

# AXM - E0404

Designing and Creating Virtual Worlds

Scan the QR code or use the password  
to take your attendance:

Password: **immersion**



# Agenda

09:20 – 09:30 Group 2 & 3 present the news

09:30 – 10:30 Guest lecture by Timo Wright, Q&A

10:30 – 10:45 Break

10:45 – 11:15 Narrative and Storyboard presentations with feedback  
from Timo and Cvijeta

11:15 – 11:45 Lecture on Information Architecture, Q&A

11:45 – 12:00 Assignment 3

# Information Architecture

Cvijeta Miljak, *Designing and Creating Virtual Worlds*, 6.11.2023

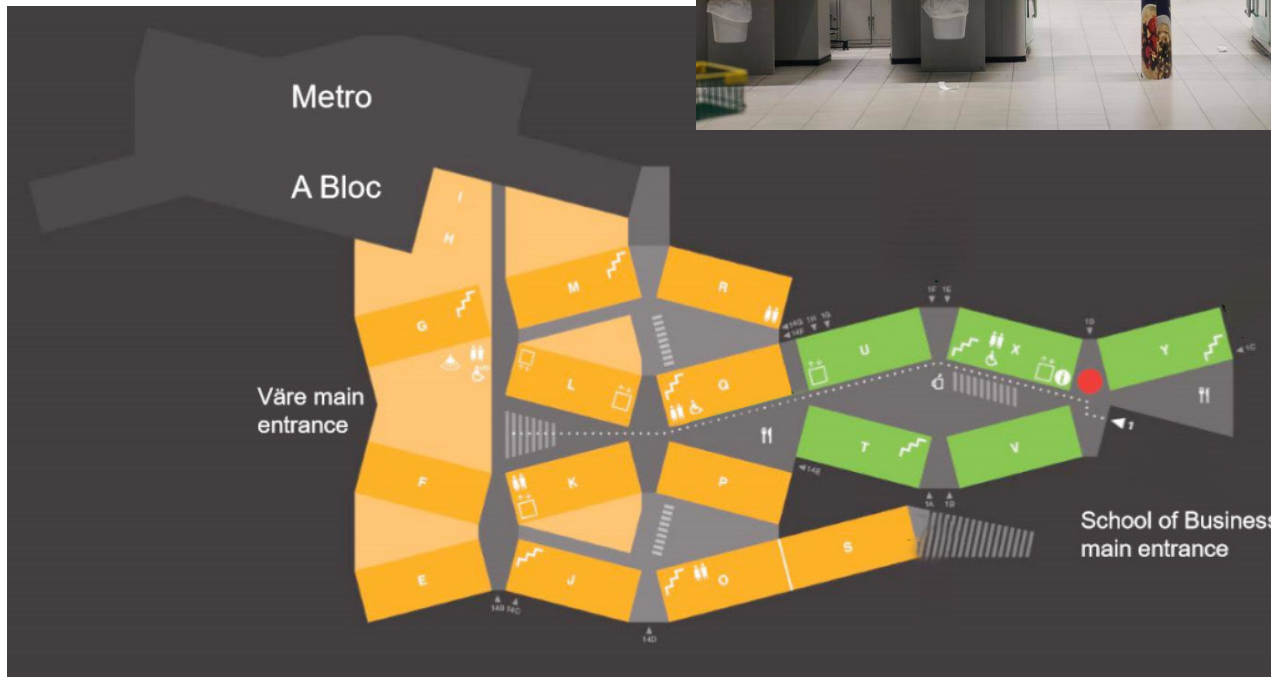
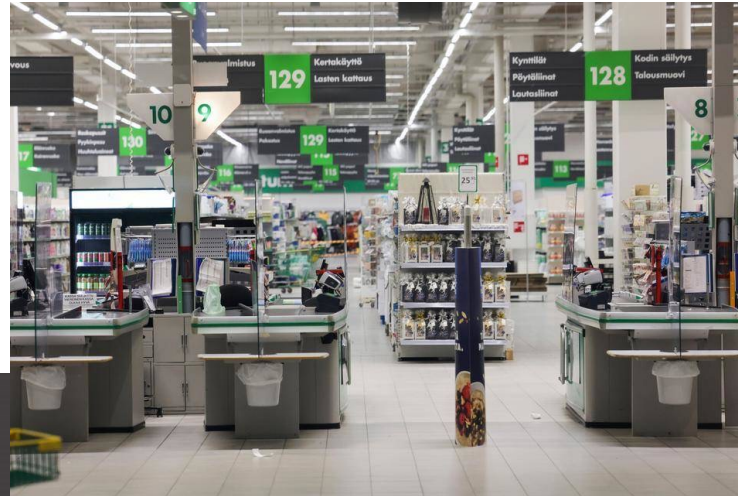
Information architecture is the structural design of shared information systems, interactive services and user experiences.

[Peter Morville: Understanding IA, 2012](#)

Information architecture is about helping people understand their surroundings and find what they're looking for, in the real world as well as online.

