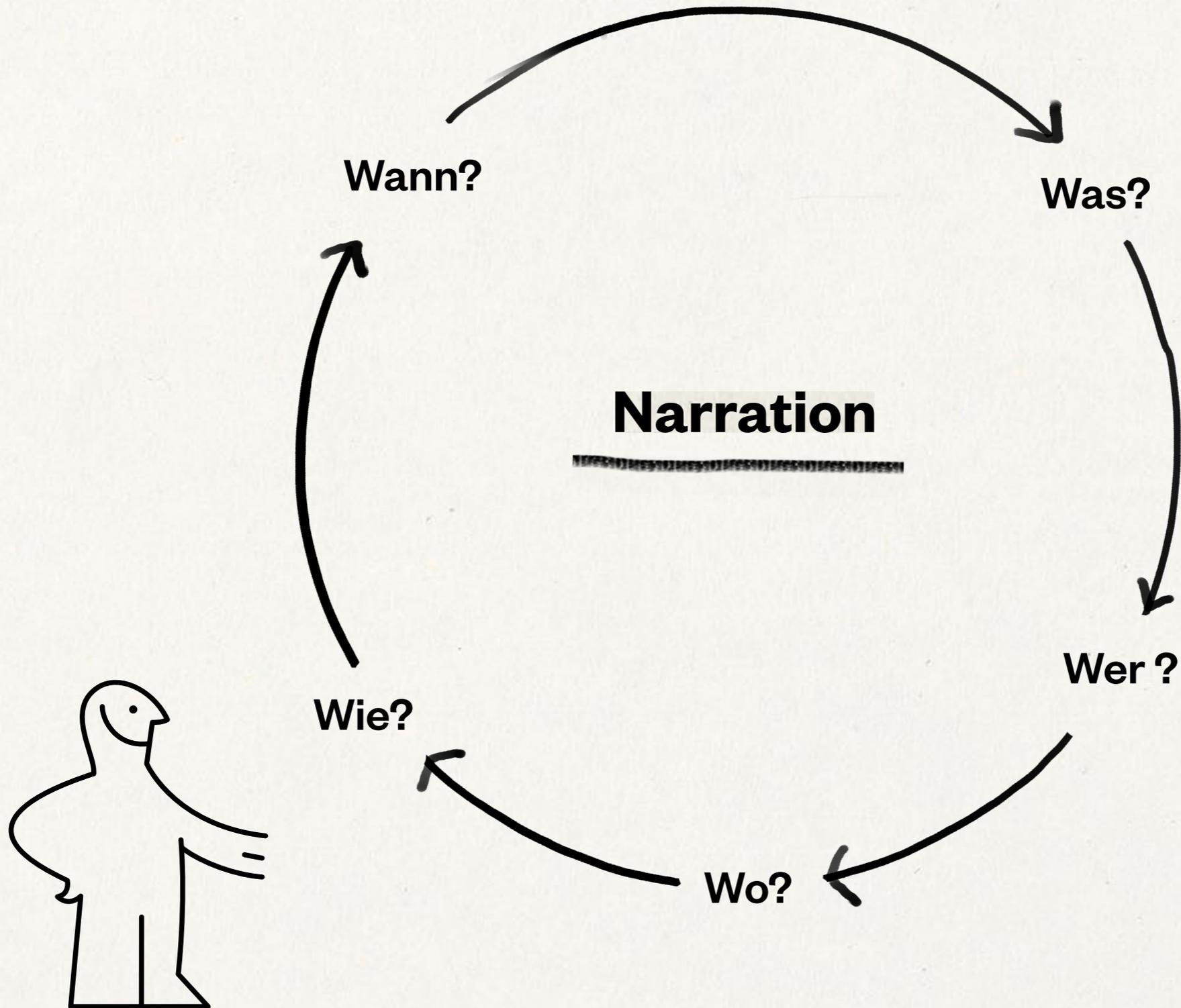


Visualisieren mit digitalen und analogen Werkzeugen

Wunderertüte Collagieren

INPUT 1 | Bilderzählung & Storyboard

Ausgangsfragen



Bildinhalte / Problemstellung



Bildinhalte / Problemstellung

2.



Bildinhalte / Kontext kreieren

?



Bildinhalte / Abfolge und Zusammenhang



?



!



Bildinhalte / Ergänzung



Beispiel | „3900l – How much water do you eat?“



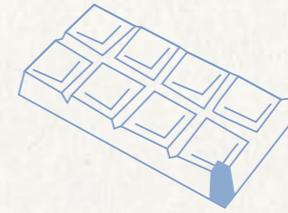
Beispiel | „3900l – How much water do you eat?“



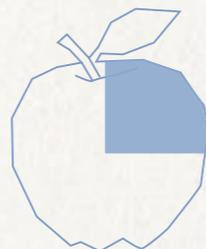
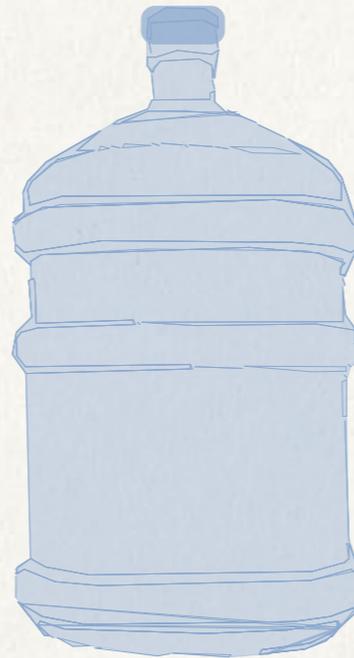
Beispiel | „3900l – How much water do you eat?“



1 Gramm Rindfleisch
1 gram of Beef



1 Gramm Schokolade
1 gram of 40% chocolate

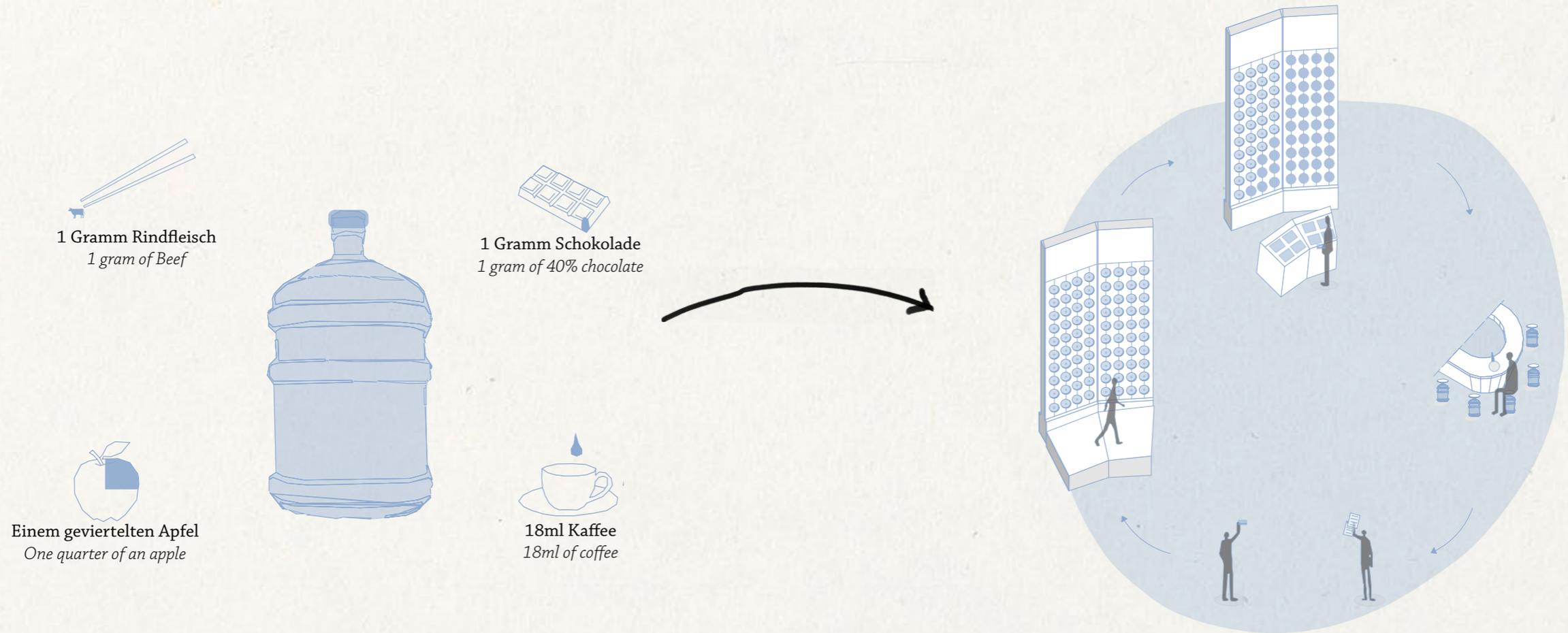


Einem geviertelten Apfel
One quarter of an apple

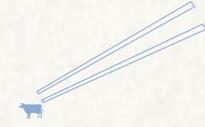


18ml Kaffee
18ml of coffee

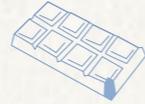
Beispiel | „3900l – How much water do you eat?“



Beispiel | „3900l – How much water do you eat?“



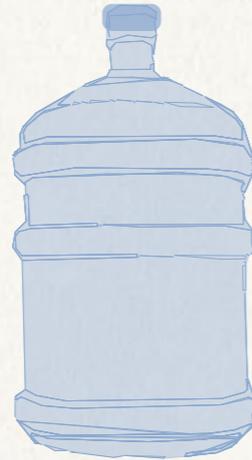
1 Gramm Rindfleisch
1 gram of Beef



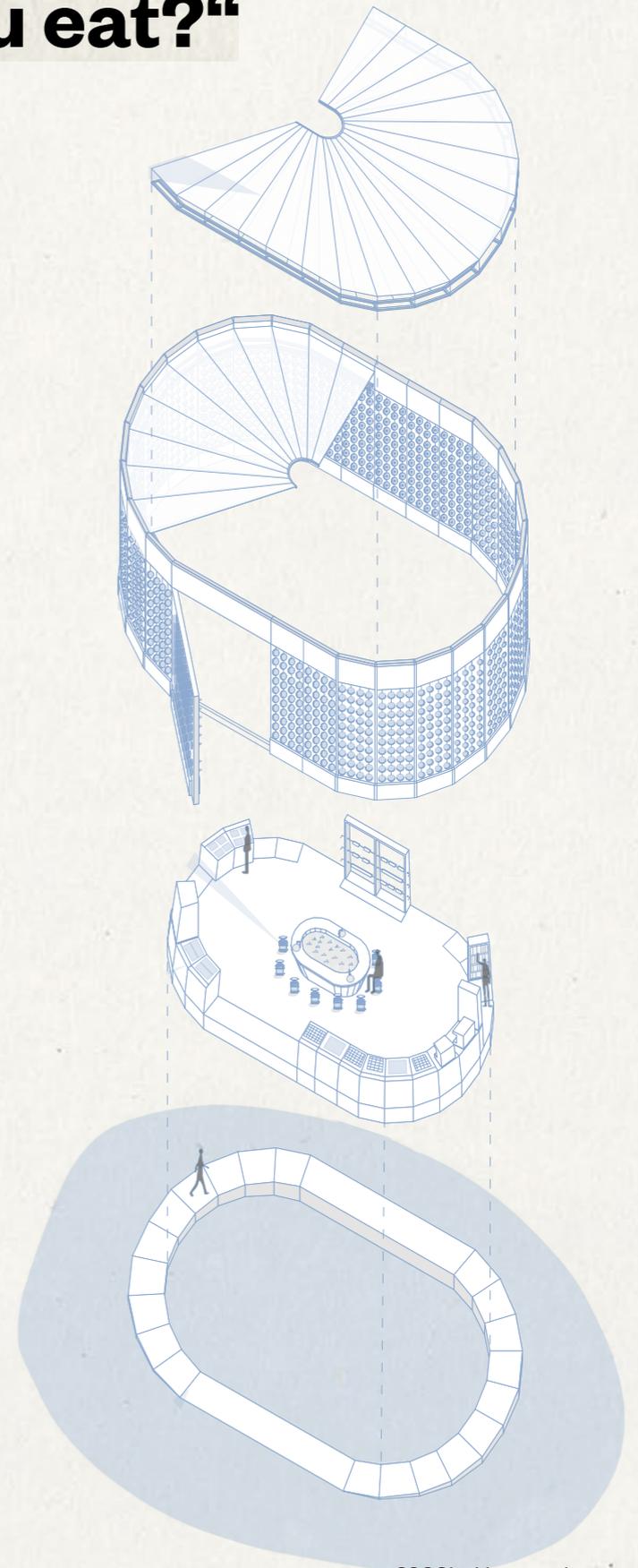
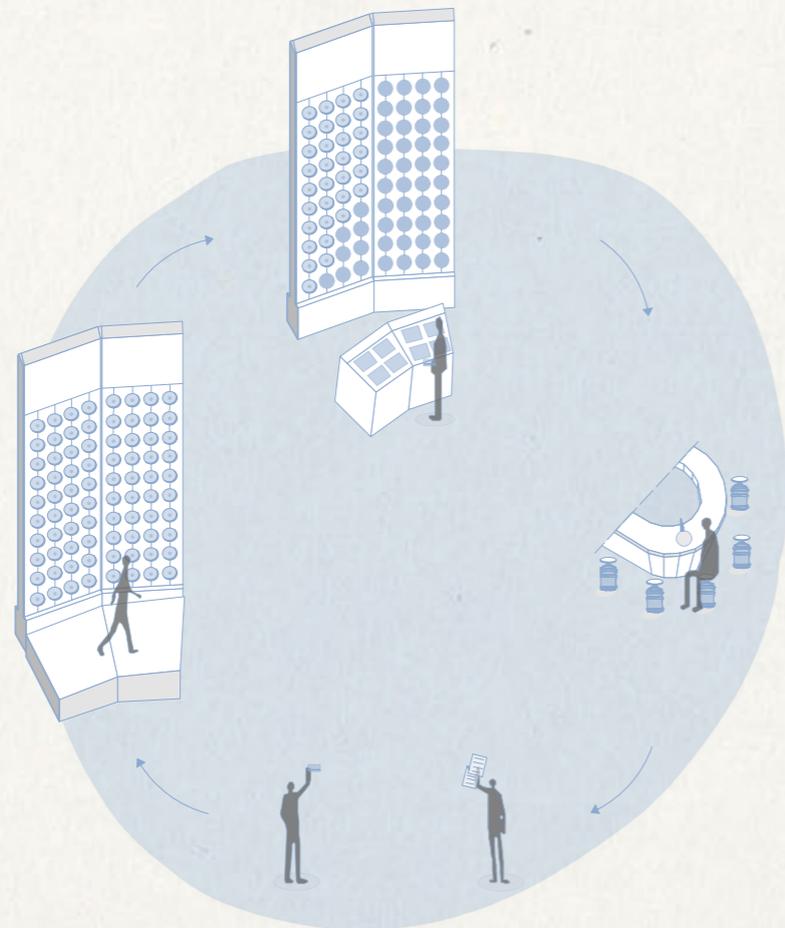
1 Gramm Schokolade
1 gram of 40% chocolate



