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Digitalna komunikacija - prenos podatkov na zahtevo

Sara Božanić / kreativka / Sonce.net



POTOVANJE: od ... do

Relevantnost sporočila je v načinu podajanja
informacij.....

oblikovanje za “World Wide Web”

.....prenos podatkov na zahtevo.



Kaj je sporočilo?



Sporočilo je samostalnik srednjega spola.



Sporočilo je znak!



Funkcija “znaka” ...



“Znaki” ustvarjajo spremembe ...

naše misli.

.... vedenja, stališča..usmerjajo

.... usmerjajo naše gibanje!



Informacija?



Informacija ima glede na kontekst različne pomene ...



Informacija ...



Informacija ...



Digitalno okolje ...



Pomen informacije?



Kaj je oblikovanje?



.... je uporabna umetnost urejanja slik in besedila pri sporočanju.



Oblikovanje ...



Informacijsko oblikovanje se ukvarja s ...

.... procesom prevajanja zapletenih neorganiziranih, ali nestrukturirane podatkov v koristne in smiselne informacije.



Informacijsko oblikovanje se ukvarja s ...

.... oblikovanjem učinkovitih in razumljivih sporočil.



Percepcija sporočil ...



... vrinjena v okolje kličejo k pozornosti!



Oblikovanje za “World Wide Web” ...

.... je oblikovanje sporočil za prostor “v gibanju”.

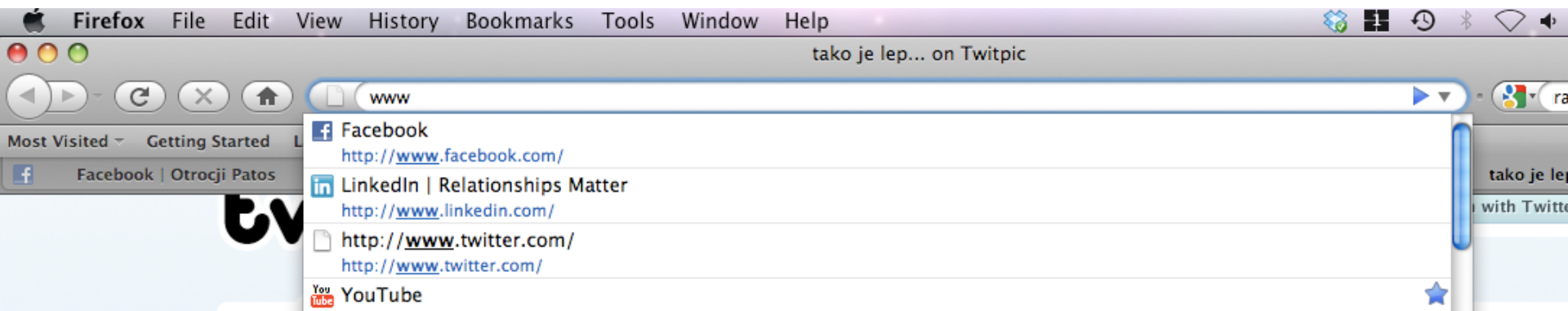


Oblikovanje za “World Wide Web” ...

.... je oblikovanje za “prostor” v katerem uporabniki sami odločajo KDAJ in KATERO informacijo bodo sprejeli.



In kje se giblujemo?



.... družbeni mediji.



V uporabnika usmerjeno oblikovanje

Informacijsko oblikovanje v sam center oblikovanja postavlja uporabnika... njegove potrebe.



“Oblikovanje izkušnje” ...

.... presega UCD..saj se ne ukvarja samo z podajanjem informacij na razamljiv način temveč v proces oblikovanja vključuje “misi in občutke”.



Pripovedovanje “zgodb” ...

Veselim.se

Moj finančni vodič od želje do uresničitve.



Jan
Veselim se potovanja

Špela
Veselim se stanovanja

Peter
Veselim se nakupa

Mojca
Veselim se študija

Moje ime je Mojca, končujem klasično gimnazijo v Maribor u. Študij bom nadaljevala v Ljubljani. Ko vsaj moja prijateljica Nika nebi ostala in študirala, v domačem kraju. Tako jo bom pogrešala. Moj brat Miha bo študiral v tujini. Prav sprašujem kje naj začnem **in koliko bo to stalo?**

@Veselim_se:
Kako hud koncert! @Tina, @Jan, @Peter ..a gremo na »Piše se leto?«
<http://bit.ly/96UPOLETJE>
about 2 hours ago via Twitter

Veselim.se on Facebook
Like
Veselim se has 201 fans

Bank@Net vstop





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Pogled z druge strani ...