[The Information Architecture Institute](#)

# Where can the users find the information they are looking for?



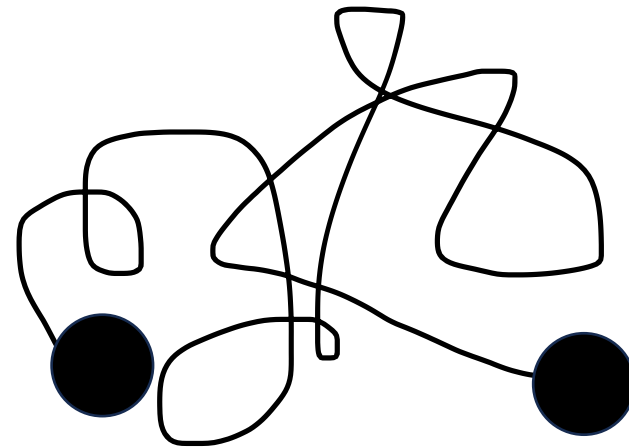
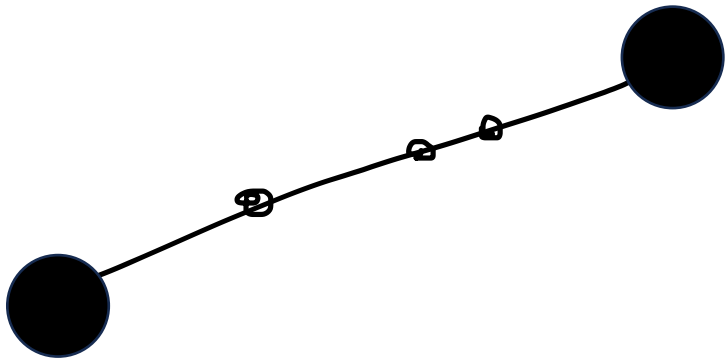
Colorful Startup Sitemap Template

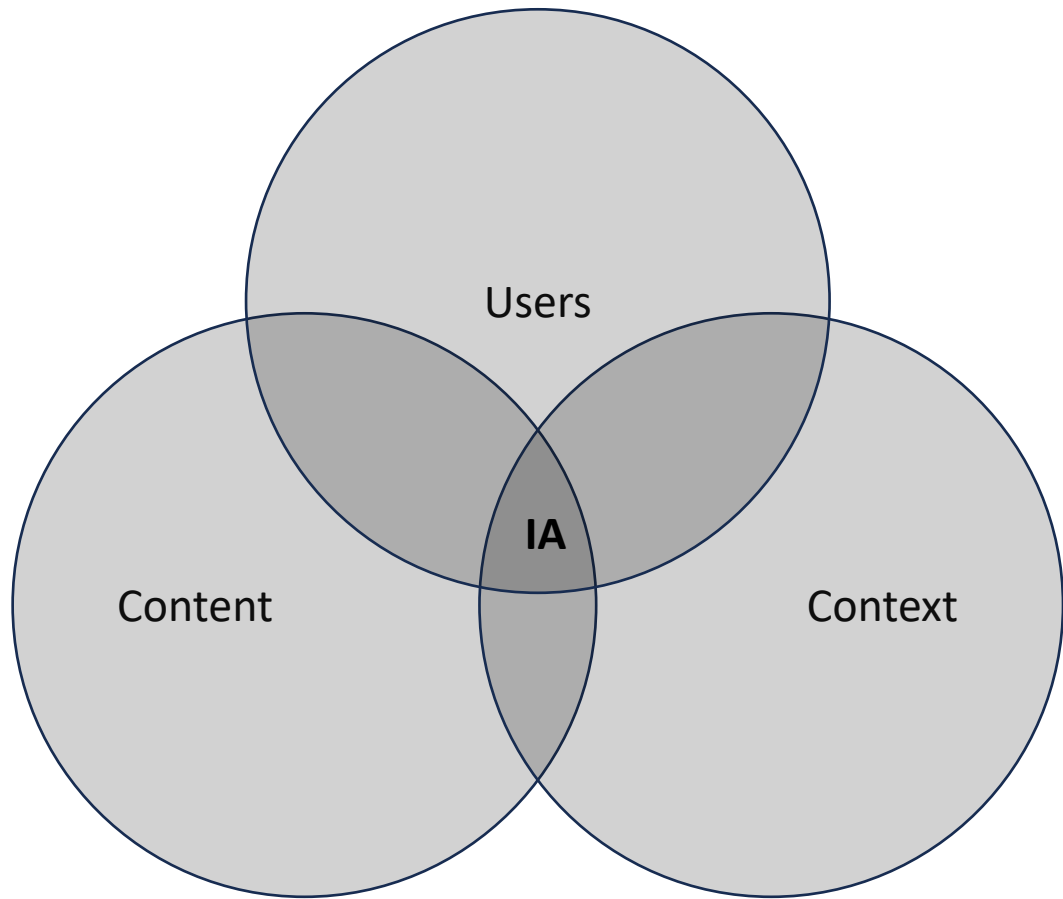
HOME PAGE



Why is IA important?

The way the information is organised influences the way people interact in/with the space





“Information ecology”

**Content:**

What kind of information is available?

How relevant is the information to the user?

**Context:**

When, why and how is user engaging with the content?

