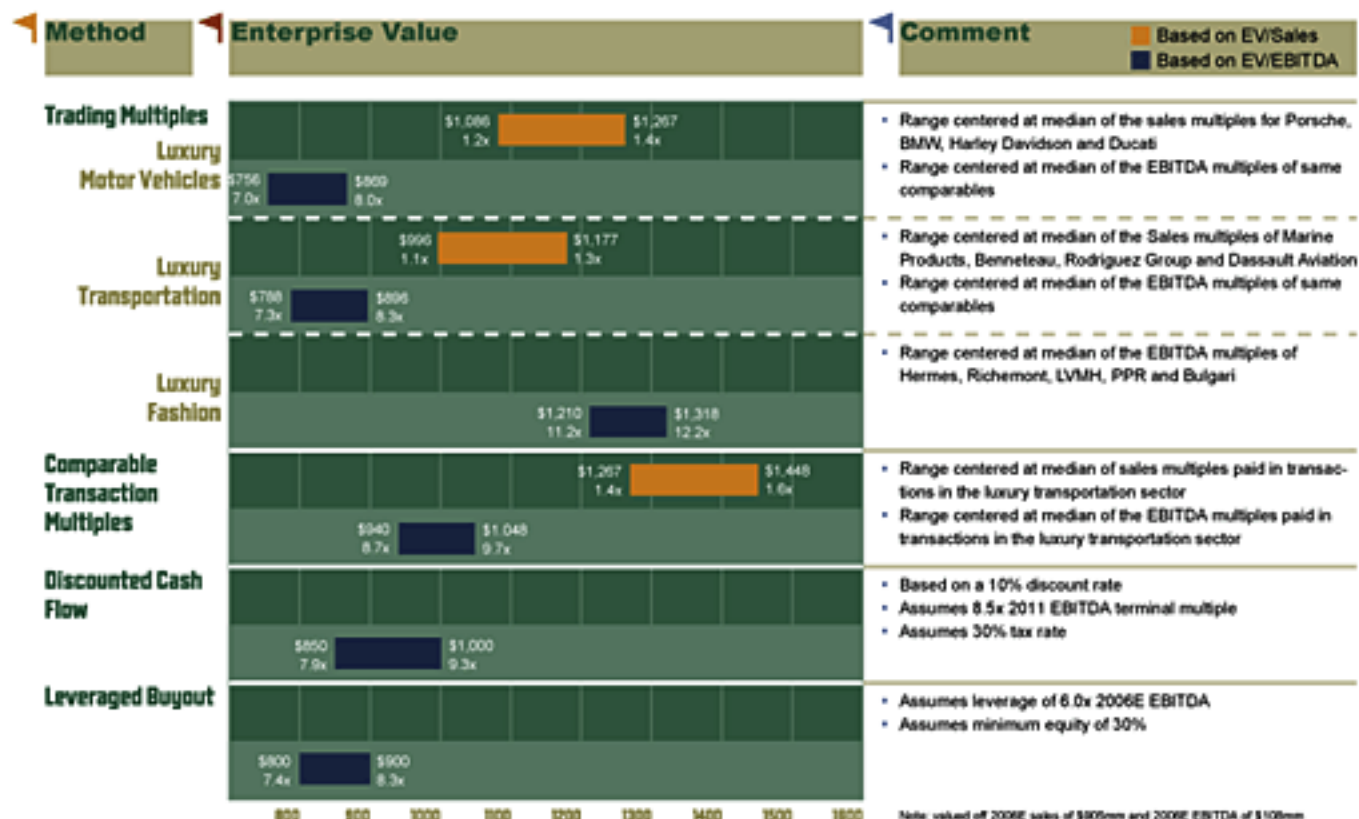
Financial and Credit Statistics

	2007E	2008E	2009E	2010E	2011E
EBITDA	\$111	\$117	\$120	\$126	\$129
Capex	43	38	36	40	43
Cash interest	57	57	56	54	52
Cash taxes	3	6	6	7	8
Cash flow for debt paydown	4	16	22	25	26
Senior debt	\$396	\$380	\$358	\$333	\$307
Total debt	640	624	602	577	552
Senior debt / EBITDA	3.6x	3.2x	3.0x	2.6x	2.4x
Total debt / EBITDA	5.8x	5.3x	5.0x	4.6x	4.3x
EBITDA / Interest	1.9x	2.0x	2.1x	2.3x	2.4x
EBITDA-Capex / Interest	1.2x	1.4x	1.5x	1.6x	1.6x
Total Debt / Total Cap	70.4%	69.9%	69.1%	68.1%	66.7%