Primer 1



“la Caixa” ...



Arhitektura ... “la Caixa”



‘hablamos’



“la Caixa” ...



‘hablamos’

La entidad apuesta por el desarrollo de la Web 2.0 y está potenciando diversas iniciativas en esta área, como la publicación de vídeos en el [canal YouTube de la “Caixa”](#), o el uso de [Twitter](#), [Facebook](#), [Tuenti](#), [Flickr](#) o [Linkedin](#) para la difusión de novedades y ofertas del programa para [jóvenes LKXA](#) y de [ServiCaixa](#).

.... “točke dotika”.



‘hablamos’ ... Facebook



The image shows a screenshot of a Facebook profile page for 'la Caixa'. The page layout includes a top navigation bar with the Facebook logo and a search bar. The profile header features the 'la Caixa' logo, which consists of a blue star-like shape with two smaller circles (one yellow, one orange) below it. The name 'la Caixa' is written in a large, black, serif font. Below the name are navigation links for 'Profile', 'Related posts', and 'Wikipedia'. A 'Like' button is visible next to the name. The main content area is divided into sections: 'Description', 'History', and a paragraph of text. The 'Description' section contains text from Wikipedia. The 'History' section provides a detailed account of the organization's formation and its focus on social provision. The final paragraph mentions the inclusion of Criteria CaixaCorp in the IBEX 35 index on January 29, 2008.

facebook Search


"la Caixa"
Profile
Related posts
Wikipedia

426 people like this

Share

la Caixa Like
Organisation

Description

From Wikipedia, the free encyclopaedia

"La Caixa", formally *Caixa d'Estalvis i Pensions de Barcelona*, is currently Europe's leading savings bank and Spain's third largest financial institution, with a network of over 5,500 branches, more than 8,100 ATMs, a workforce in excess of 27,000 and more than 10.7 million customers.

History

Today's "la Caixa" is the result of the July 27, 1990 merger between the *Caja de Pensiones para la Vejez y de Ahorros de Cataluña y Baleares*, founded in 1904, and the *Caja de Ahorros y Monte de Piedad de Barcelona*, founded in 1844. From the beginning, "la Caixa" focused on savings for families and offering its customers security in their old age, when this type of social provision did not yet exist in Spain. Owing to its origins, it is a financial institution, albeit not for profit and charitable and social in nature, with a private board of trustees, independent of any other company or institution.

The "la Caixa" Group manages a total bank turnover of over 411,522 million Euros (September 2008), with total customer resources in excess of 238,404 million Euros.

Similarly, the Group has a portfolio of industrial interests in companies mainly in the infrastructure, energy and communications sectors. In November 2006, the "la Caixa" Board of Directors approved the company portfolio of holdings' listing on the stock market, through the Criteria CaixaCorp company, which came into effect on October 10, 2007.

January 29, 2008 saw the inclusion of Criteria CaixaCorp in the IBEX 35.



‘hablamos’ ... Twitter

twitter  Search Home Profile M

 **Lkxa**
@LKXA Spain
¿Quieres pagar menos en hoteles, en cine, en conciertos, en viajes, en deportes? ¿Te interesan los proyectos sociales? LKXA te ofrece todo esto y mucho más
<http://www.lkxa.com>