**User:**

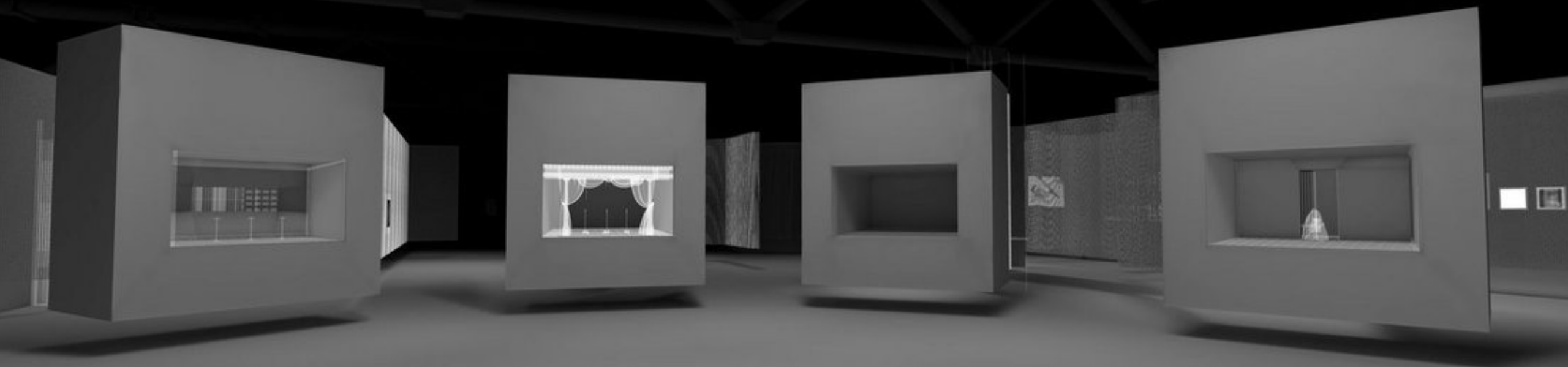
What tasks, needs, expectations does the user have?

What kind of experience will the user have?



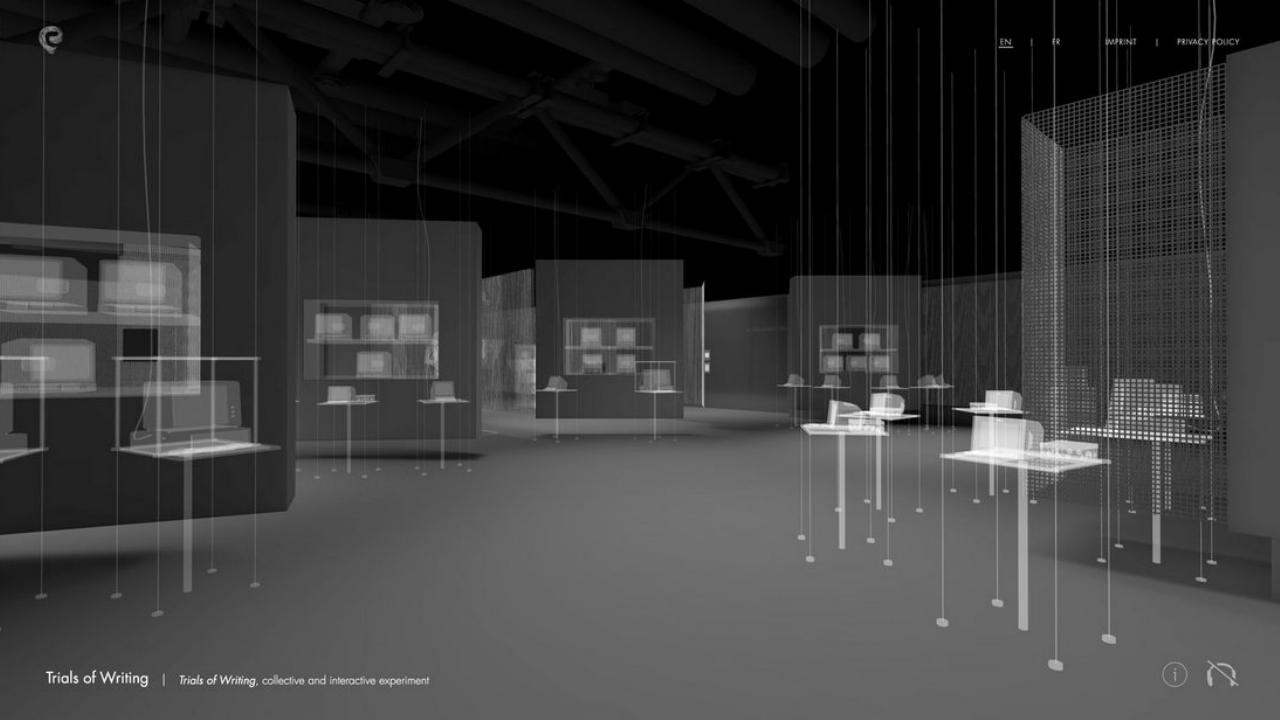


# Case study: The Virtual Exhibition of Les Immatériaux





Artificial Memories | Iconography, design Bibliothèque publique d'information and VT.COM