B. Football Field

Summary Valuation Overview

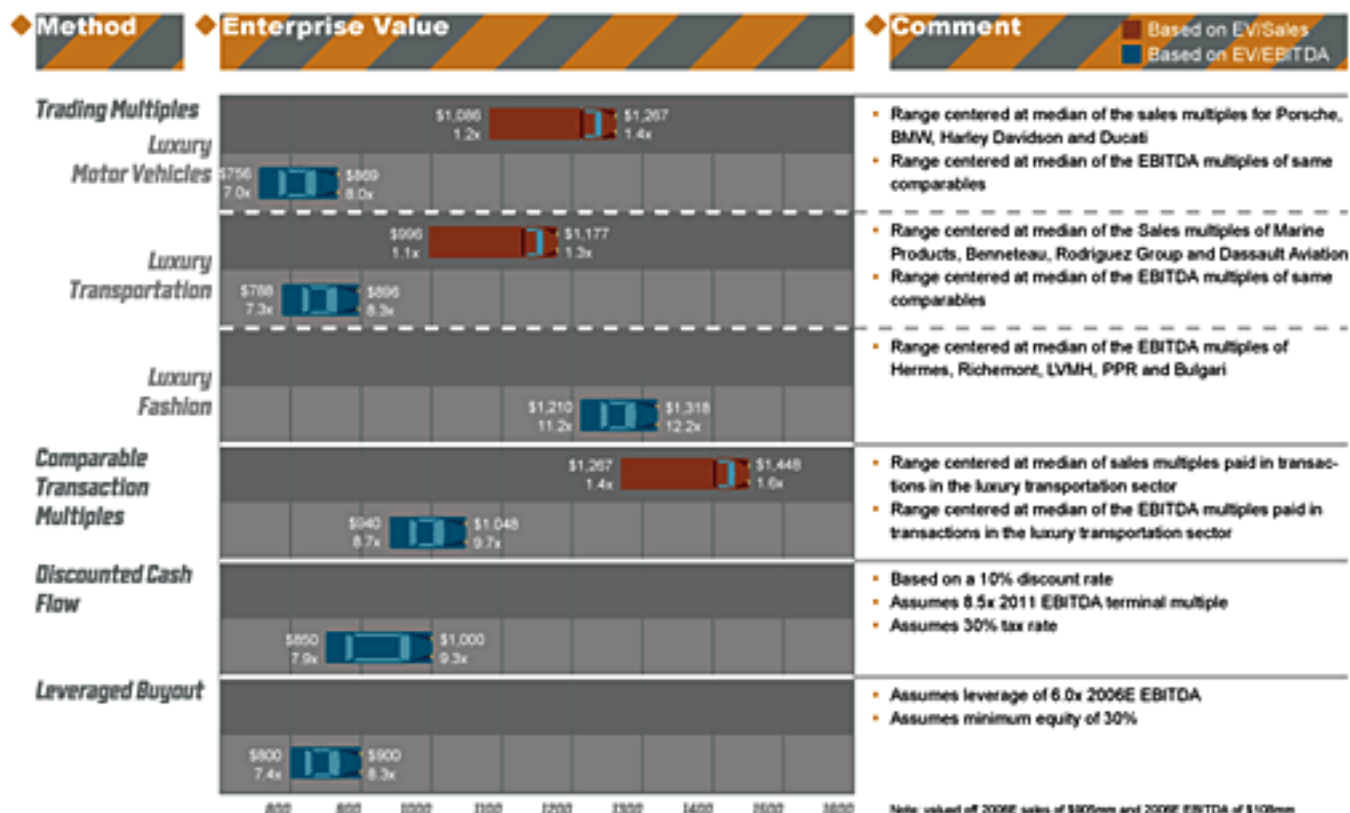
(\$ in millions)



B. Value Freeway

Summary Valuation Overview

(\$ in millions)





jellybelly sportbeans

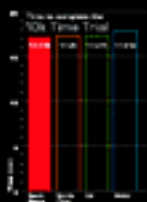
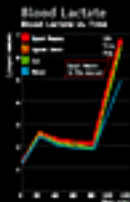
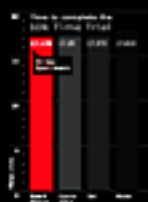
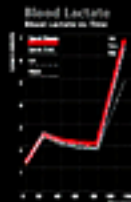
charts and diagrams comparing athletic benefits of the product to its competitors

(– and reflecting the colorful packaging identity...)

for use in magazine advertising.