✓ Following  

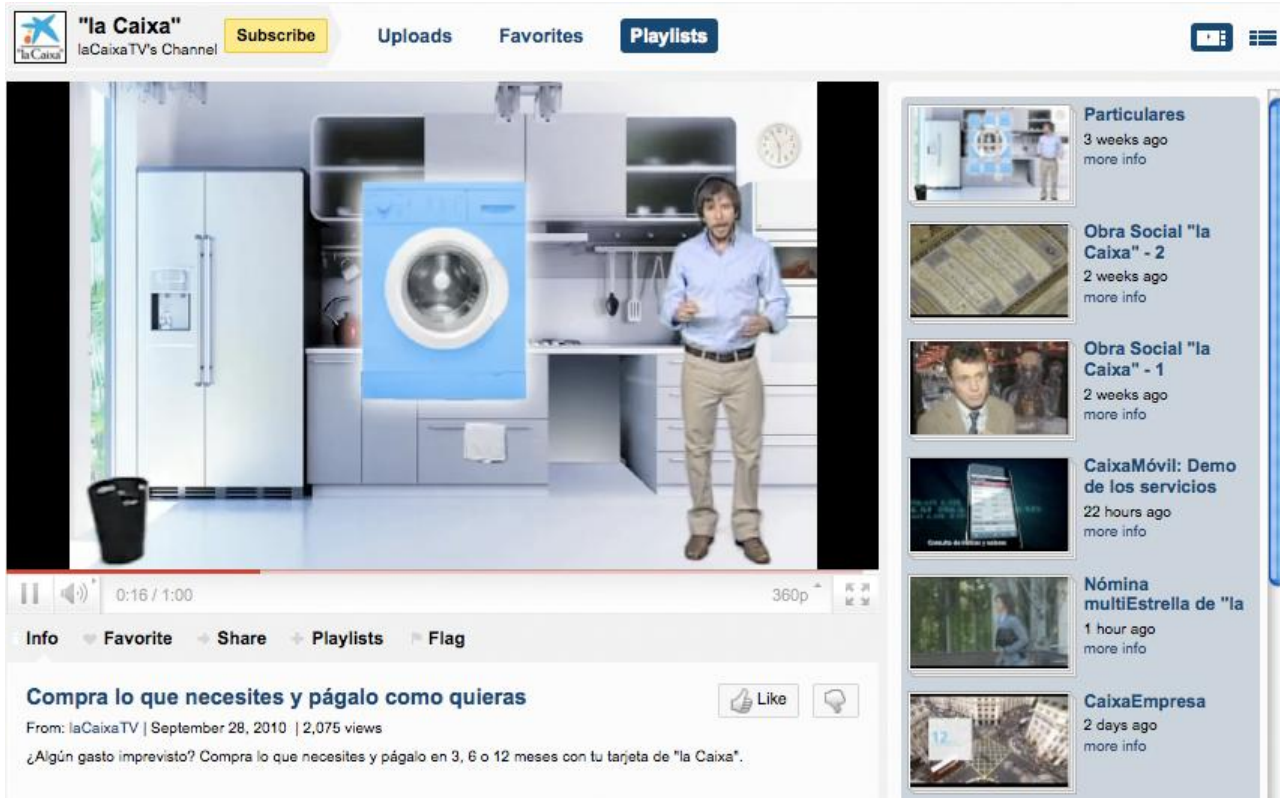
Timeline Favorites Following Followers Lists

 **LKXA** Lkxa
Con LKXA y Bocatta, comer bien no cuesta tanto. Disfruta de 2x1 en bocadillos y un 20% de dto. en el resto de productos
<http://bit.ly/dunzEx>
22 Oct

 **LKXA** Lkxa
Cantur: Cantabria Infinita. Disfruta de un 10% de dto. para recorrer los rincones más especiales de Cantabria. <http://bit.ly/bx0Zy4>
21 Oct



'hablamos' ... YouTube Channel



"la Caixa"
laCaixaTV's Channel

Subscribe Uploads Favorites Playlists

0:16 / 1:00 360p

Info Favorite Share Playlists Flag

Compra lo que necesites y págalo como quieras

From: laCaixaTV | September 28, 2010 | 2,075 views

¿Algún gasto imprevisto? Compra lo que necesites y págalo en 3, 6 o 12 meses con tu tarjeta de "la Caixa".

Particulares
3 weeks ago
more info

Obra Social "la Caixa" - 2
2 weeks ago
more info

Obra Social "la Caixa" - 1
2 weeks ago
more info

CaixaMóvil: Demo de los servicios
22 hours ago
more info

Nómina multiEstrella de "la Caixa"
1 hour ago
more info

CaixaEmpresa
2 days ago
more info



'hablamos' ... Flickr

 **"la Caixa"**
Group Pool Discussion 1 Member Map Join This Group

Group Pool [21 items](#) | Only members can add to the pool. [Join?](#)



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."