Trials of Writing | Trials of Writing, collective and interactive experiment



Bodiless Painters



Artificial Logics

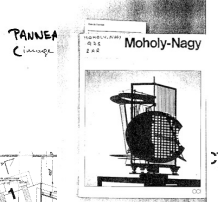
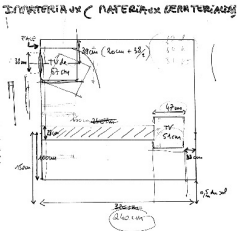
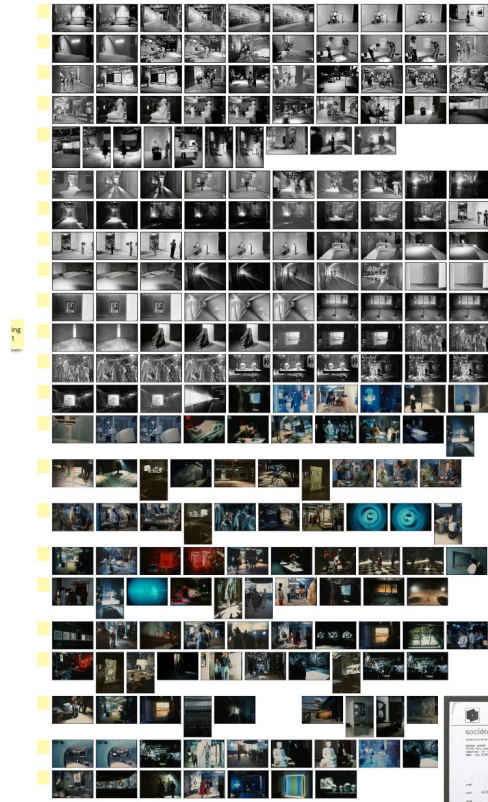
Concept design: Centre Pompidou curatorial and archival research team: Julie Champion Lagadec, Marcella Lista, Philippe Bettinelli, Marie Vicet and Andreas Broeckmann  
Aalto University BM Fellows: Edoardo Piroddi, Punith Hiremath, Niklas Alenius and Jiaxin Tao  
Aalto University advisors: Lily Diaz-Kommonen, Cvijeta Miljak



opening



Views of the Exhibition



PT3

Installation

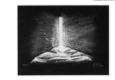
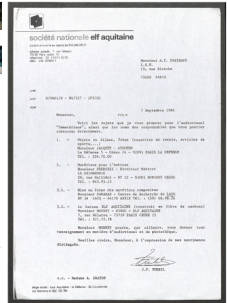


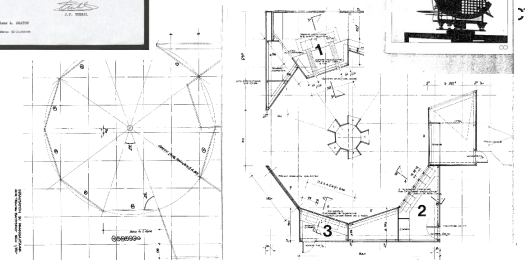
Fig. 10 The details with the light design detail (bottom)



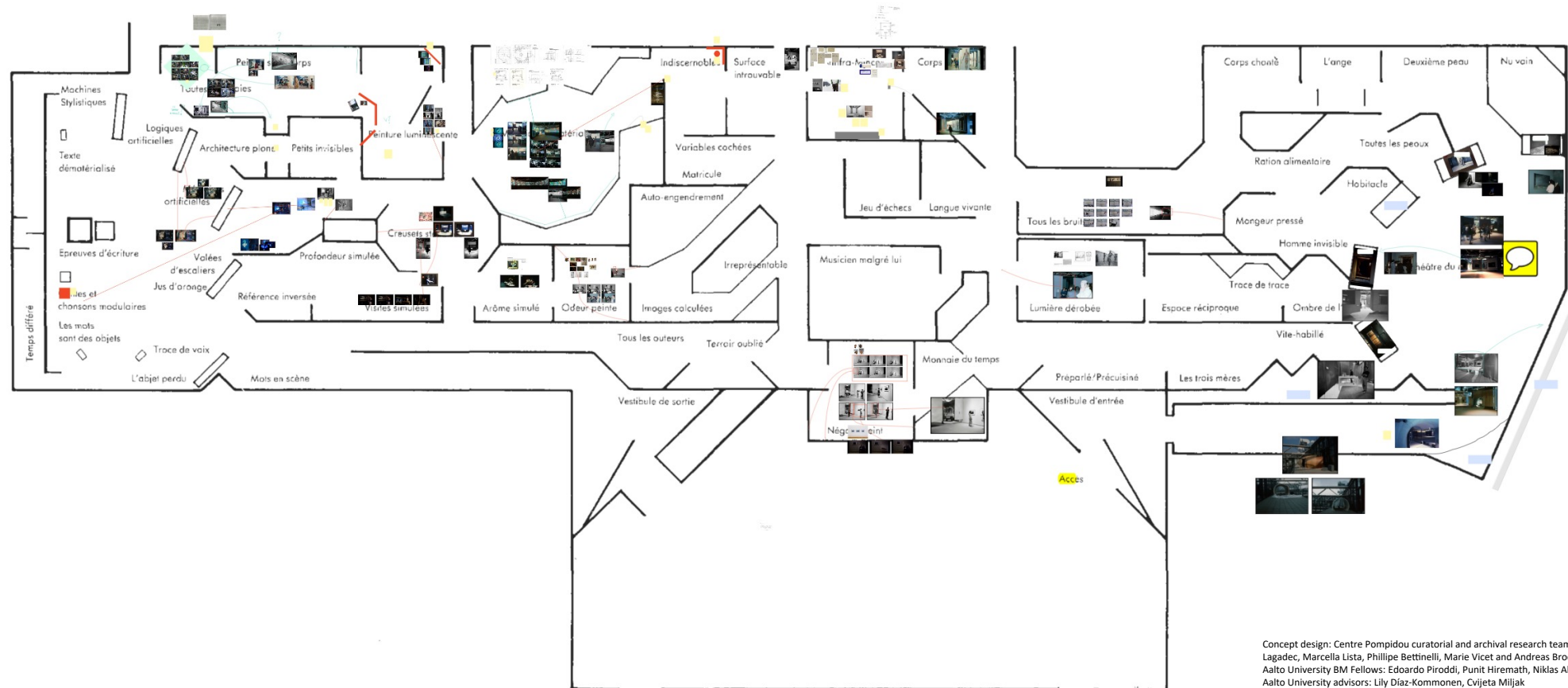
Fig. 11 The details with the light design detail (top)