Einem geviertelten Apfel
One quarter of an apple



18ml Kaffee
18ml of coffee

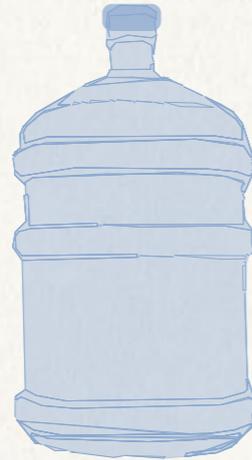


Beispiel | „3900l – How much water do you eat?“

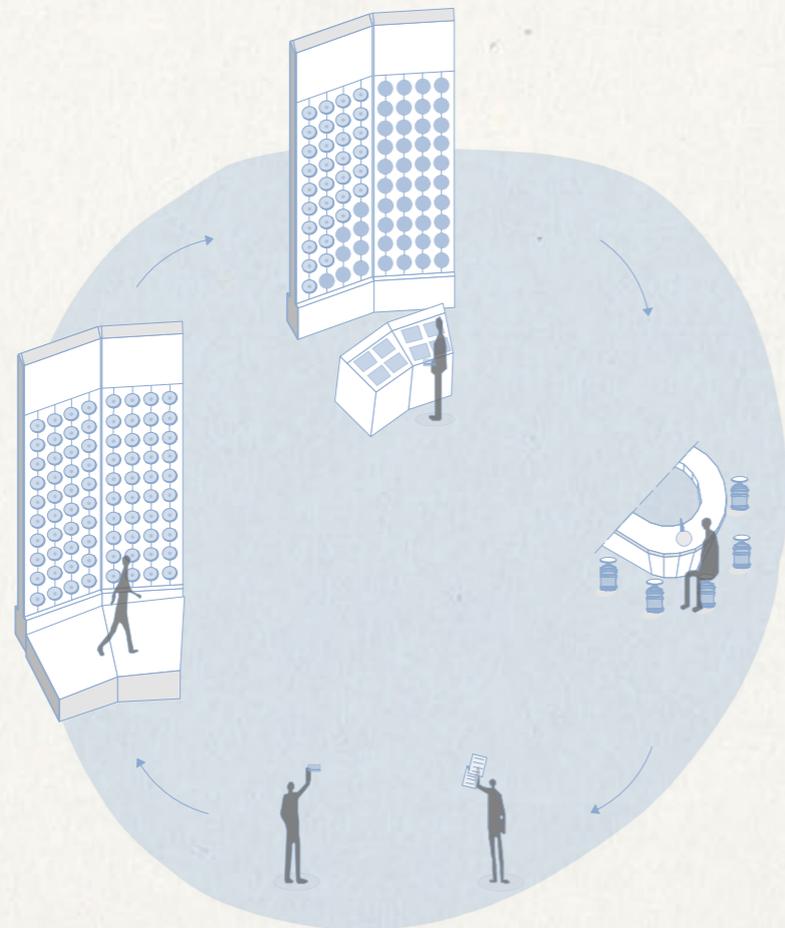

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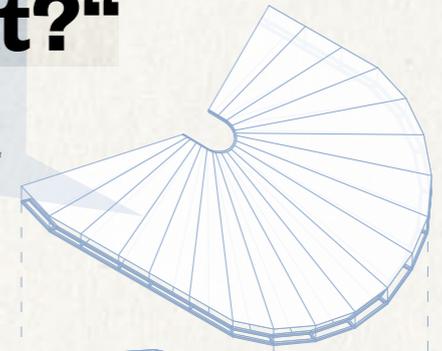

Einem geviertelten Apfel
One quarter of an apple




18ml Kaffee
18ml of coffee



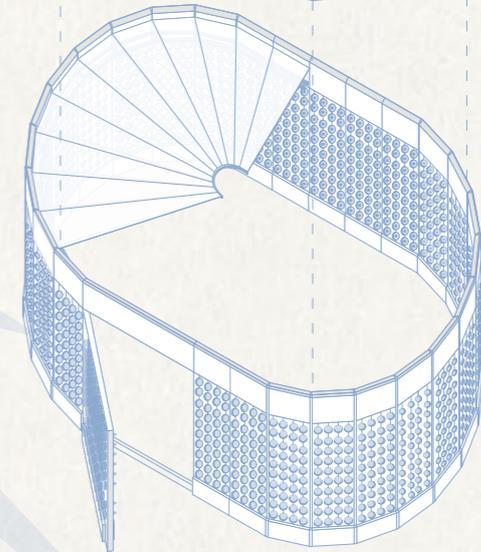
topping!
Dachkonstruktion
Roof construction
Bestehend aus einer Kompression-Ring, einer Spannring und einer gestreckten Stoffmembran, schützt die Dachkonstruktion die Besucher vor Regen und Sonnenschein.
Consisting of a compression ring, a tension ring and a stretched fabric membrane, the construction protects the visitor from rain and sunshine.



Stoffmembran
Fabric membrane

light up!
Außenhaut
Outer skin
30 Wandpaneele bilden die Außenhaut der Inszenierung, wobei ein jedes Wandpaneel mit 40 Wassergallonen bestückt ist.
Die einzelnen Gallonen in den Wänden sind mit LED Lampen versehen und transportiere die Handlungen des Aktionsbereiches auf den Marktplatz.
30 wall panels form the outer skin of the staging. Each panel is equipped with 40 bottles.
The walls have LED-light installations inside that transport the interactions of the action zone to the market place.

MDF, weiß beschichtet
MDF, white covered

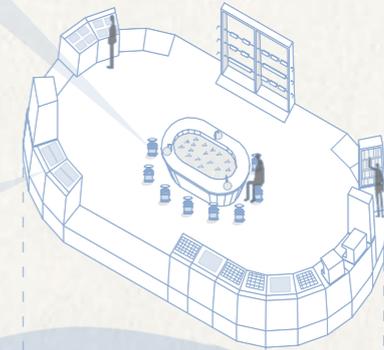


cheers!
Wasserfilteranlage
Water filtration
Das Regenwasser wird aufgefangen, gefiltert und kann schließlich als Erfrischungsgetränk gezapft werden.
The rain water gets collected, filtered and can be tapped as a refresher after that.

relax!
Rastplatz
Resting area
Getränke und Sitzmöglichkeiten laden zum Verweilen, Kommunizieren und Beobachten ein.
Drinks and stools invite visitors to sit, communicate and watch.

Rastplatz | Resting area
Unterkonstruktion, MDF
Verkleidung, Corian Designer White
underconstruction, MDF
covering, Corian Designer White

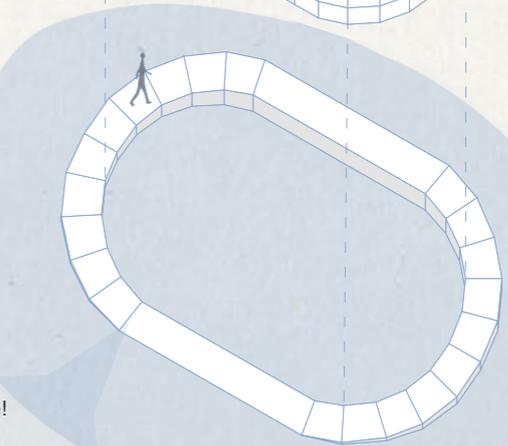
Podest | Platform
HPL, weiß beschichtet
HPL, white covered



action!
Aktionsbereich
Action zone
Sechs Abteilungen geben den Besuchern Spielraum, selbst aktiv zu werden und mit ihrer Wasserkreditkarte einkaufen zu gehen. Ob Fleisch, Gemüse oder Milch, alles kann in den Warenkorb. Wie viel Wasser man beim Kauf der einzelnen Produkte verbraucht, veranschaulichen die Lichtinstallationen der Außenwände.
Six departments give the visitor some room to become proactive. No matter if you buy meat, vegetables or milk. How much water is spent buying the products is demonstrated by the light installations in the bottle walls.

Unterkonstruktion, MDF
Verkleidung, Corian Designer White
underconstruction, MDF
covering, Corian Designer White

welcome!
Rampe
Ramp
Über die Rampe gelangt die Besucher, nach Erhalt ihrer Kreditkarte, in den 50 Zentimeter höher gelegenen Aktionsbereich.
After being handed out the credit card, the visitor gets into the action zone via the ramp.



Beispiel | „39001 – How much water do you eat?“

1 Gramm Rindfleisch
1 gram of Beef

1 Gramm Schokolade
1 gram of 40% chocolate

Einem geviertelten Apfel
One quarter of an apple

18ml Kaffee
18ml of coffee

topping!

Dachkonstruktion
Roof construction
Bestehend aus einer Kompression-Ring, einer Spannring und einer gestreckten Stoffmembran, schützt die Dachkonstruktion die Besucher vor Regen und Sonnenschein.

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Fabric membrane

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Outer skin
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30 wall panels form the outer skin of the staging. Each panel is equipped with 40 bottles. The walls have LED-light installations inside that transport the interactions of the action zone to the market place.

MDF, weiß beschichtet
MDF, white covered

filters!

Wasserfilteranlage
Water filtration
Das Regenwasser wird aufgesammelt, gefiltert und kann schließlich als Erfrischungsgetränk abgezapft werden.

The rain water gets collected, filtered and can be tapped as a refreshment after that.

Flurplatte
Unterkonstruktion, MDF
Verkleidung, Corian Designer White
underconstruction, MDF covering, Corian Designer White

Podest
HPL, weiß beschichtet
HPL, white covered

relax!

Rastplatz
Resting area
Getränke und Sitzmöglichkeiten laden zum Verweilen, Kommunizieren und Beobachten ein.

Drinks and stools invite visitors to sit, communicate and watch.

action!

Aktionsbereich
Action zone
Sechs Abteilungen geben den Besuchern Spielraum, selbst aktiv zu werden und mit ihrer Wasserkreditkarte einkaufen zu gehen. Ob Fleisch, Gemüse oder Milch, alles kann in den Warenkorb. Wie viel Wasser man beim Kauf der einzelnen Produkte verbraucht, veranschaulichen die Lichtinstallationen der Außenwände.

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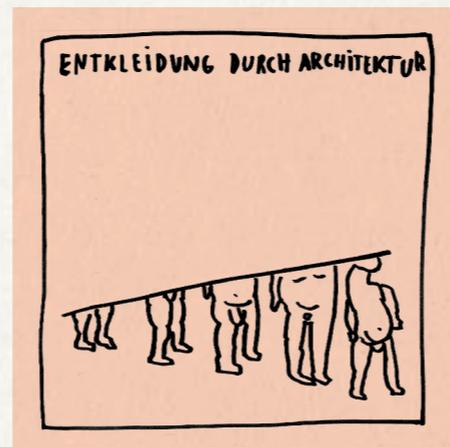
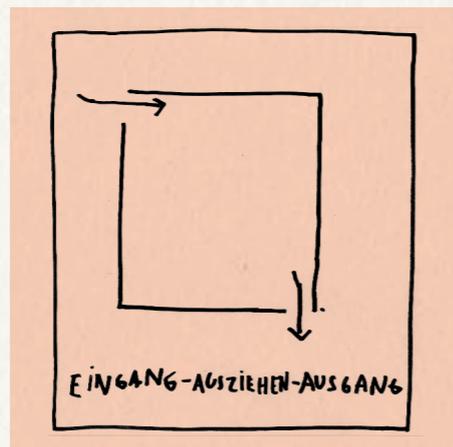
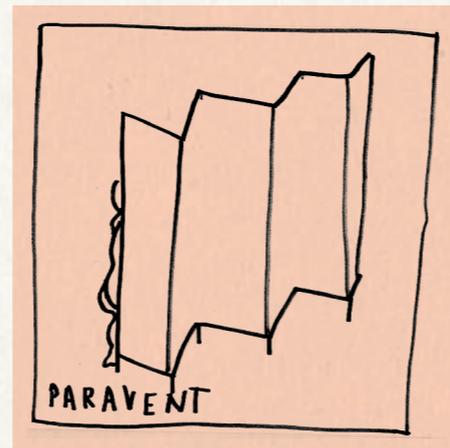
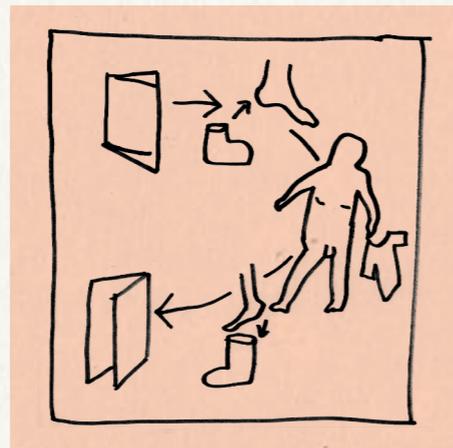
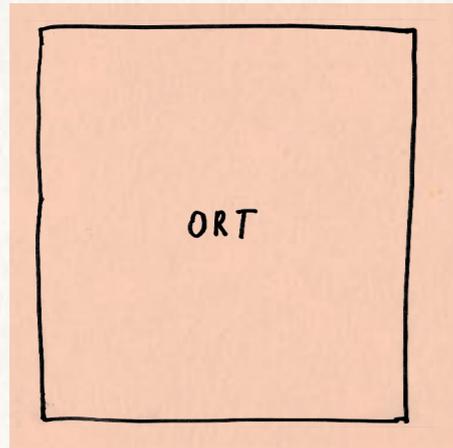
Unterkonstruktion, MDF
Verkleidung, Corian Designer White
underconstruction, MDF covering, Corian Designer White

welcome!