From "la..."

About "la Caixa"

Galería de "la Caixa"

<http://www.lacaixa.es>

Additional Information

This is a public group.

- Accepted media types:
 - Photos
 - Video

[» More](#)



'hablamos' ... Wikipedia



WIKIPEDIA
The Free Encyclopedia

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la Caixa

From Wikipedia, the free encyclopedia

"**La Caixa**", formally *Caixa d'Estalvis i Pensions de Barcelona* (Spanish: *Caja de Ahorros y Pensiones de Barcelona*), is currently Europe's leading savings bank and Spain's third largest financial institution, with a network of over 5,500 branches, more than 8,100 ATMs, a workforce in excess of 27,000 and more than 10.7 million customers.^[1]

Contents [hide]

- History
 - 1.1 The logo
- Corporate social responsibility
- Branch network and remote banking
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History

[edit]

Today's "la Caixa" is the result of the July 27, 1990 merger between the *Caja de Pensiones para la Vejez y de Ahorros de Cataluña y Baleares*, founded in 1904, and the *Caja de Ahorros y Monte de Piedad de Barcelona*, founded in 1844. From the beginning, "la Caixa" focused on savings for families and offering its customers security in their old age, when this type of social provision did not yet exist in Spain. Owing to its origins, it is a financial institution, albeit not for profit and charitable and social in nature, with a private board of trustees, independent of any other company or institution.^[1]

The "la Caixa" Group manages a total bank turnover of over 411,522 million Euros (September 2008), with total customer resources in excess

"la Caixa"



"la Caixa"

Type	Bank
Industry	Financial services and Insurance
Headquarters	Barcelona, Spain
Key people	Isidre Fainé Casas (President) Joan Maria Nin (Chief Executive Officer)
Products	Consumer Banking Corporate Banking
Net income	€ 2.488 Billion (2007)
Employees	27,740 (September 2008)
Website	www.lacaixa.com



CaixaMovil ...

YouTube

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Upload

Portal iPhone de "la Caixa"

laCaixaTV

582 videos

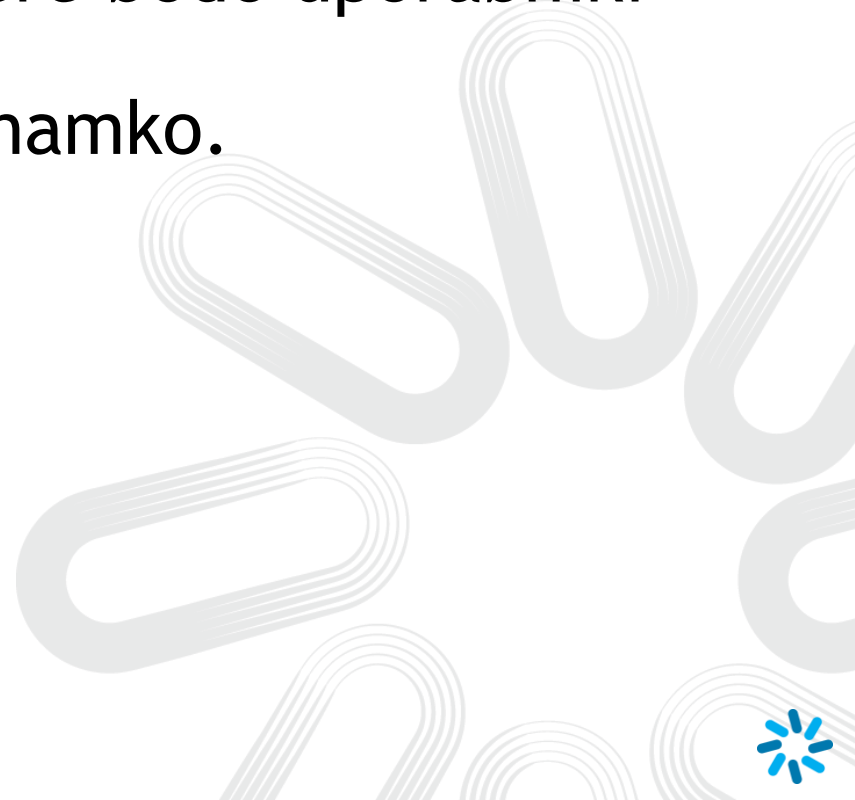


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Oblikovalci interakcij ...