Fig. 12 The details with the light design detail (middle)



# plan de l'exposition



Philippe Delis, architecte DPLG

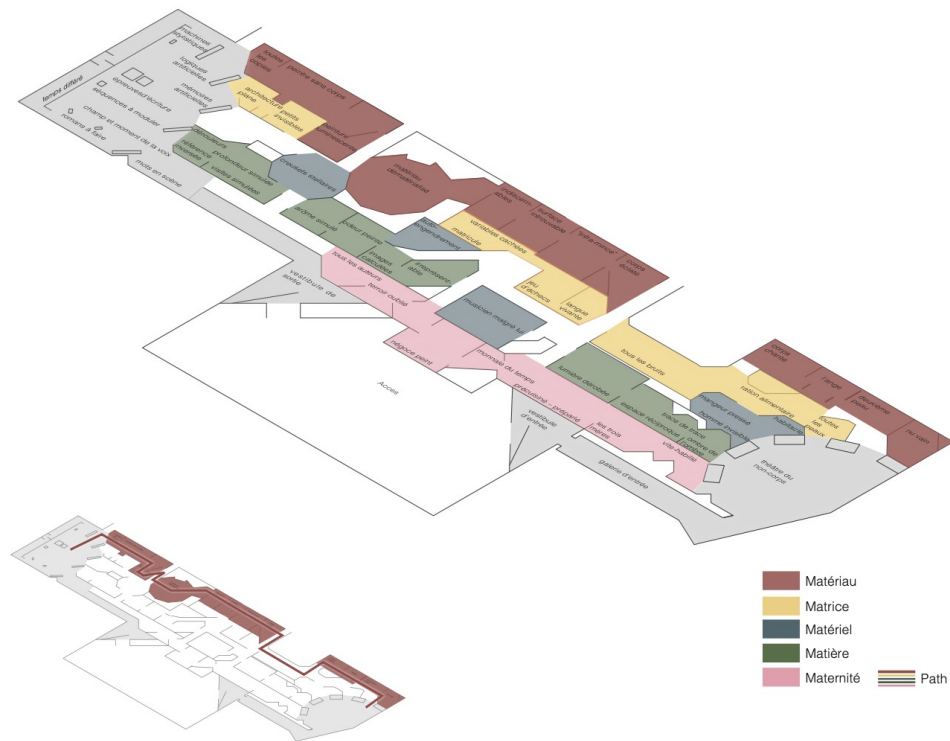
Concept design: Centre Pompidou curatorial and archival research team: Julie Champion Lagadec, Marcella Lista, Philippe Bettinelli, Marie Vicet and Andreas Broeckmann  
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## Chapter 3 From the diagram to the plan

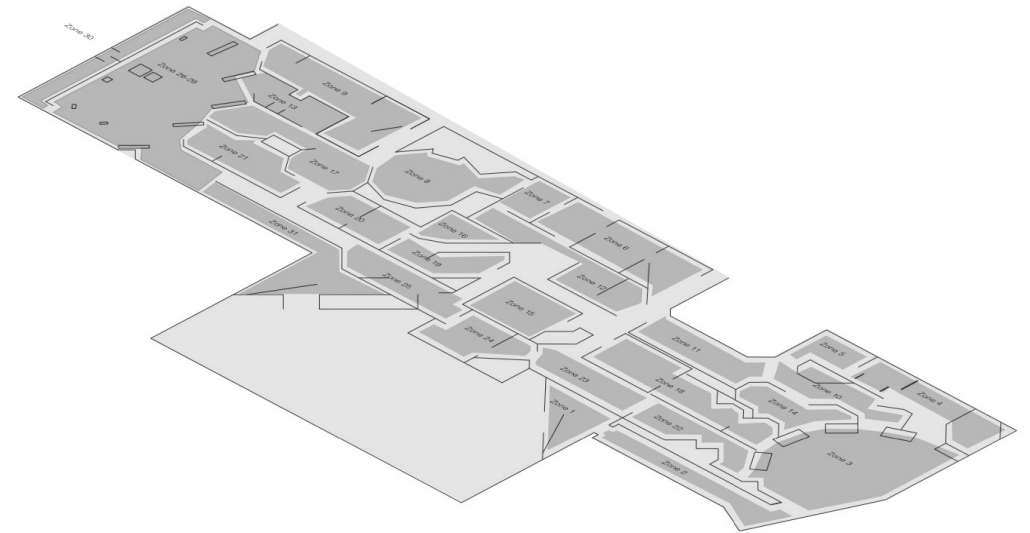
The 5 matrixes and 5 matrixes possible paths: matériau, matrice, matériel, matière, maternité.

