Information Visualization of Big Data 3V's

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"SUFFICIENCY"

1. Creative work name

Information Visualization of Big Data 3V's

2. Name of artist or designer

Korn Poonsirivong

3. Background or significant of the project

Big Data is the current hot topic in the world full of technology that is advancing in an exponential speed. It has become the subject that can't be ignore and the knowledge of it should be implemented in every organizations and businesses. The visualization infographic of big data 3v's is design for an easy understanding suitable for any audiences. It has basic uses of multiple colors which are distinctive from each other since each color represents each value of big data. The statistic information on the art work is up to date with the world statistic and gives users all kinds of information related to big data and its value.

4. Project Objective

1. To educate big data 3v's to viewers in a graphical design

2. To translate complicated data into an infographic art work

3. Display statistic facts to viewer in a graphic design format

5. Concept

The concept is to design big data properties into an easy understanding visualization for people who has little to no idea about what is big data and what it consists of. The design will be divided into three parts according to big data properties and by the uses of colors to identity each properties and values. All the facts given in the infographic is up to date and layout according to each characteristic of big data wheel.

6. Process of art or design works

1. The art work comprises of the understanding of big data property that the value of big data can be translate into a graphical form and color for an audience easy understanding of big data 3V's.

2. First the volume of "big data" has to be understood by the designer such as how big is one petabyte (unit used to define big data measurement) when compares a known unit to general audiences. For example, one petabyte is equal to 13.3 years of HD video, can be understood easier for viewer who doesn't recognize the size of one petabyte. Therefore, when comparing a unit of big data measurement to something normal viewer is used to result can be understand easier.

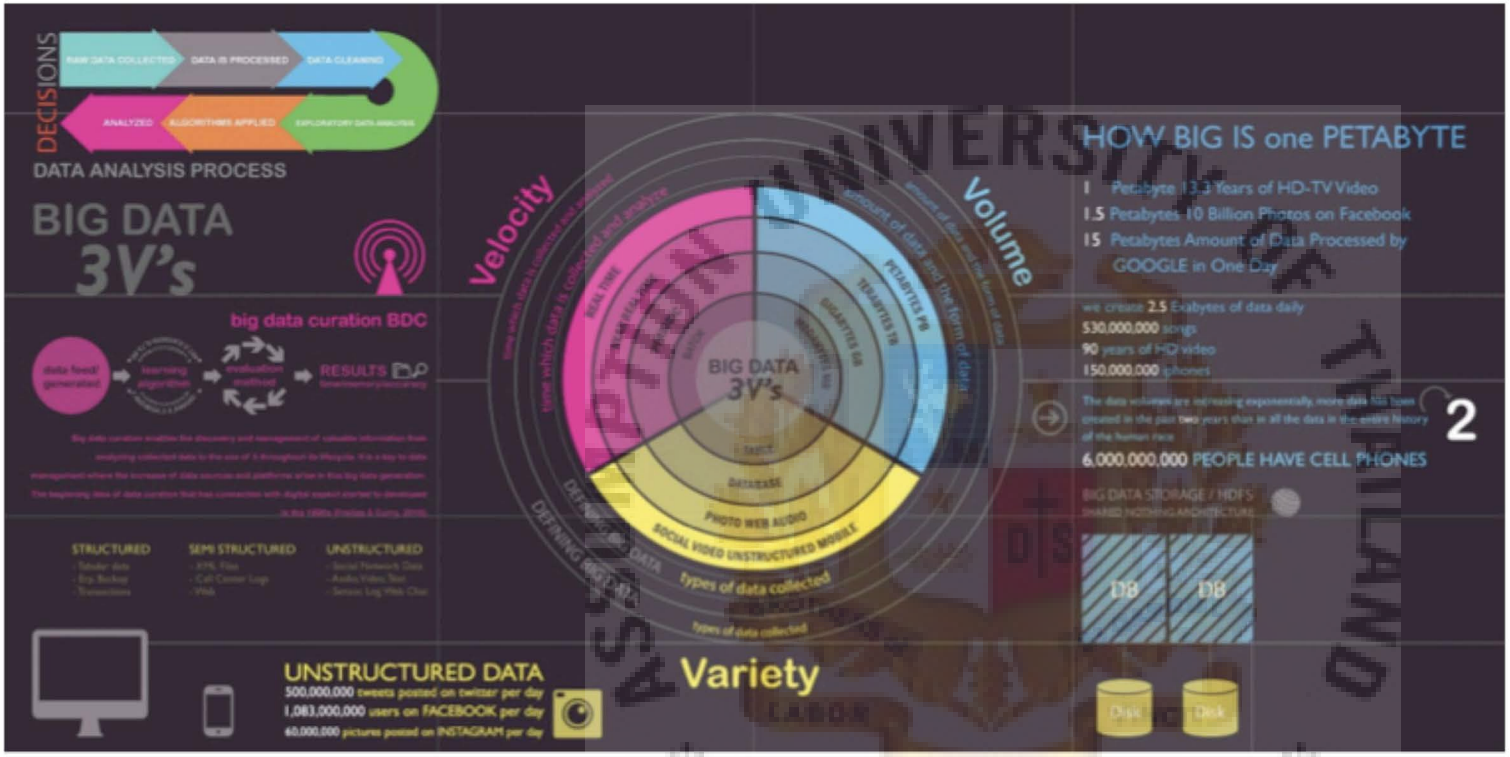
3. Designer has to first of all understand what is big data 3V's (volume, variety, velocity) then study its measurement and create a simplify infographic for audiences to view and recognize.

7. Material and techniques of art or design works

The art work will be created through the use of a computer software Adobe Illustrator. The color tone of the art work consists of bright colors which they imply the sense of technology. The source of the technology color research is from (https://99designs.com/logo-design/business-of-color/technology) which the source has define the color to be bold, bright, modern and diverse. In a quick changing industry with numerous new technologies, unwavering quality and simplicity in design is critical, therefore, the infographic is designed with the sense of simplicity, legibility, aesthetic and informative to general spectators. All of the artwork is created by the designer with the uses of research to support the design element and layout.

"The 2nd CA Creative Work Faculty Show Case 2016 – Sufficiency

8. Picture of art or design works



9. Knowledge after finished produce art or design works

The design was difficult since there were so many information and data to display in a limited amount of space. The color pallette uses in the art work shows the sense of modernization and uniqeness with the current technology trend. Knowledge gained after finish the art work were the uses of colors, graphic sizes and relationship between each element