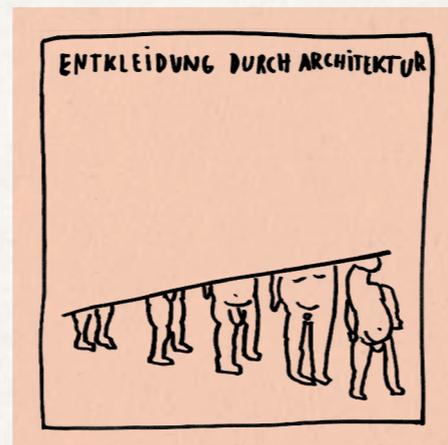
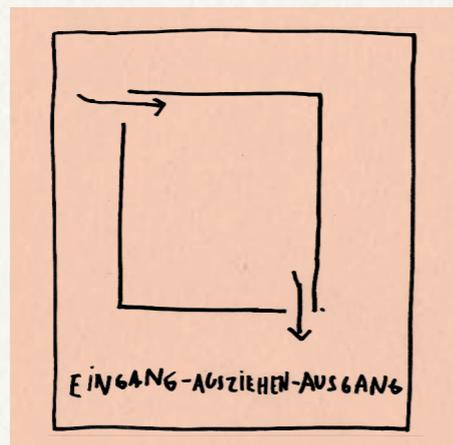
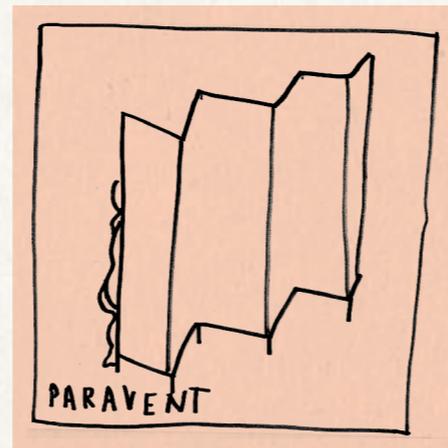
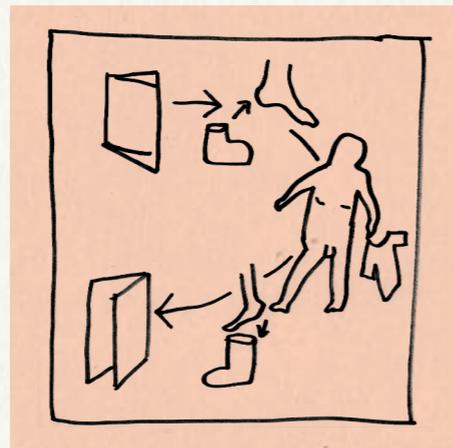
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Methode Storyboard

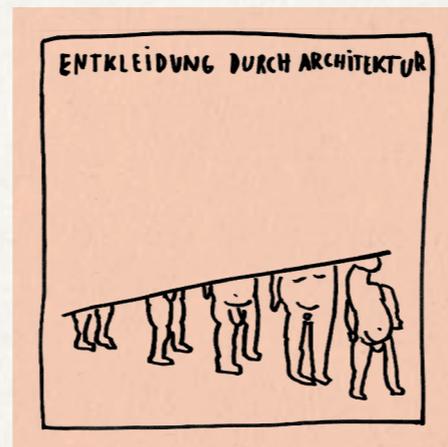
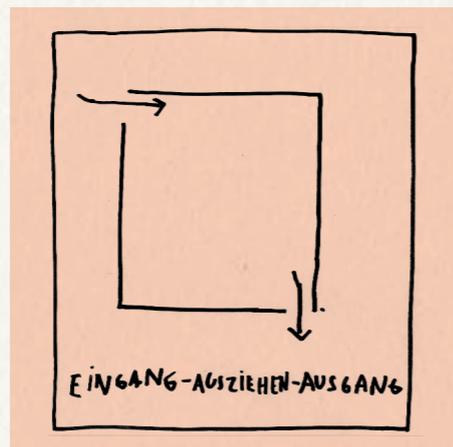
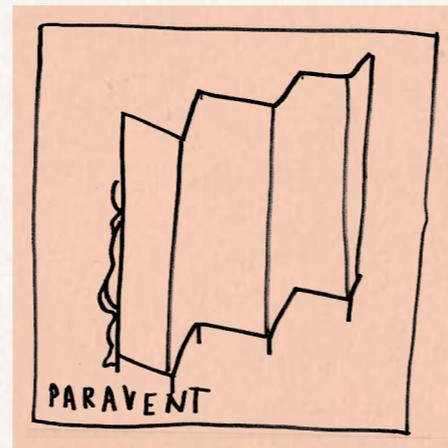
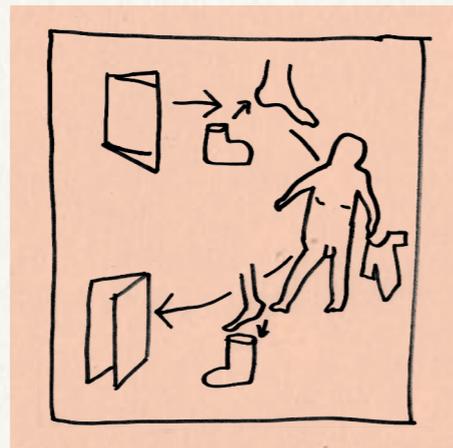
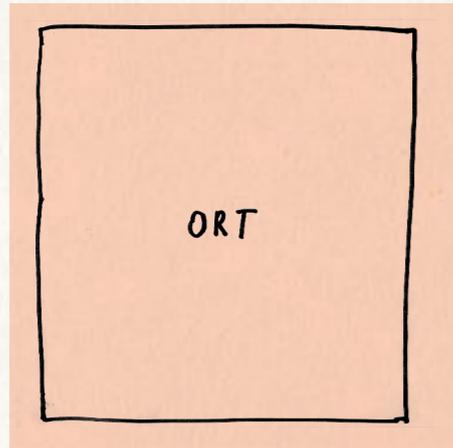


Methode Storyboard



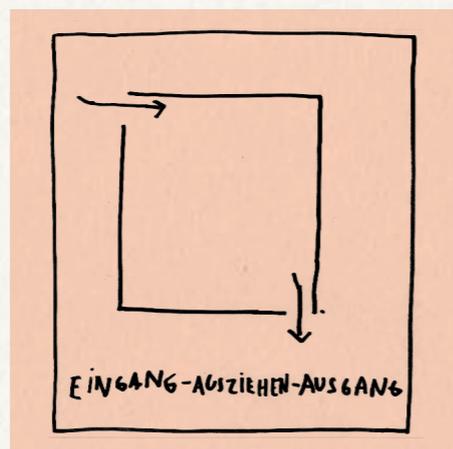
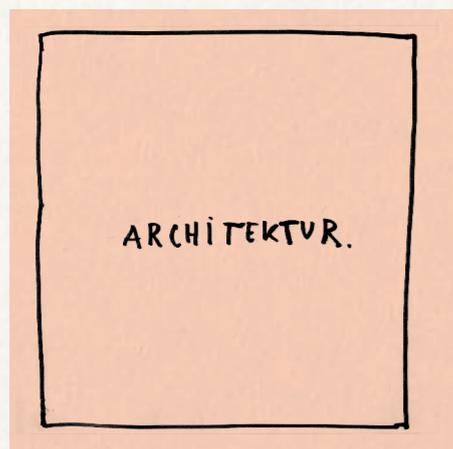
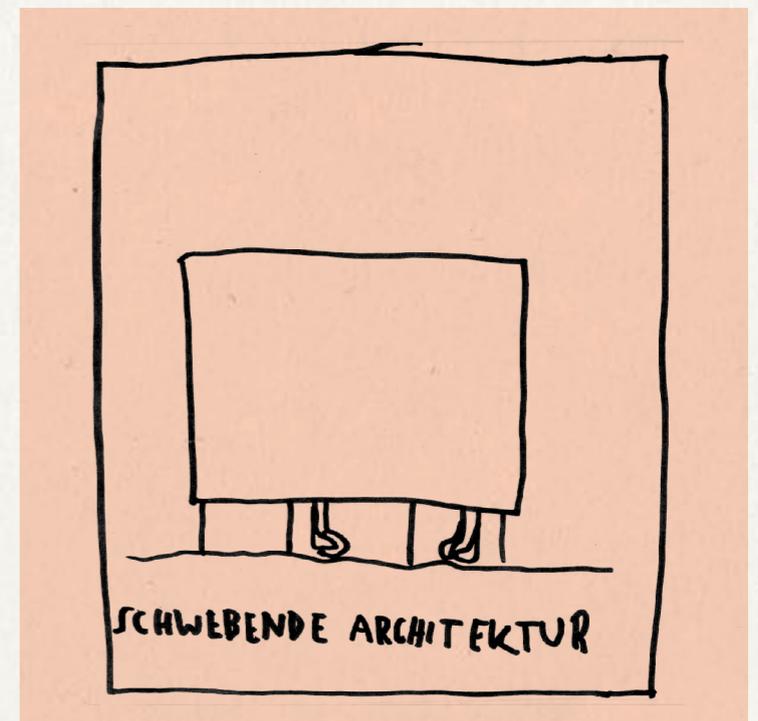
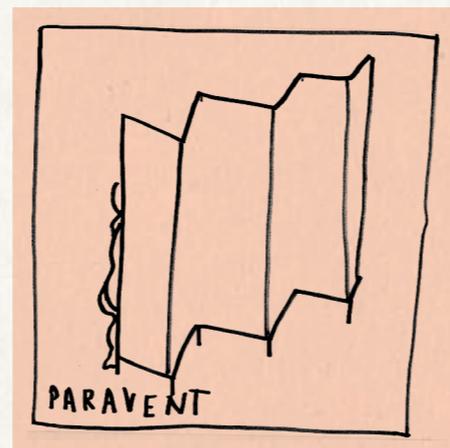
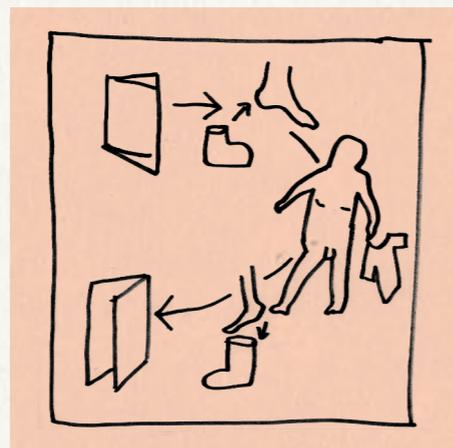
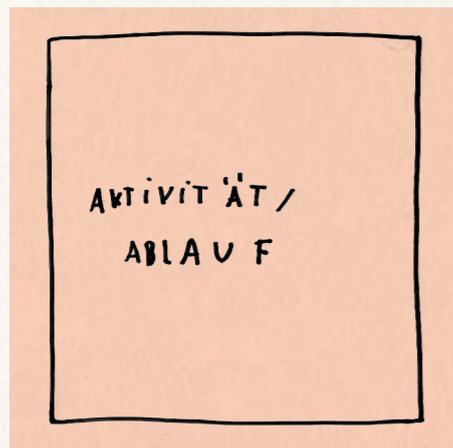
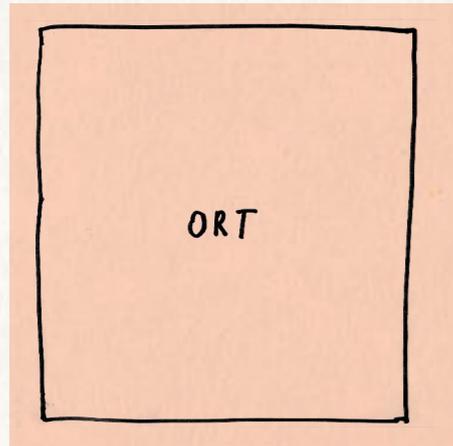
**Kernaussagen
formulieren**