In this chapter, the visitors can choose to clic on the map and land in the immersive experience to explore the sites according to the logic of the "mat" paths, or to explore the archives selected for this chapter.



## Chapter 5 The soundtrack

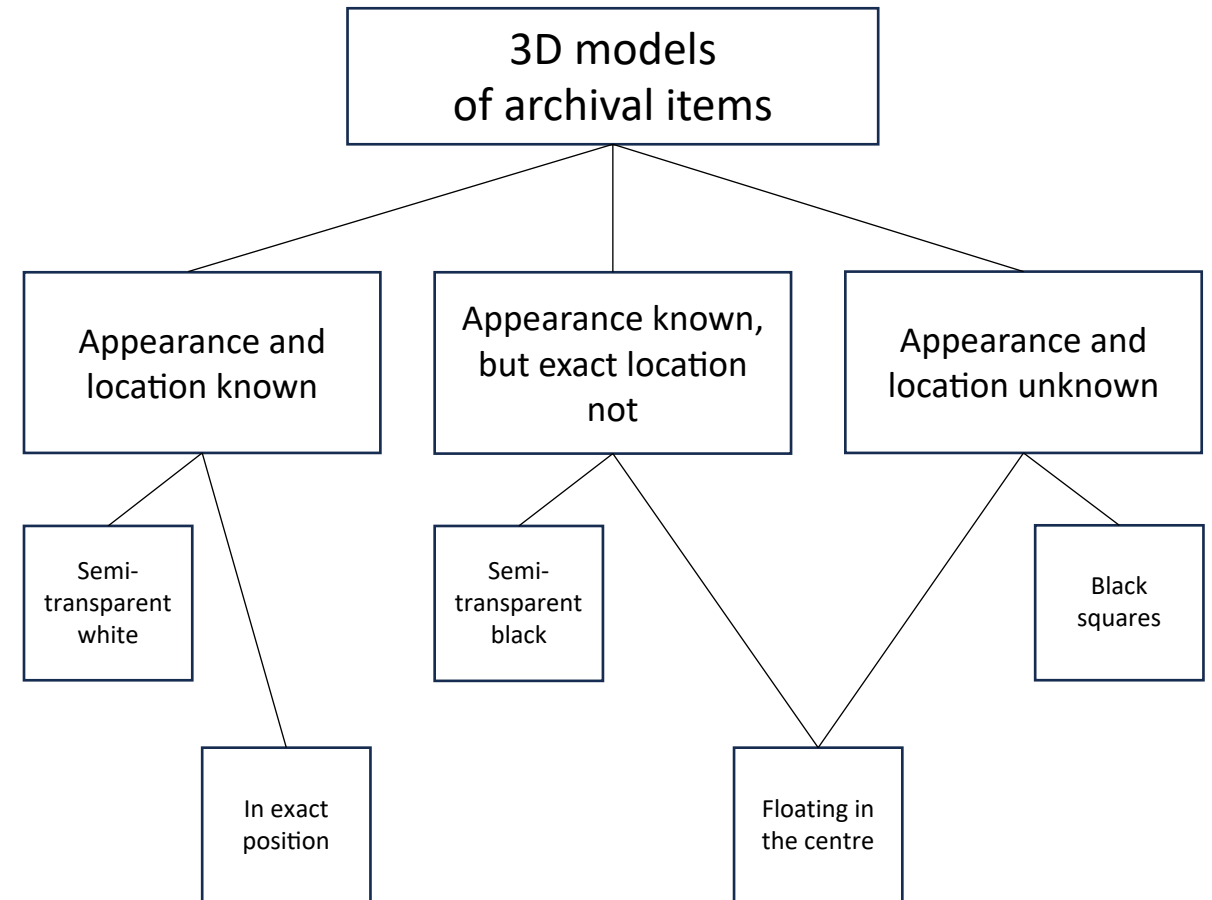
In this chapter, the visitors can choose to clic on the map and land in the immersive experience to explore the sites according to the logic of the audio zones, or to explore the archives selected for this chapter.



