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Tingyi received her M.A. in 1998, M.F.A. in 1999, and Ph.D. in 2006 from the University of Wisconsin-Madison. She worked at the University of Wisconsin-Madison's Learning Support Service, College of Letters and Science from 2002-2006. Her creative art/design interests include graphic design, video production, and computer/multimedia art. Dr. Lin is an Asst. Prof. at National Taiwan University of Science and Technology where she currently teaches courses in new media and visual information design. Her visual language and information design focus on the art, design, and human learning fields.

Tingyi has received awards and honors for her work in video production, graphic creation, and design research. She is also a sports lover who enjoys teamwork.

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**The Visual Explanation of Qualitative Information –
a case study on fertility rates**

Abstract:

The total fertility rates have dropped dramatically from 1951 to 2006, according to the Department of Household Registration affairs, MOI (Ministry of Interior). This not only increases the ageing population greater than other age groups in the near future, but also causes a great amount of change in social, economic and environmental progress in this region.

Visual representations are nowadays around us in traditional, digital, or other forms. Formerly, we paid attention to how and when to seek information, but currently, we are facing a problem of how to organize and how to delineate information. Both the design and the presentation of visual content can have great physical and emotional effects on viewers. Well-planned, sophisticated graphics can tell stories and make complex ideas clear (Holmes, 1984; Jacobson, 1999; Wurman, 1989; Tufte, 1983/2001). There is a great amount of potential for graphics and images to present quantity, process, and spatial relations that make knowledge communication more effective through simple to complex visual language.

This study examines the ways of visual explanation telling stories and presenting the 'facts'. The use of explanation graphics not only presents concepts and events across time but also disseminates information widely through various media. This case study investigates various visual explanations that depicts the fertility rates and observes the causes and effects of viewers' decision making. This small effort in information-design studies will help create a link between practitioners' intelligence and researchers' suggestions, thereby helping enhance the effectiveness of visual communication.