Methode Storyboard – Ziel

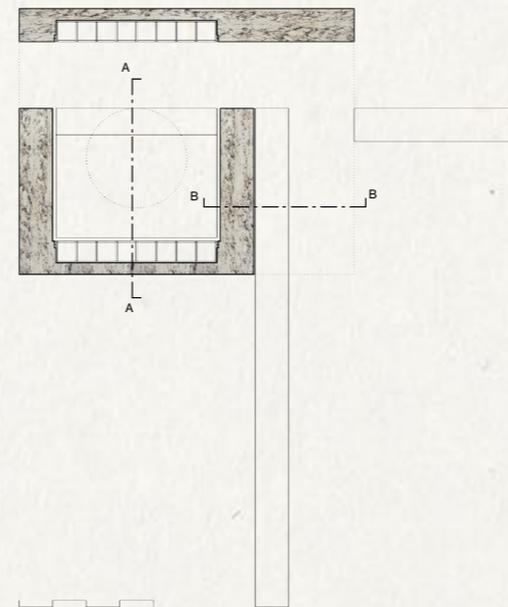
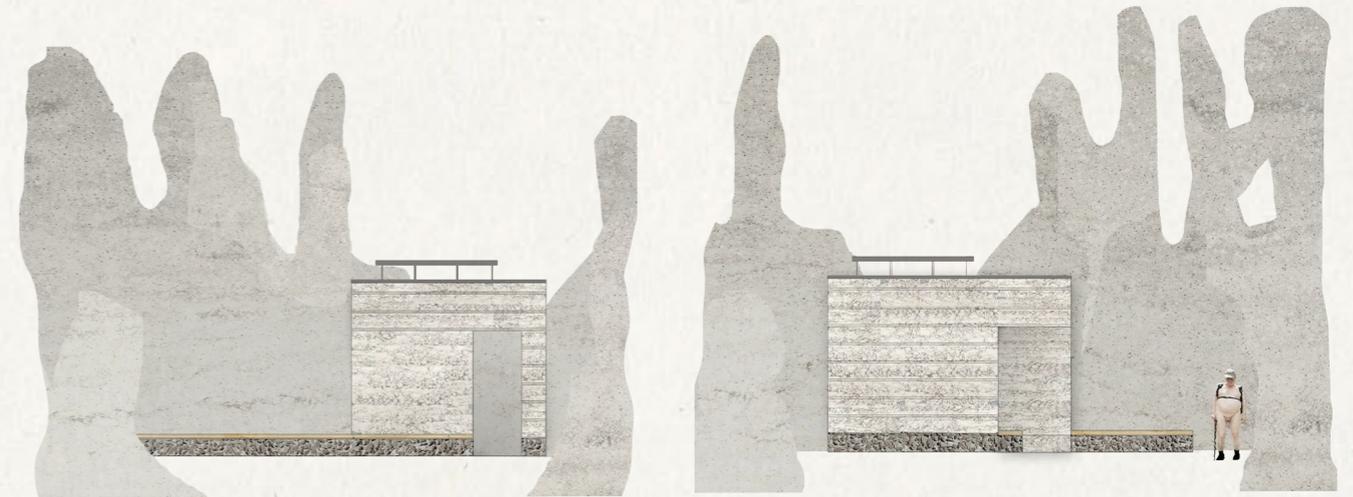
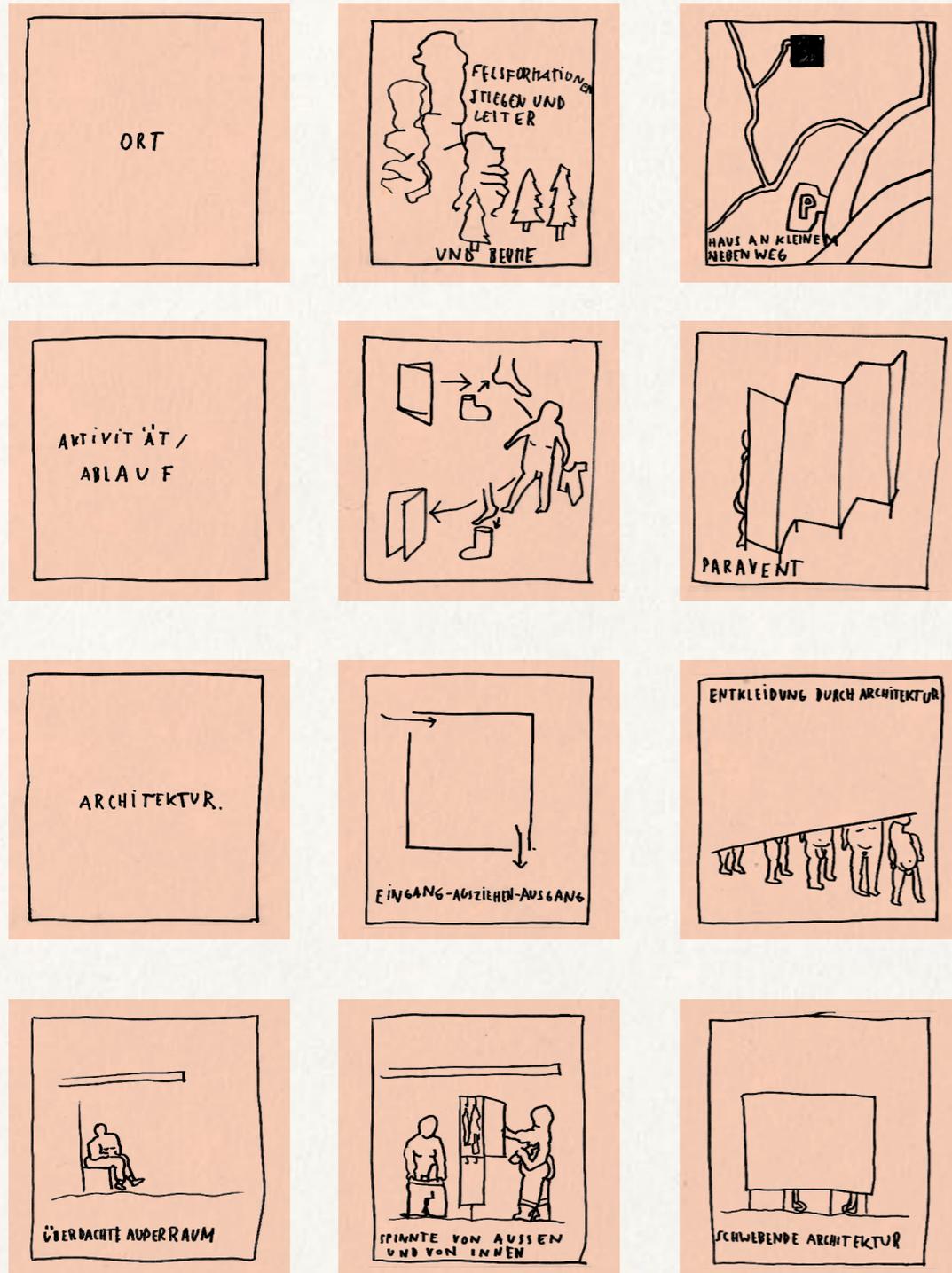