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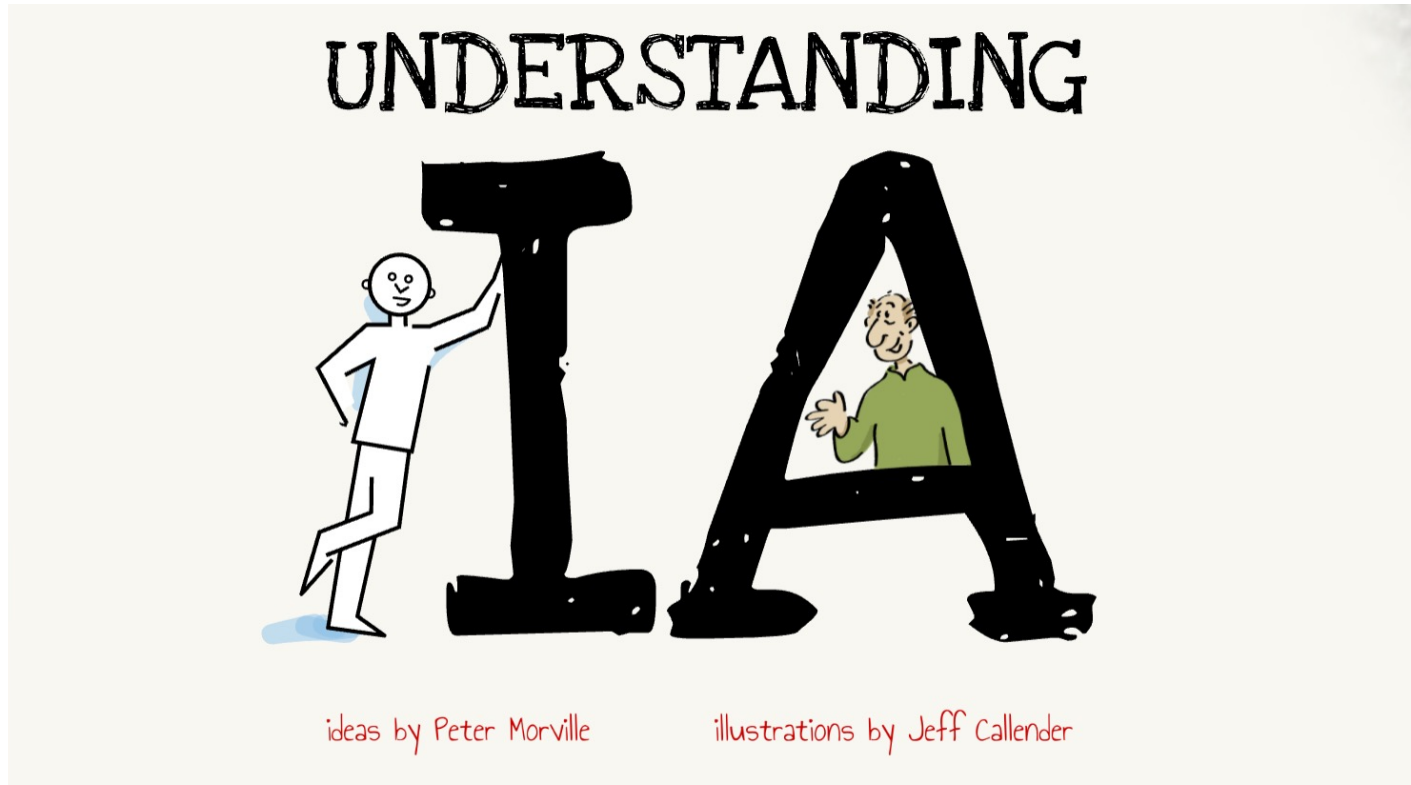
## Uncertainties and Unknowns

The archive of *'Les Immatériaux'*, like any archive, has some holes in it. To date, no photographs have been found of some of the sites. Although our research has allowed us gradually to fill in the gaps, certain unknowns still remain, and the project acknowledges these absences. The 3D models of artworks, objects, and devices are of three types: those identified in photographs from 1985 are represented in semi-transparent white; those whose appearance was documented but whose exact location within the exhibition could not be established are represented in semi-transparent black, floating in the centre of their respective sites; and finally, those whose appearance and placement are unknown are represented as black squares.



# More info:

- [prezi.com/aafmvya6bk7t/understanding-information-architecture](https://prezi.com/aafmvya6bk7t/understanding-information-architecture)