... oblikujemo načine na katere bodo uporabniki stopali v odnos z blagovno znamko.



Primer 2



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Lek protiv bolova bez recepta Lekari i farmaceuti | Proizvođač | Kontakt

Rapidol[®] 200 mg
kapsula, meka
ibuprofen

Šta je lek Rapidol? Koje bolove leči? Kako se upotrebljava? Mogući neželjeni efekti

Ne želim bol.

Glavobolja Povišena temperatura
Zubobolja Bol u leđima
Bolovi u mišićima i kostima
Menstrualni bolovi

Brzo delovanje
Ne šteti želudcu

Bolovi u mišićima i kostima
Lorem ipsum opis et adip scing dolor sollicitudin.
> već

Vesti

Suspendisse potenti. Phasellus varius, eros
24.07.2010  
Aliquam tincidunt nulla at enim lacinia tempor. Praesent porttitor mi lacinia ante euismod at adipiscing dolor sollicitudin. Suspendisse gravida mi ac arcu convallis sodales mi egestas. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

 > već na wikipedia

Aktuelno

Curabitur a odio ut diam suscipit malesuada
12.08.2010  
Quisque a tellus velit, eget convallis lectus. Quisque sollicitudin odio sit amet lacus adipiscing consequat vitae ut diam. Donec eget nulla massa. Aenean non diam suscipit nibh sollicitudin egestas vel sed massa.

Rapidol na Facebook-u 

© PharmaSwiss | 2010 O Autoru | Pravna obaveštenja





Rapidol ...

facebook Home Profile Account ▾

 **Doktorica za Bolne Tačke** 

Wall Info **Rapidol** Bolne Tačke



Problemi na estradi

Povišena temperatura

Bol u mišićima

Menstrualni bolovi

Boljke na poslu

Sportski porazi

Naša okolina

Glavobolja

Pozorište v kući

Ne želim bol.

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Rapidol®
napredni mekhi
tableti