**Kernaussagen
formulieren
+
Bildstrukturierung**

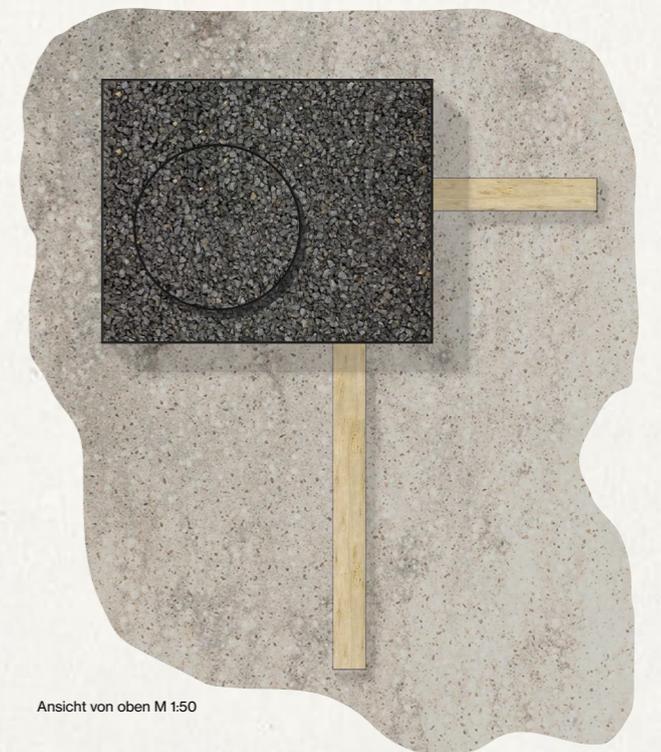
Methode Storyboard



Methode Storyboard

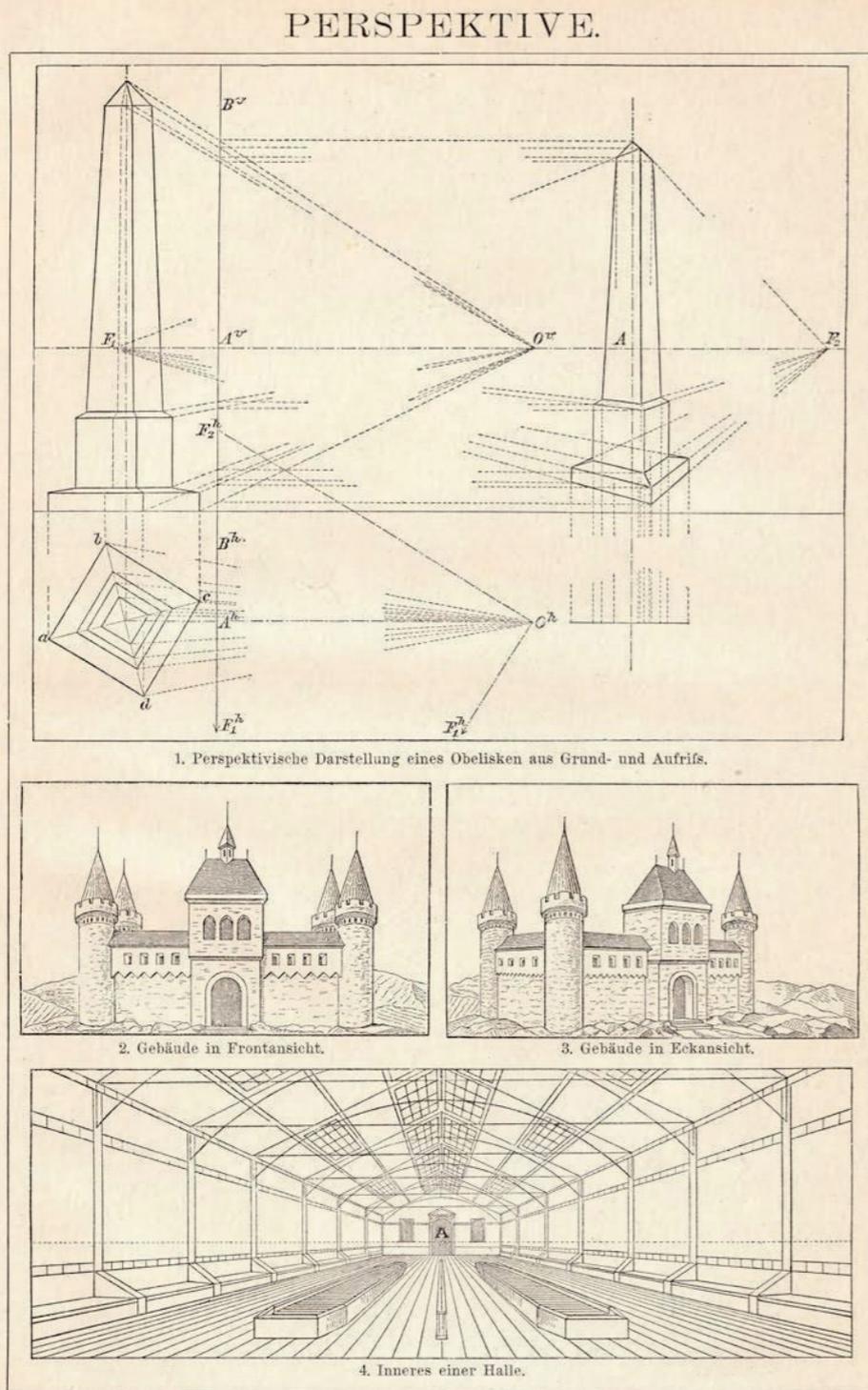


Grundriss M 1:50

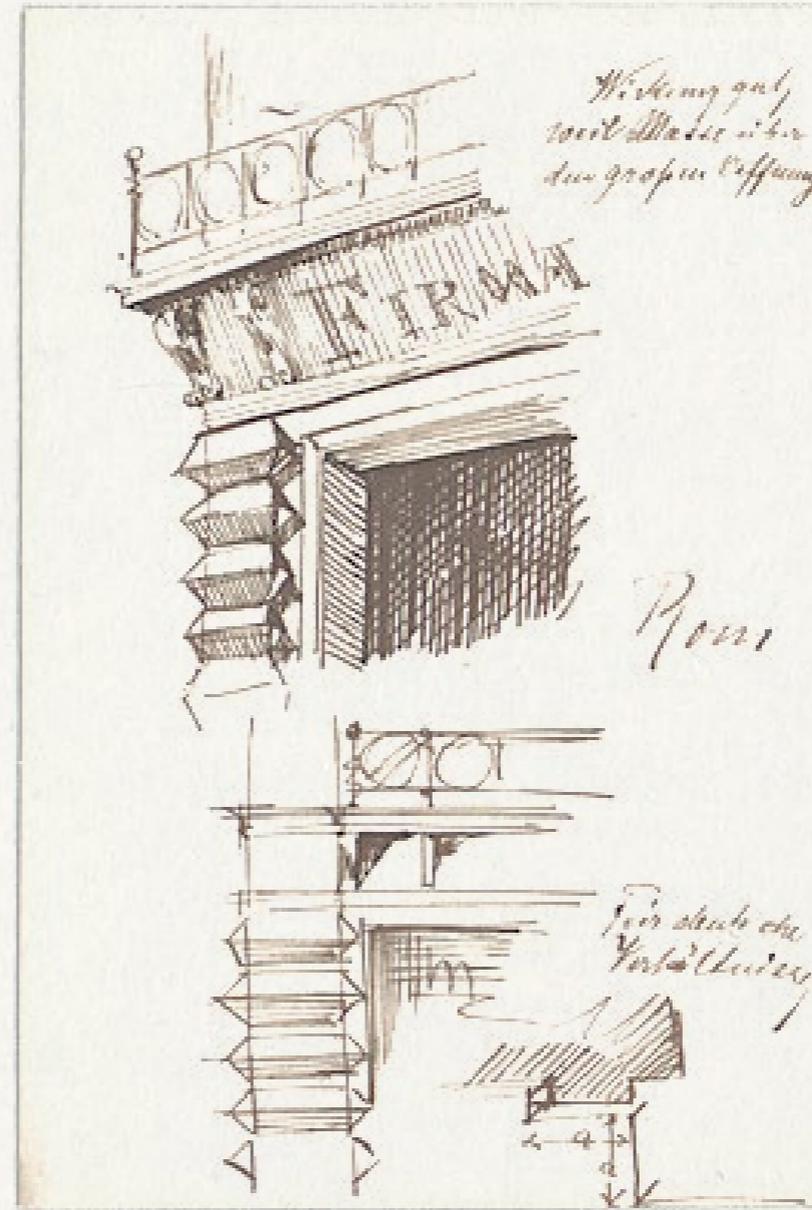


Ansicht von oben M 1:50

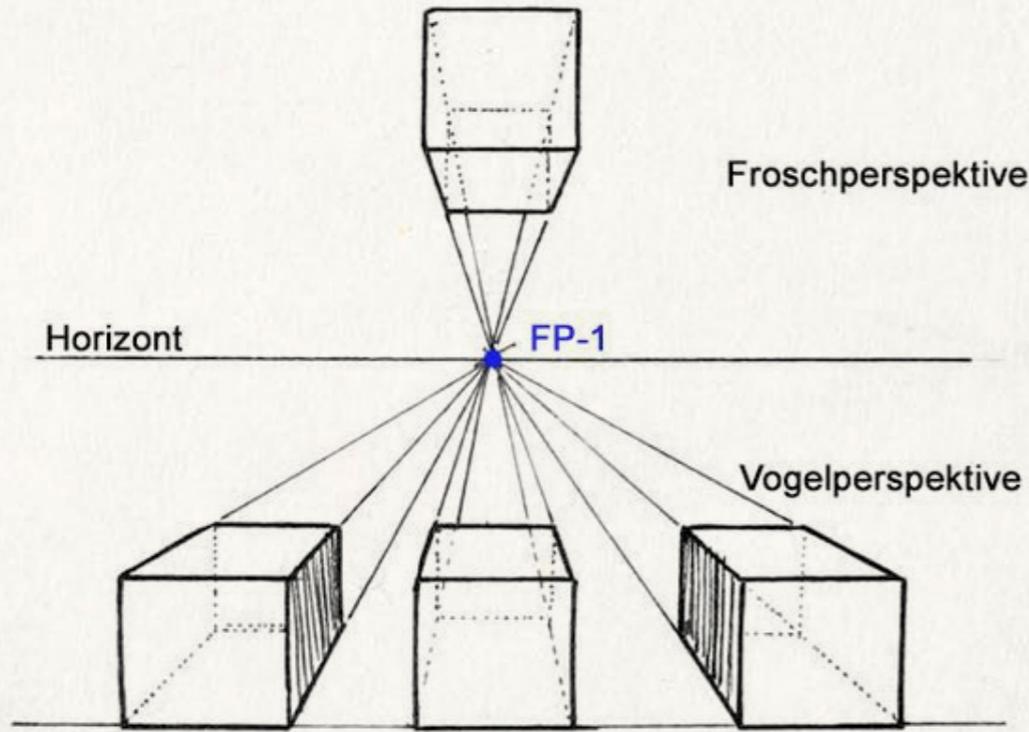
Perspektiven



Brockhaus' Konversations-Lexikon. 14. Aufl.



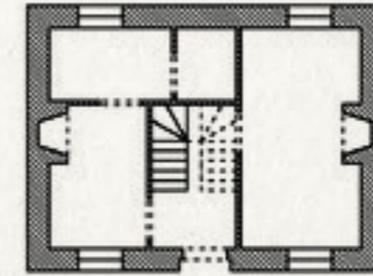
Perspektiven



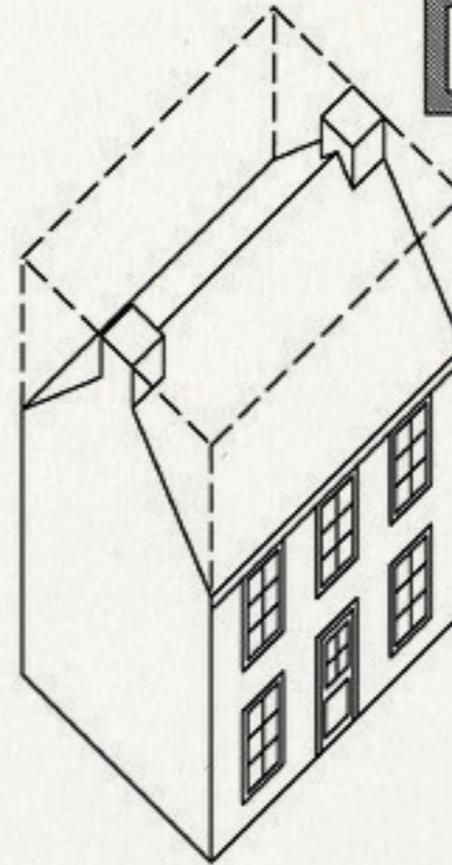
Side elevation

Front elevation

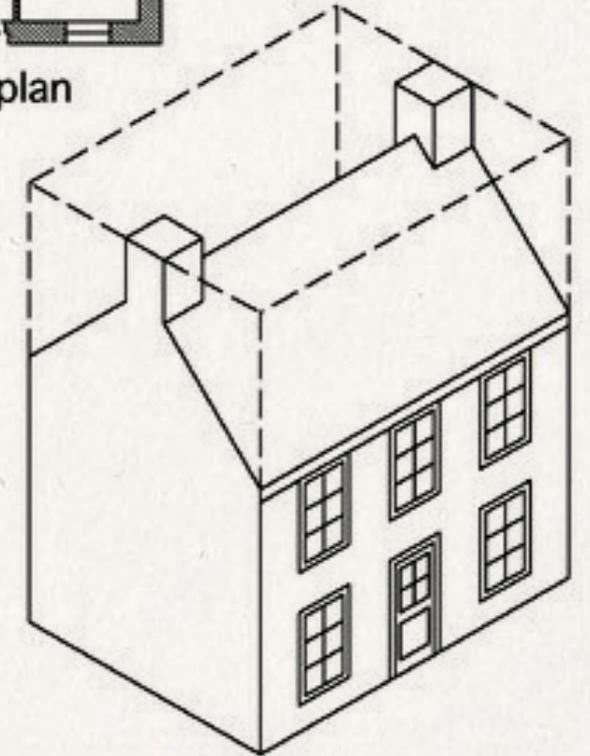
Section AA



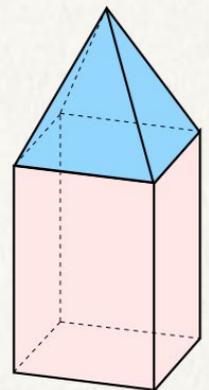
Floor plan



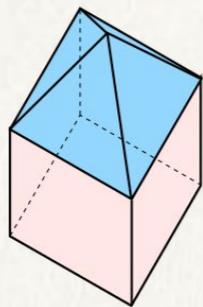
Axonometric
Planometrische-Projektion
Winkel 45°/45°



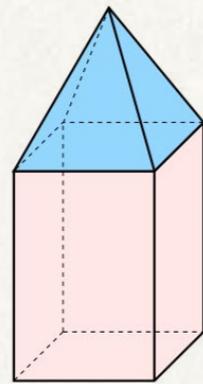
Isometric
Winkel 30°/30°



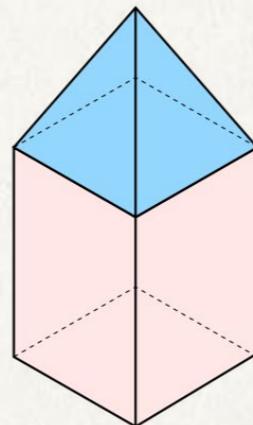
Ingeneurs-
axonometrie



Vogel-
persp.

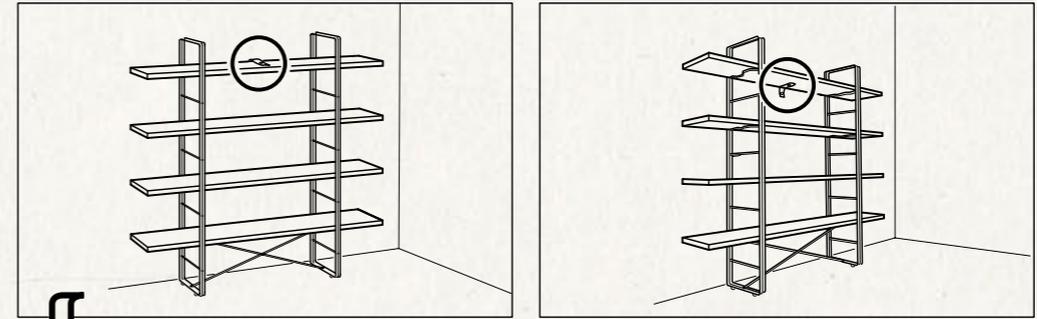
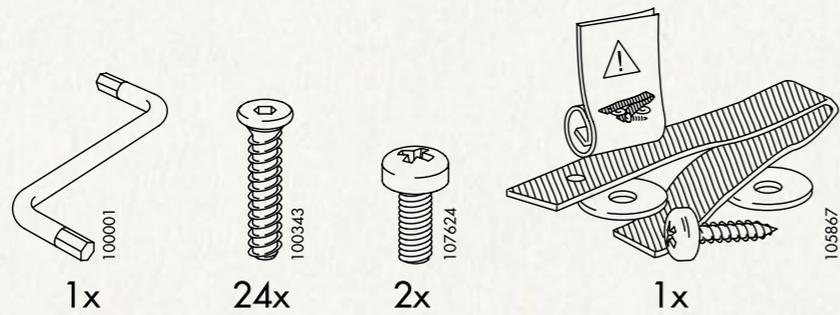
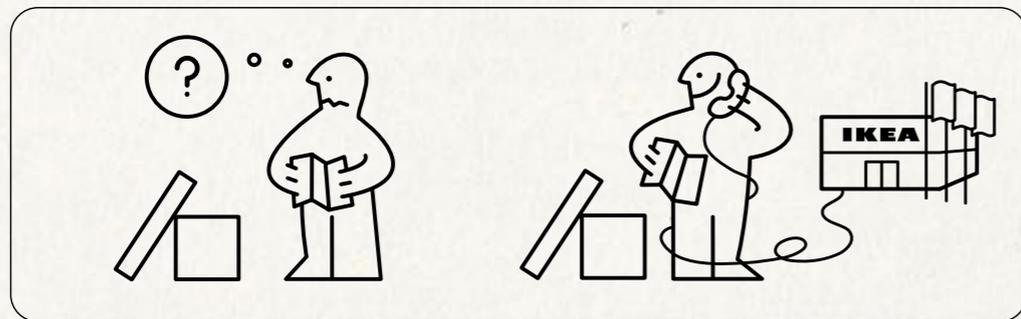
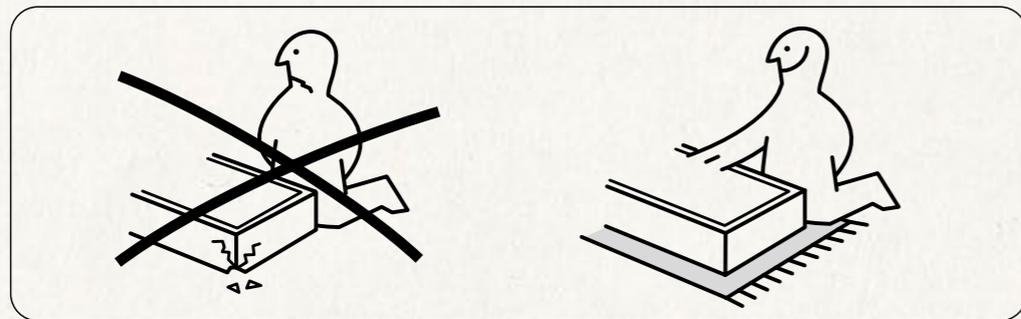
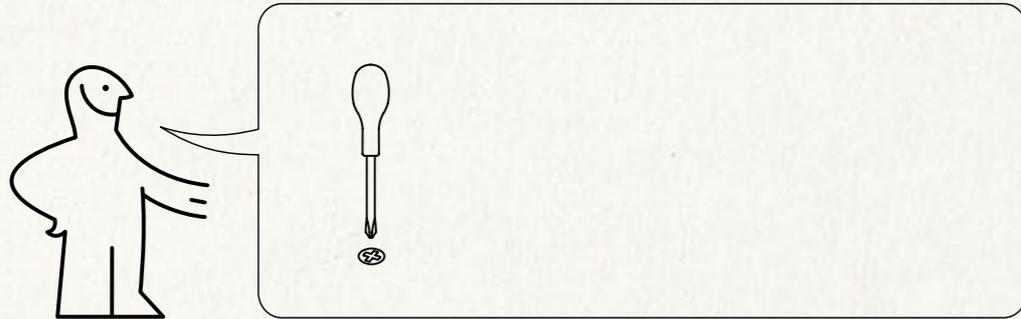


Kavalier-
persp.