# Assignment 3 – Information architecture

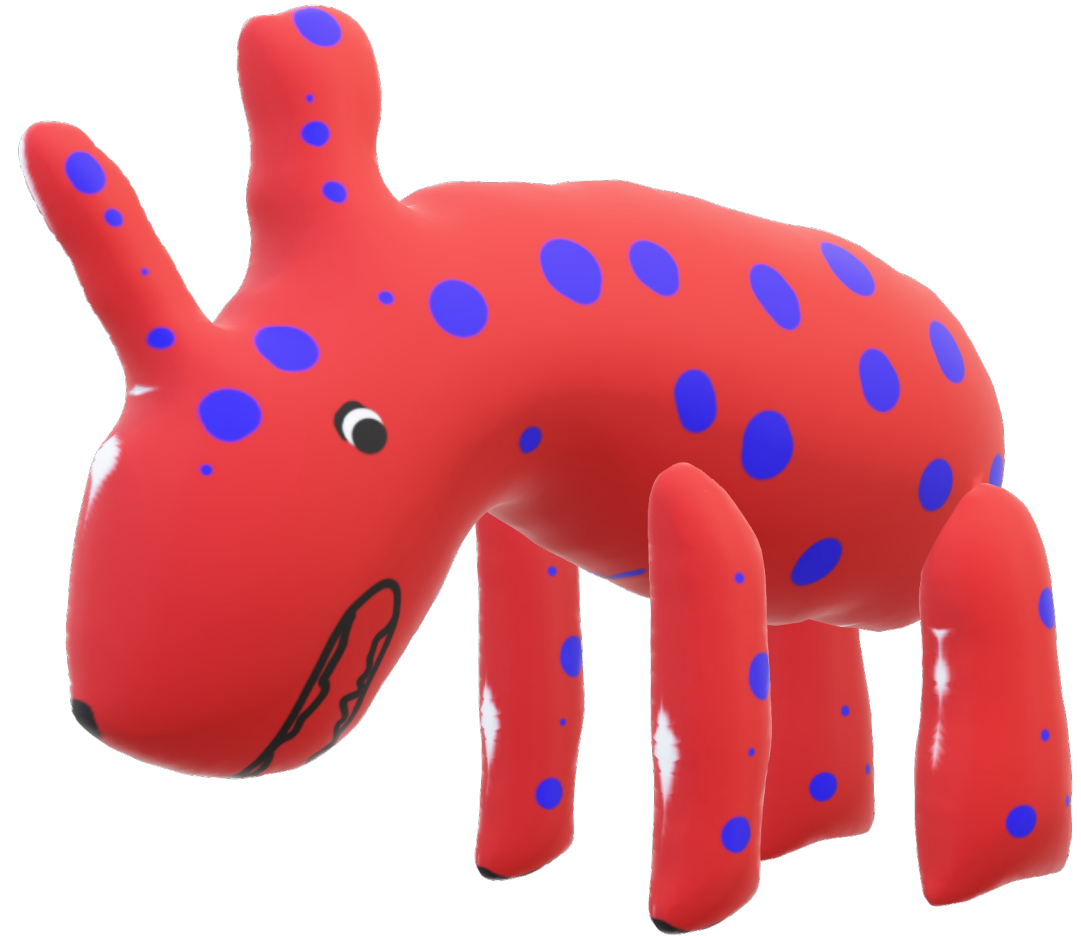
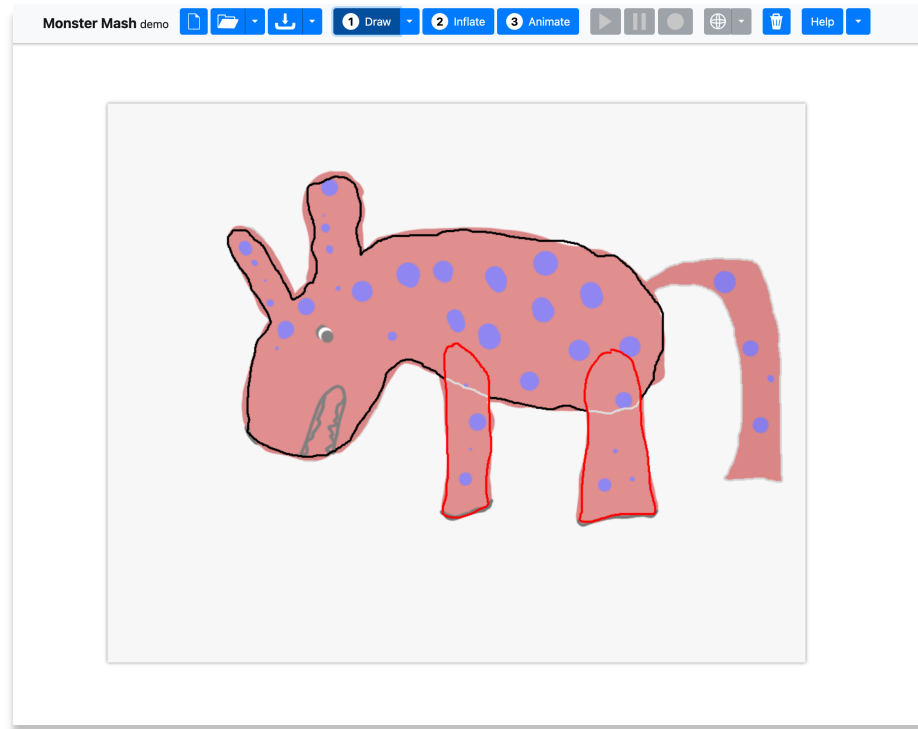
Now that you have a concept of your world and you have designed a narrative for it, make a list of all the 'tangible' digital assets as well as the processes and organize them using principles of Information Architecture.

Each group should be ready to present this in the next class session.

# Simple tool for 3D modelling

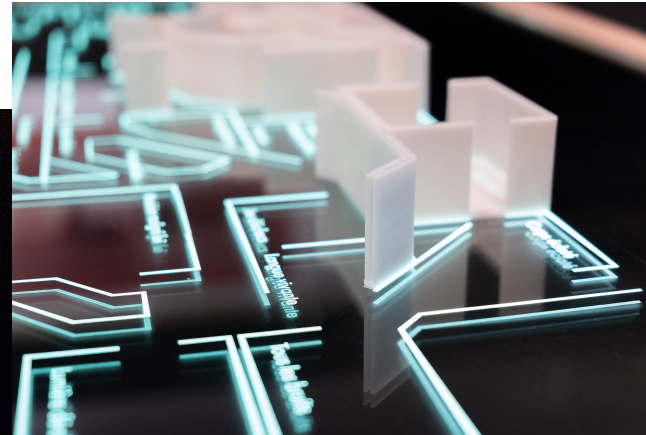
## Monster mash

<https://monstermash.zone/>



Please welcome to visit the exhibition *Heritage as a source of knowledge in artistic research and design education* at Dipoli Gallery until 23 November 2023.

The exhibition revisits the site of *Les Immatériaux* (1985) curated by French philosopher Jean-François Lyotard and design theorist Thierry Chaput, showcasing an educational perspective encapsulated in the *MA Fellowship Programme*. It displays selected aspects of the processes and outcomes of co-design methodologies employed in a particularly rich and insightful collaboration with Centre Pompidou.



<https://virtualexhibitions.aalto.fi/en/heritage-as-a-source-of-knowledge-in-art-and-design-research-and-education>

<https://lesimmateriaux.beyondmatter.eu/>