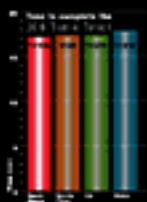
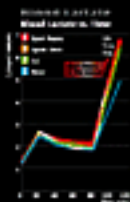
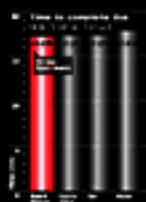
Background:

No background 1



Background:

No background 2



Graph colors:

1 Sport Beans color as highlight

All 4 Sport Beans colors

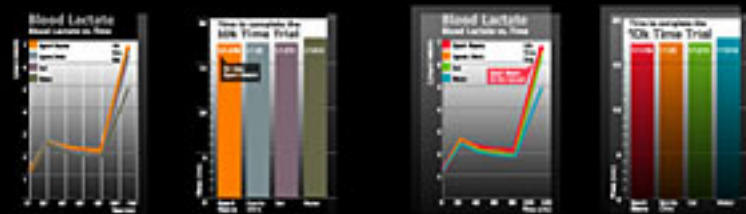
Graph colors:

1 Sport Beans jelly as highlight

All 4 Sport Beans jellies

Background:

Translucent + gradient



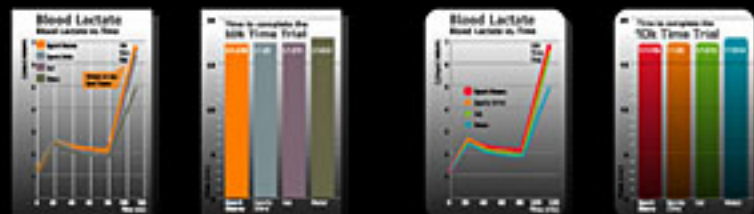
Graph colors:

1 Sport Beans color as highlight

All 4 Sport Beans colors

Background:

Gray gradient



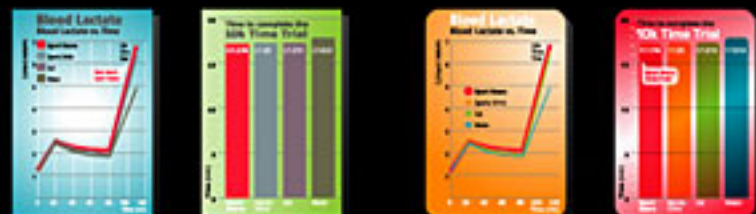
Graph colors:

1 Sport Beans color as highlight

All 4 Sport Beans colors

Background:

Single-color gradients



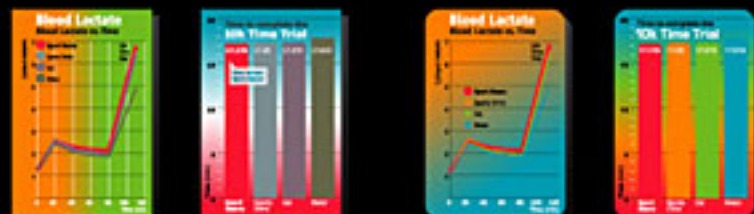
Graph colors:

1 Sport Beans color as highlight

All 4 Sport Beans colors

Background:

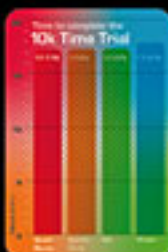
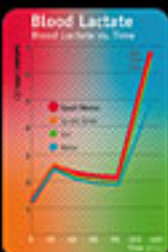
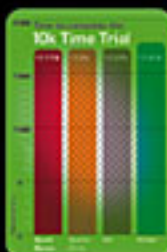
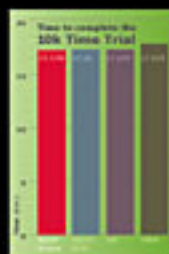
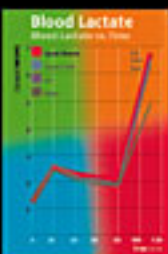
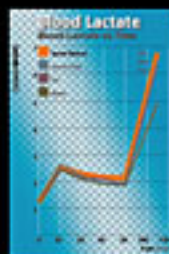
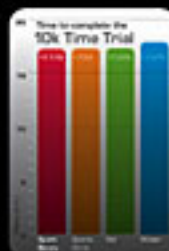
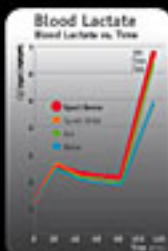
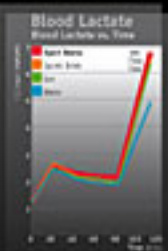
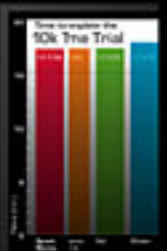
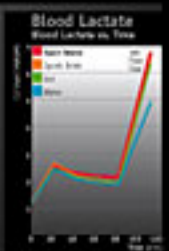
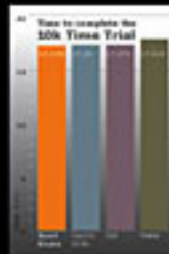
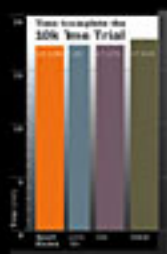
Split-fountain gradients