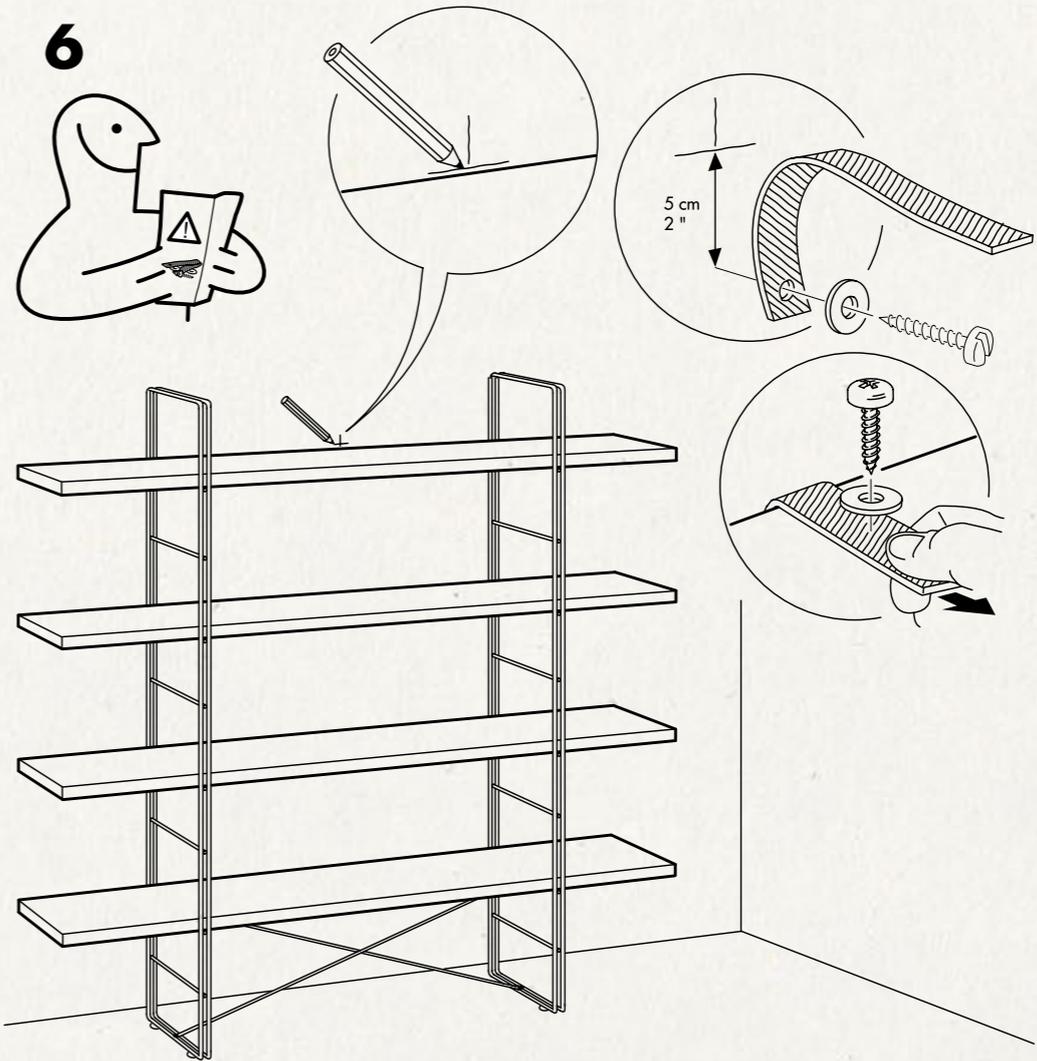


Isometrie

Beispiel IKEA „Gubbe“



6

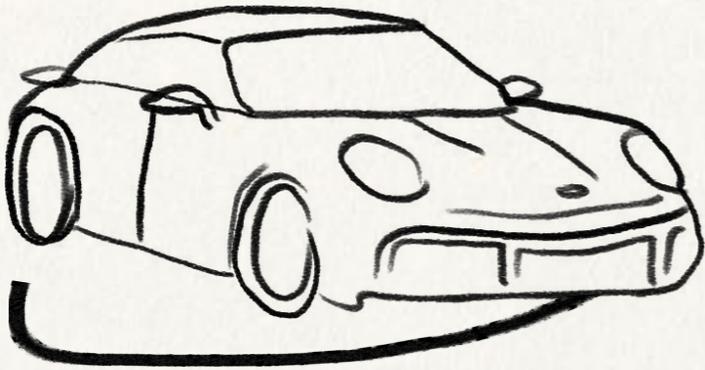


Step 1: Orte / Peronen / Elemente skizzieren

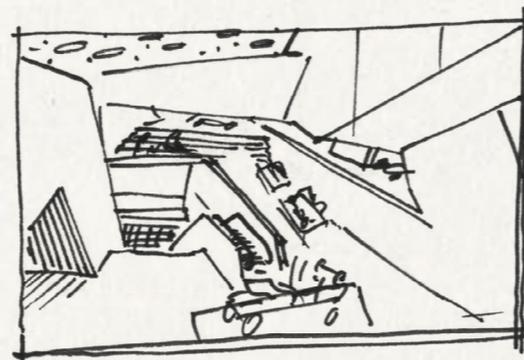
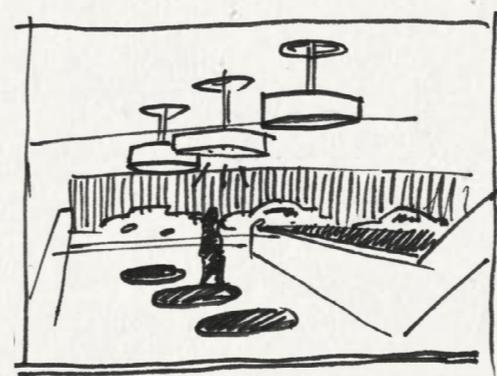
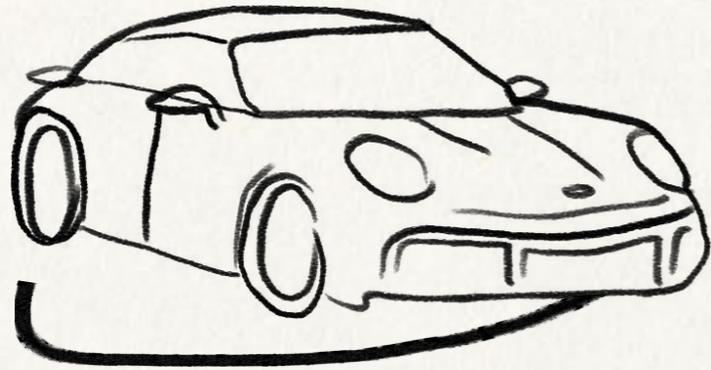
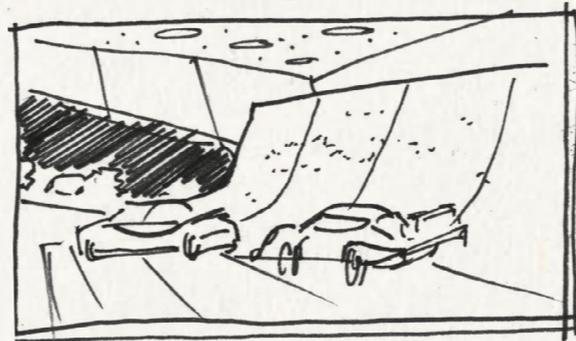
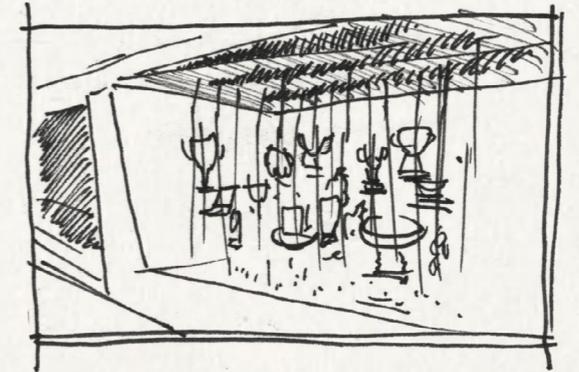
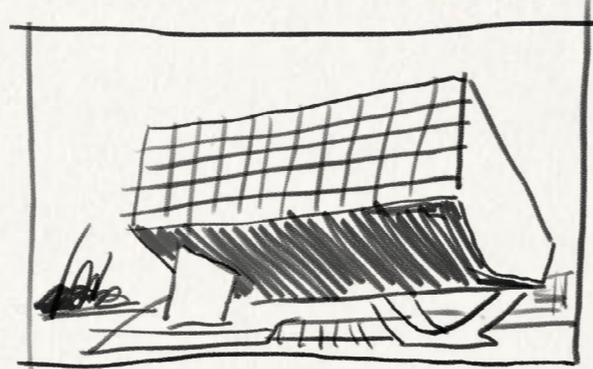


Achtung: Möglichst dunklen und kräftigen Stift verwenden!

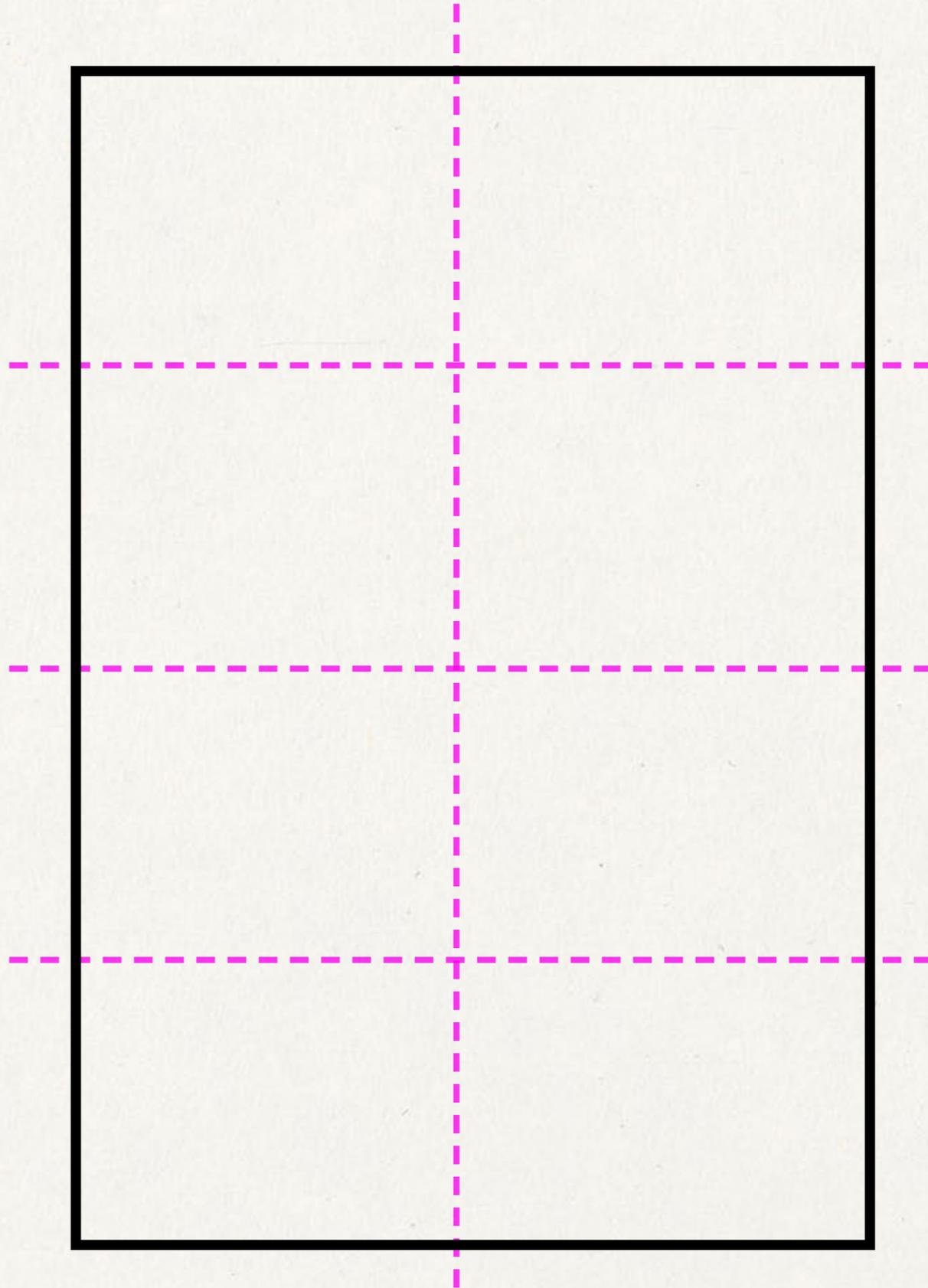
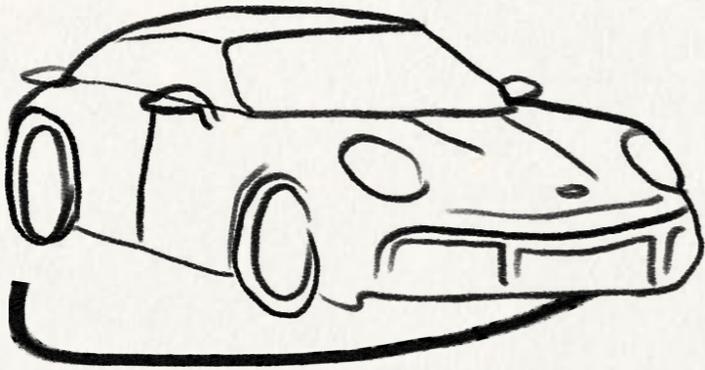
Step 2: Szenen kreieren