Create an Ad

Connect With More Friends

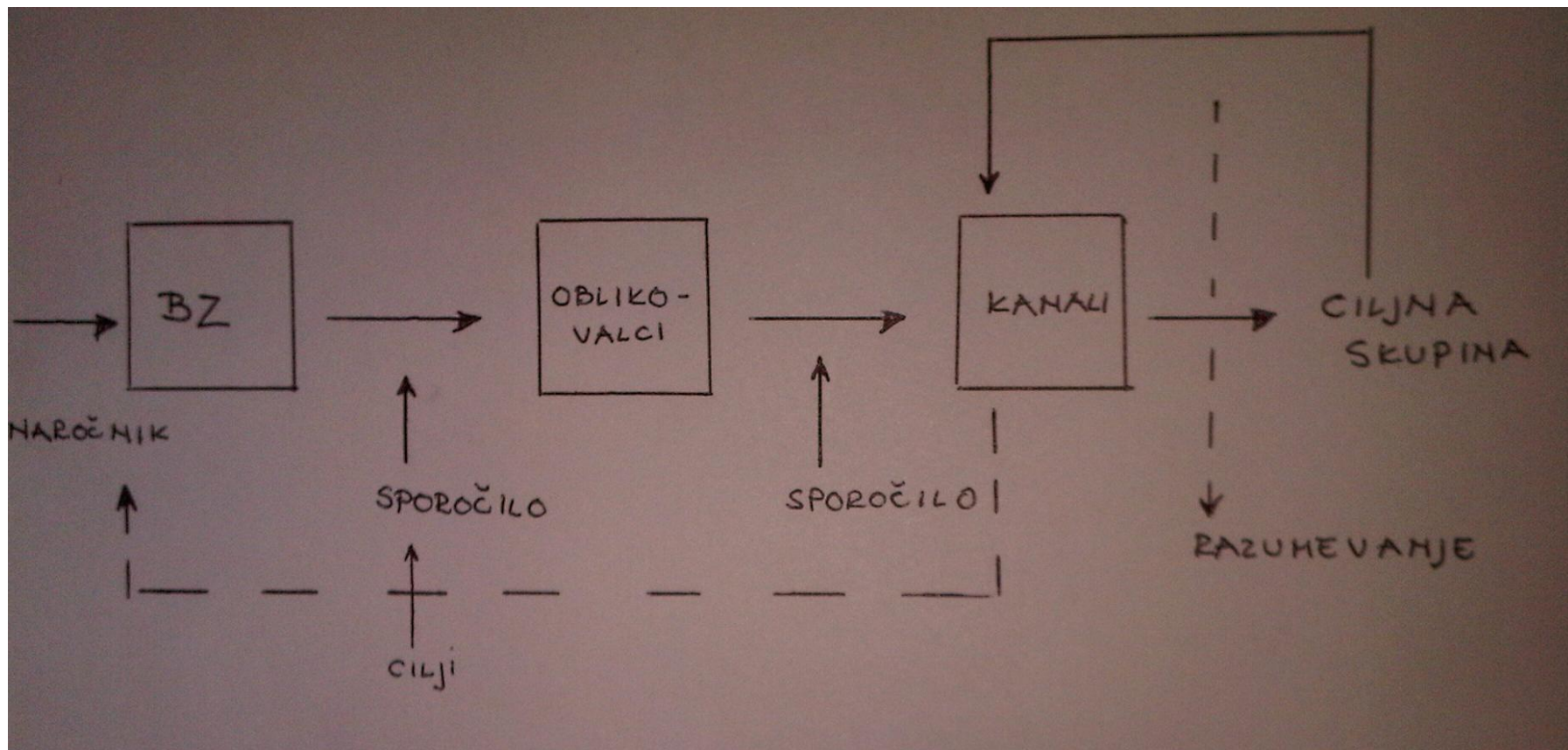


Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads



Komunikacija ...



Ko strategija enostavno ne deluje ...







Ne skačimo v pogovor ...



... oblikujmo pogovor.



Kdo sem?



Golden Drum my supersonic essence is simple.....

11 January at 08:26 · [Comment](#) · [Like](#)



Golden Drum ..I identify winners!

11 January at 15:33 · [Like](#)

Write a comment...



Kaj sporočam?



Golden Drum can brands be downloaded?

13 August at 11:38 · Comment · Like



Nataša Purgaj everything can be downloaded :)

13 August 2009 at 11:41 · Like



Tomaz Kosir they need to be uploaded first!

13 August 2009 at 11:42 · Like



Zdenek Strnad everything can be googled

13 August 2009 at 12:09 · Like



Zoran Savin Apparently it can be print screen-ed :-)

<http://www.printscreenyourbrand.com/>

13 August 2009 at 12:45 · Like



Dimitar Darren Pijev they absolutely can and they are every day!

13 August 2009 at 13:05 · Like



Golden Drum from this point of view could we state that modern brands have artificial intelligence?

13 August 2009 at 21:09 · Like



Zdenek Strnad i'd say they have natural intuition

13 August 2009 at 21:10 · Like



Dimitar Darren Pijev they could have in the future... that could be a possible development; brands that could talk to you, give you advice, soothe you, make you laugh, take care of you... why not!

14 August 2009 at 07:51 · Like



Zoran Savin Listen, if brands are created by people that they have their own artificial life anyway, don't they :-)

14 August 2009 at 08:36 · Like



Golden Drum and what if a person is a brand? ..and partially living in digital world..using artificial intelligence???

<http://www.goldendrum.com/drummers/posts/hot-topics/50-cent-as-a-brand/>

14 August 2009 at 12:05 · Like



... in veste zakaj?



Golden Drum can brands have holidays?

05 August 2009 at 08:18 · [Comment](#) · [Like](#)



Miha Bevc travel agencies, maybe?

05 August 2009 at 08:19 · [Like](#)



Irina Kysselef :)

05 August 2009 at 08:32 · [Like](#)



Josef Piska never...

05 August 2009 at 08:49 · [Like](#)



Aleš Hostnik No, but they must have vacation outfit!

05 August 2009 at 09:00 · [Like](#)



Ker ...

... “World Wide Web” nikoli ne spi.





Golden Drum meaningless messages stop confusing my thoughts

09 March at 14:40 · [Comment](#) · [Like](#)