Graph colors:

1 Sport Beans color as highlight

All 4 Sport Beans colors



"with their own hands"
lecture on handmade vernacular
public design in japan

design approach

official design
altered by users

handmade originals

in-between forms

space management

cluster

verticality

concepts / elements

lettering

map

chart

orientation

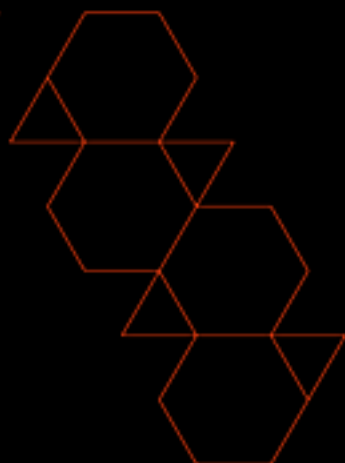
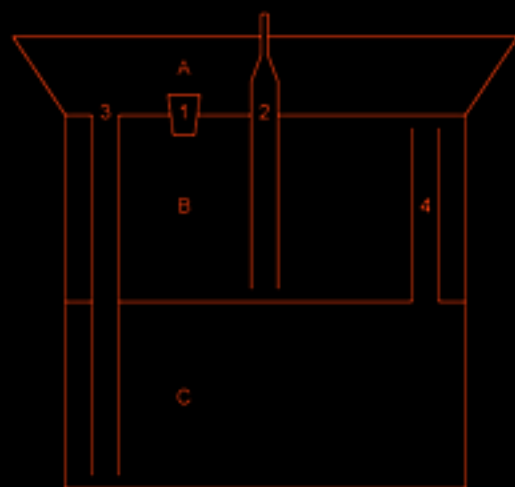
warning

process

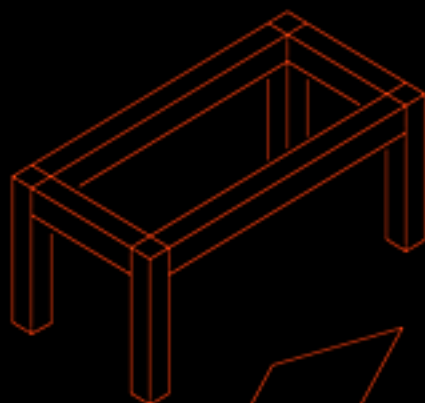
interface

歩行者通路
足もと注意





thank you



Universificated 18.4%

Infotainmental 12.5%

Advertorialized 24.7%

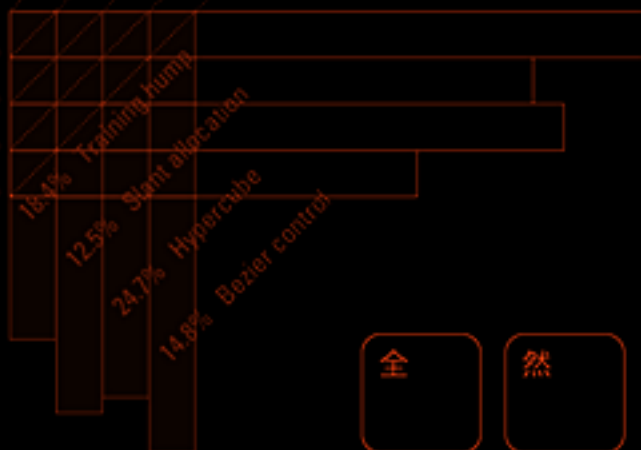
Post-political 14.8%

Pre-expectationist 24.7%

Bulk intellective 14.8%

Chartjunk artists 18.4%

Callout redigestion 12.5%



18.4% Cybersank

24.7% Userdict stack

14.8% Vernaculary

12.5% Serif Compiler

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