Step 2: Szenen kreieren

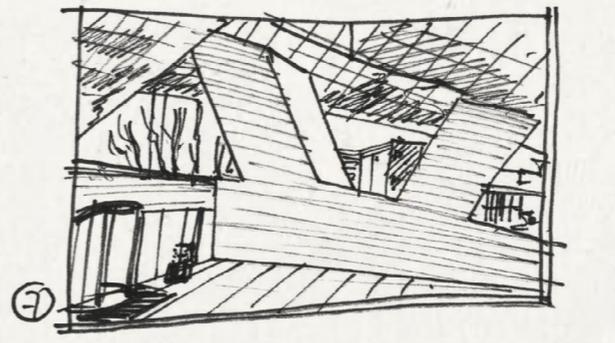
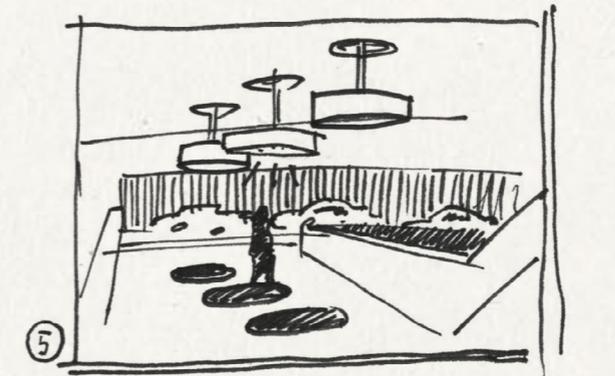
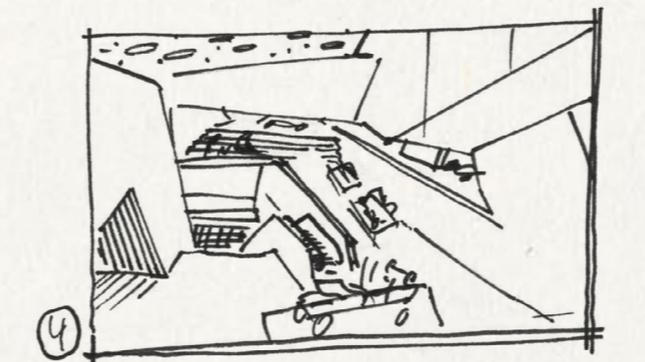
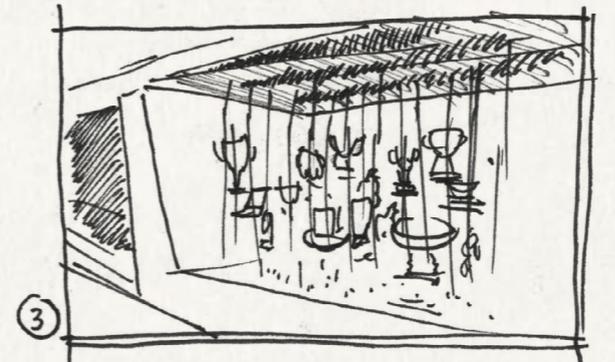
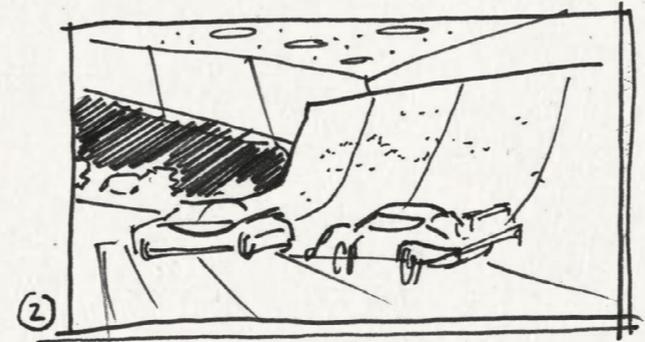
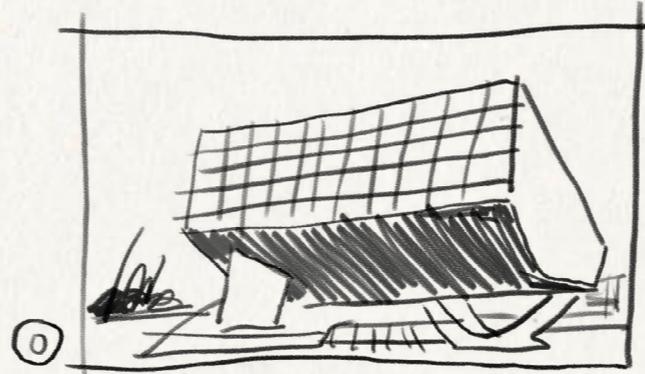
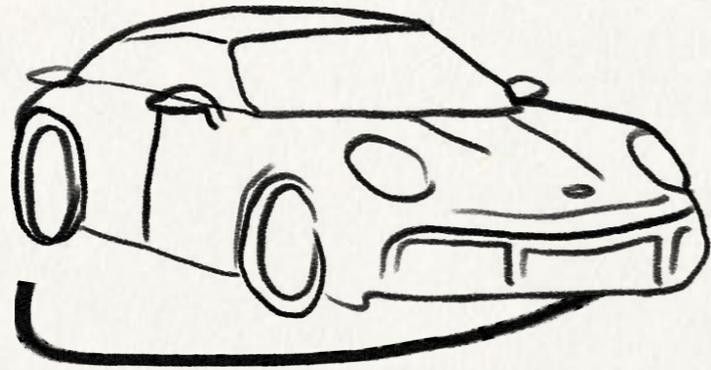


Step 2: Szenen kreieren

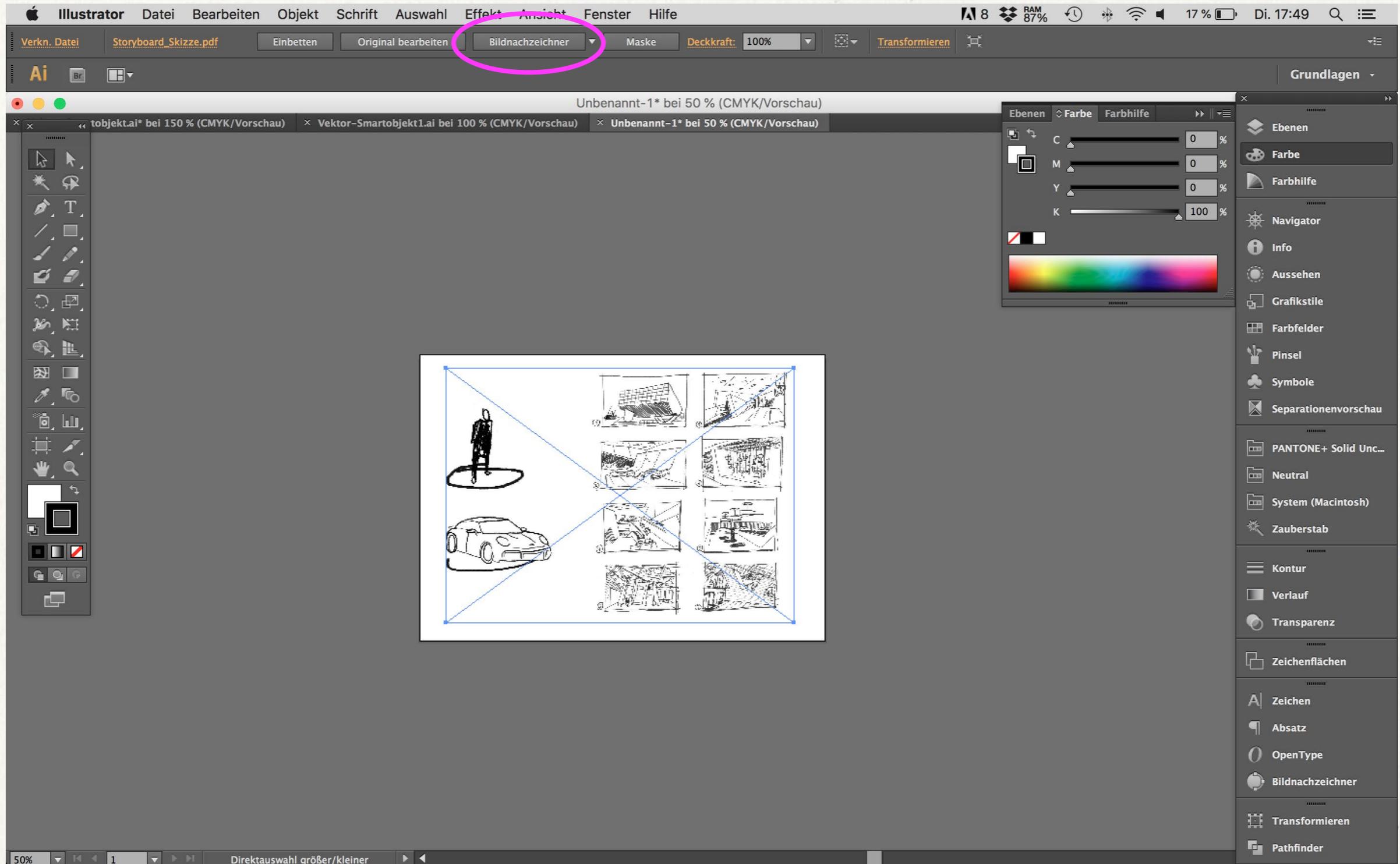


A4-Bogen 4 mal falten

Step 3: Abfolge / Story

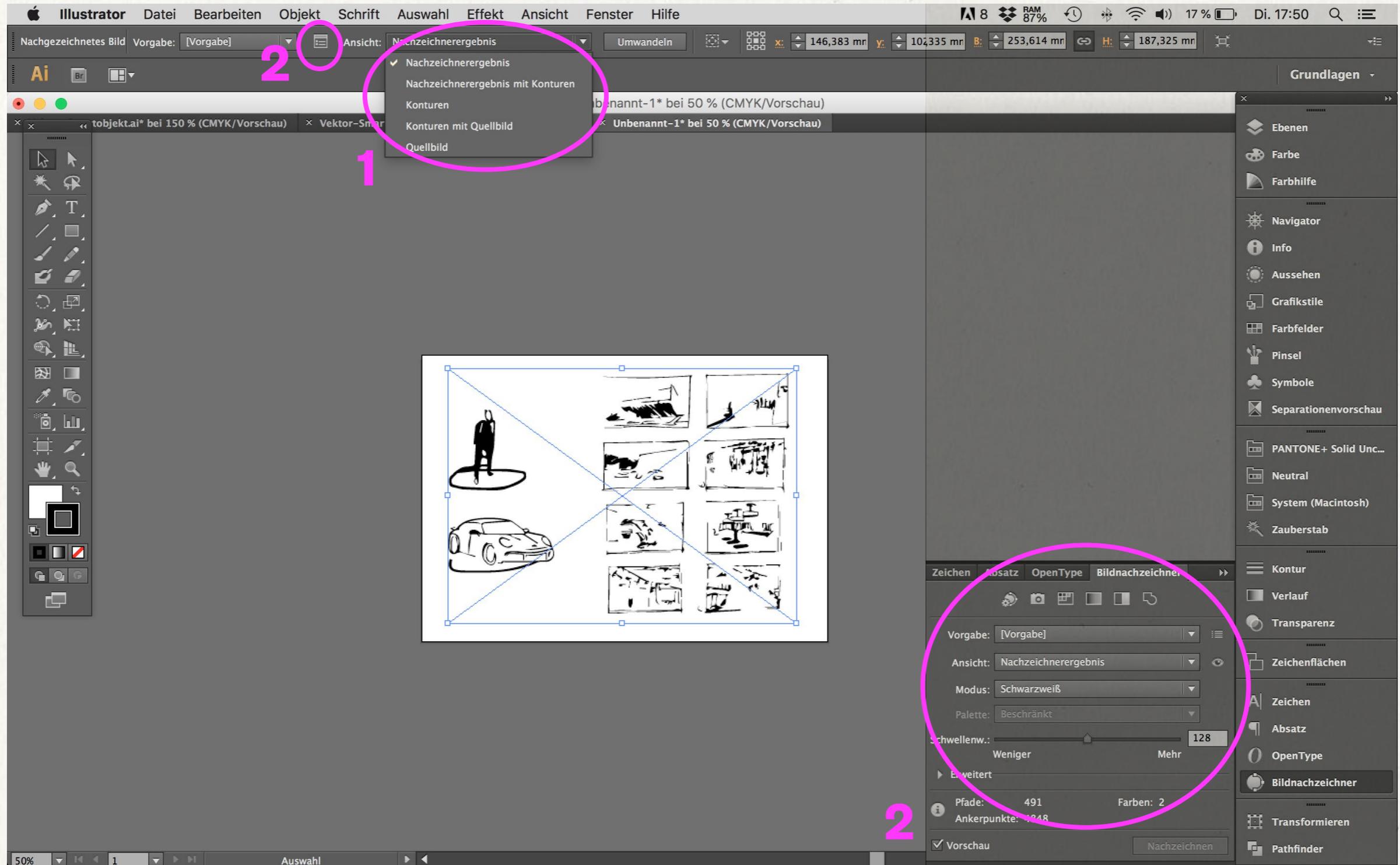


Step 4: vektorisieren mit Illustrator



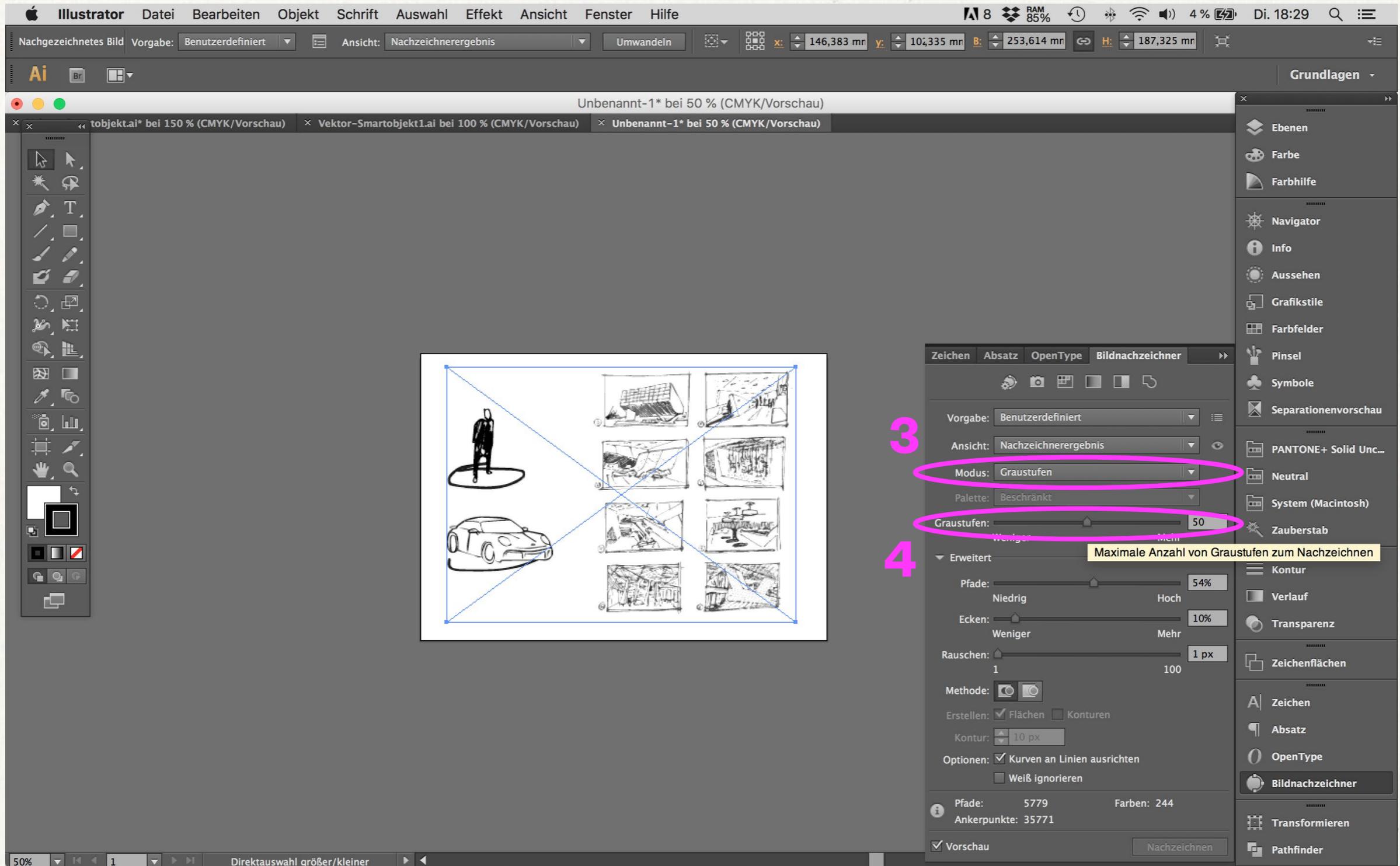
Adobe Illustrator öffnen > Bild einfügen > „Bildnachzeichner“ wählen

Step 4: vektorisieren mit Illustrator



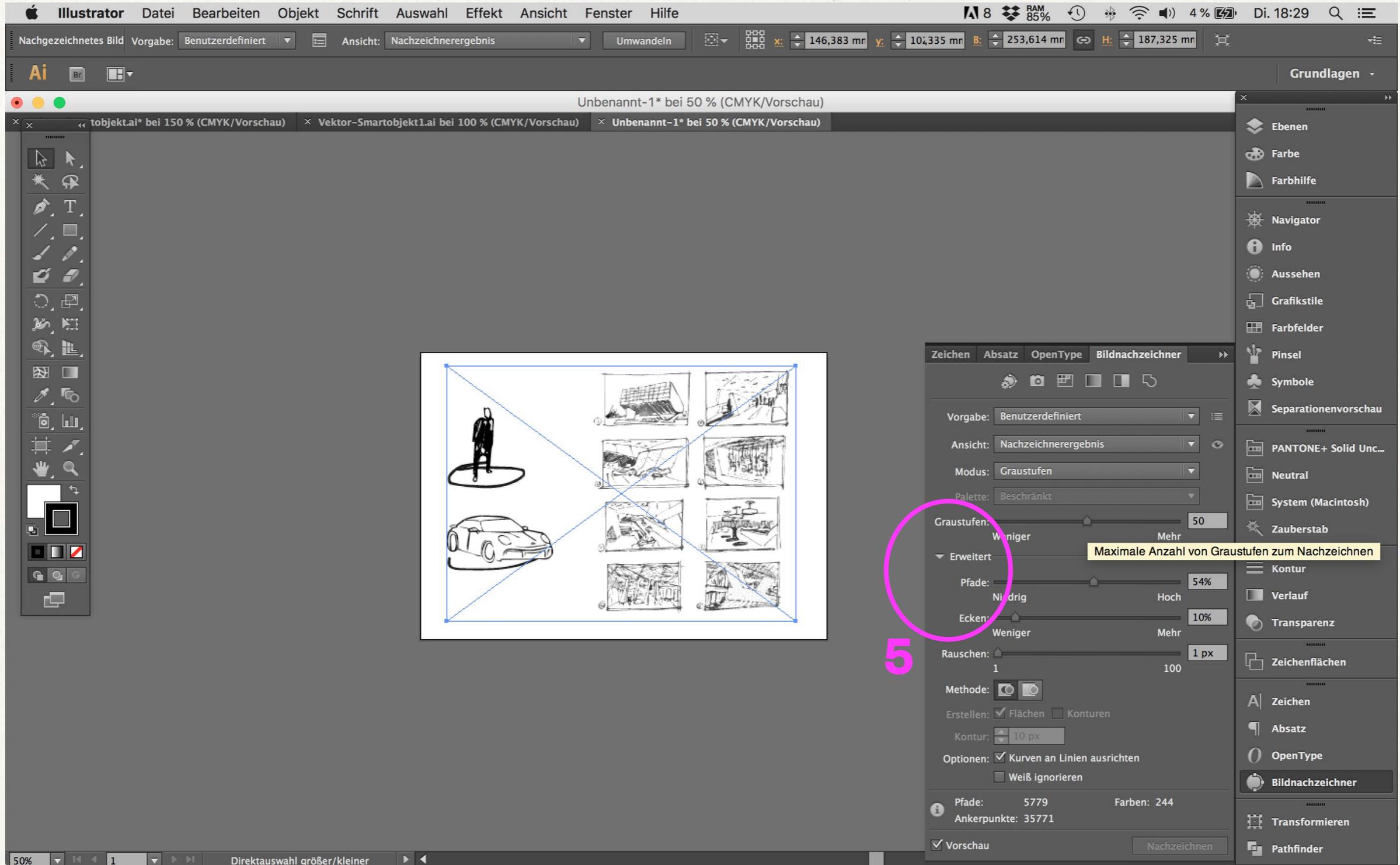
„Nachzeichnerergebnis“ (1) > „Bildnachzeichnerbedienfeld“ (2)

Step 4: vektorisieren mit Illustrator



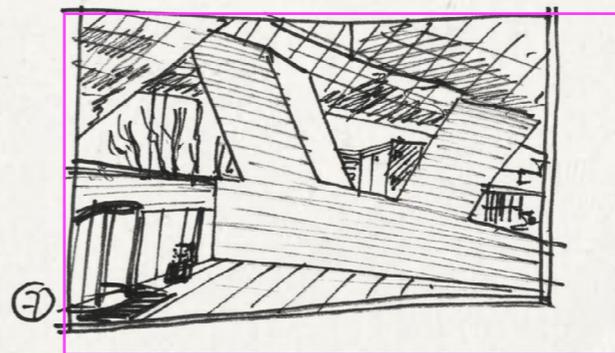
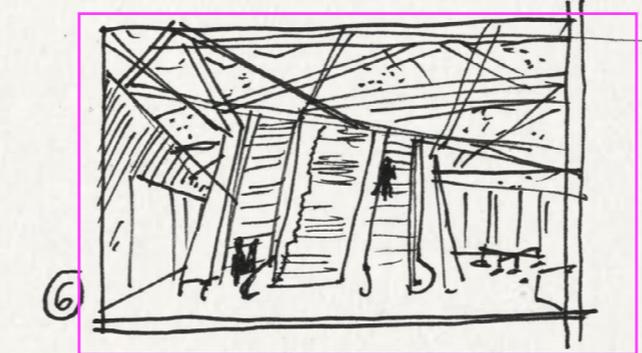
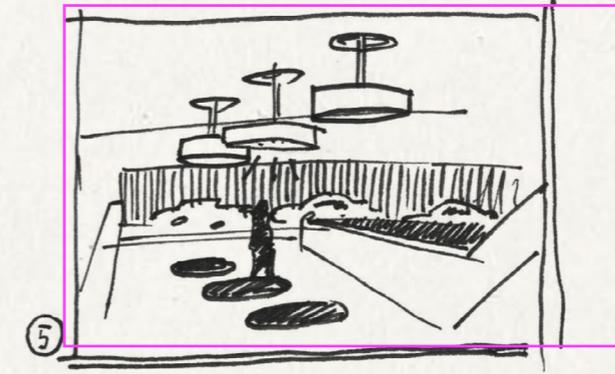
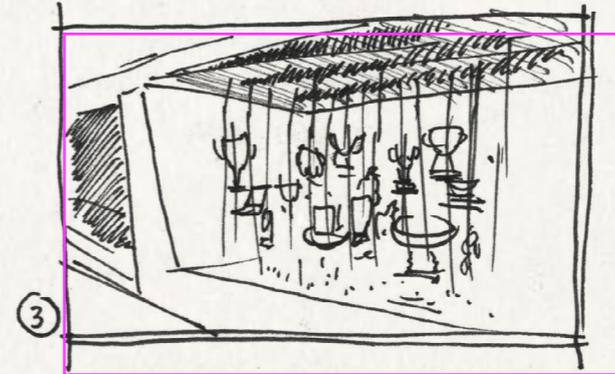
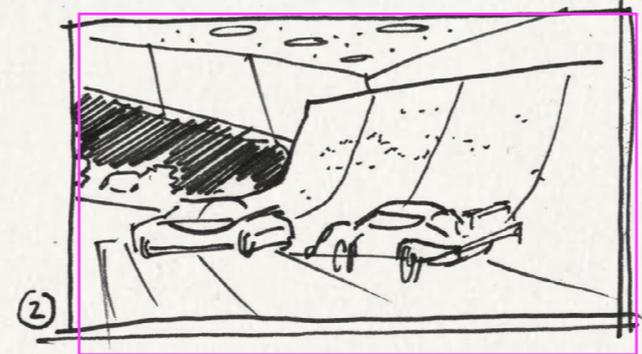
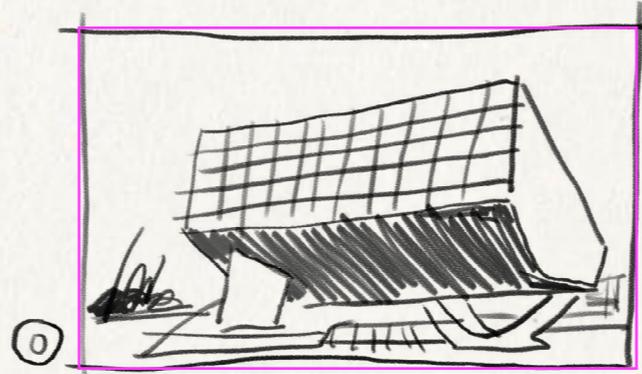
„Modus“ > „Graustufen“ (3) > „Graustufen“ einstellen (4)

Step 4: vektorisieren mit Illustrator

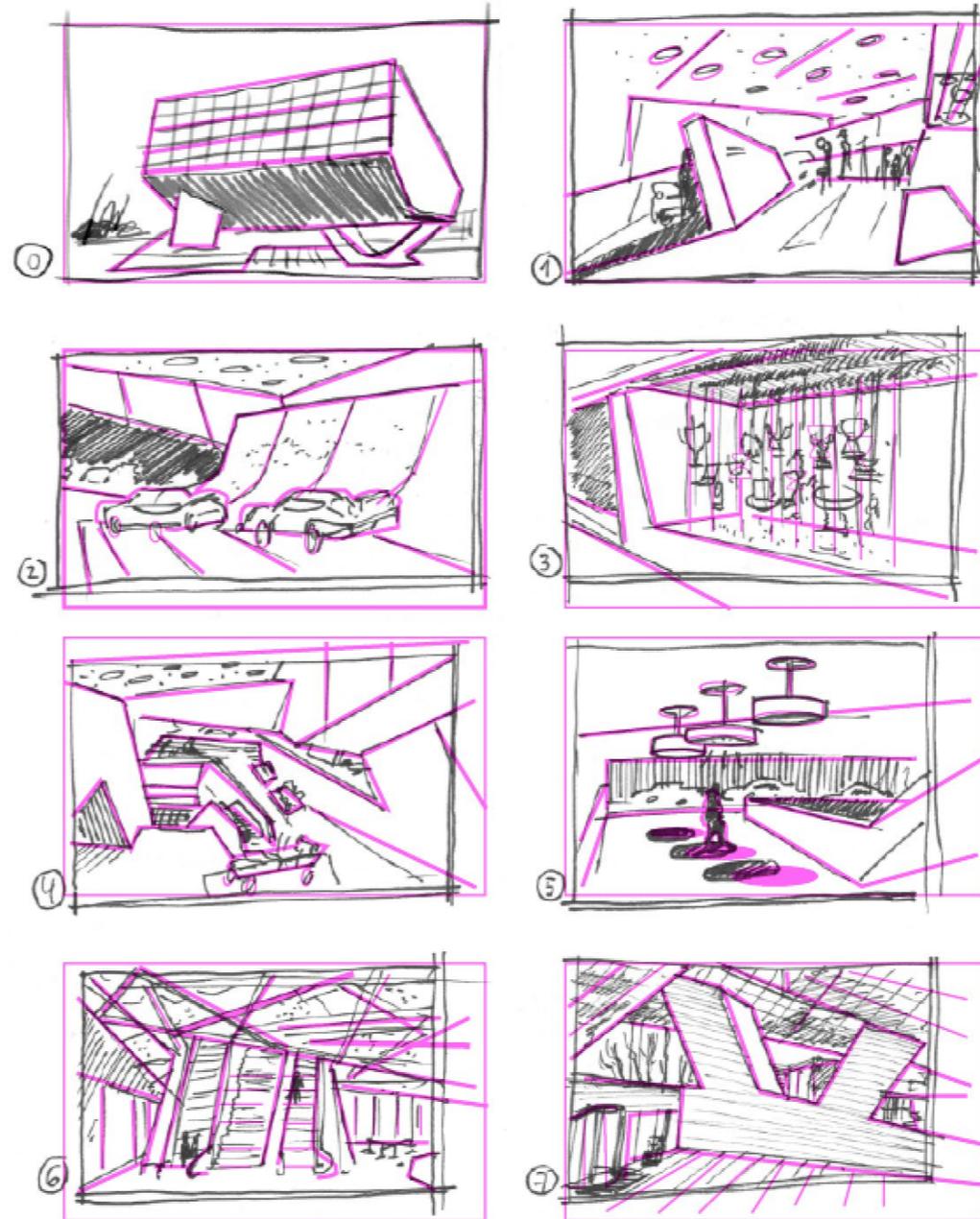


Feineinstellungen unter „Erweitert“ (5)

Step 4: manuell vektorisieren



Step 4: manuell vektorisieren



Zeichenstift (P) > Motive mit einzelnen Ankerpunkten

Rahmen-Werkzeug (F) > Flächen anlegen

Schere (C) > Vektorlinien auftrennen

Step 4: manuell vektorisieren

