

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Brain rendering



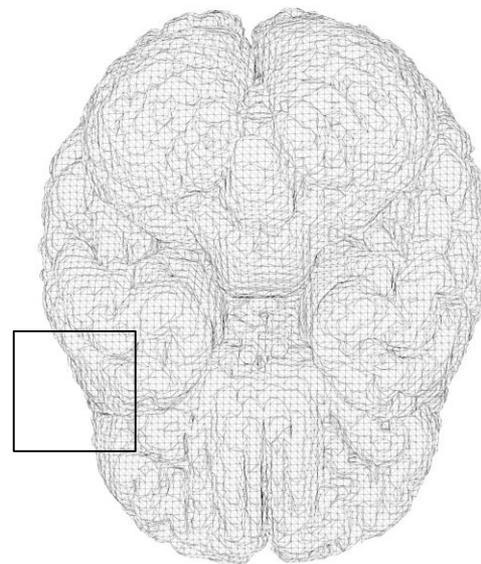
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Ardak Mukanova, Taiana Aleksandrova

Promoter(s).
St. Petersburg
State University,
Laboratory of
cognitive research

Funder(s).
In search

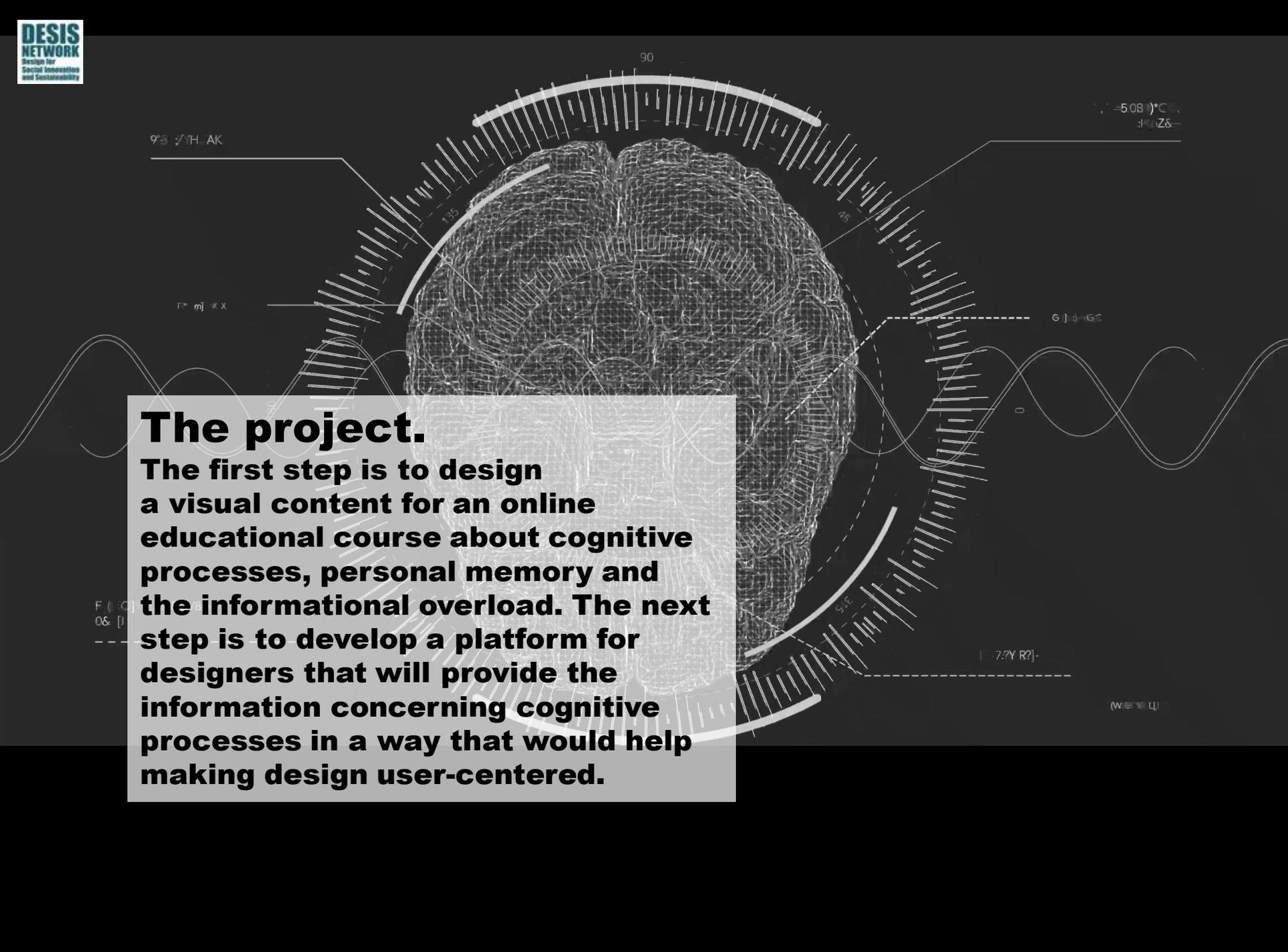


Aknowledgements.

Faculty of Liberal Arts and Science, Tatyana Chernigovskaya

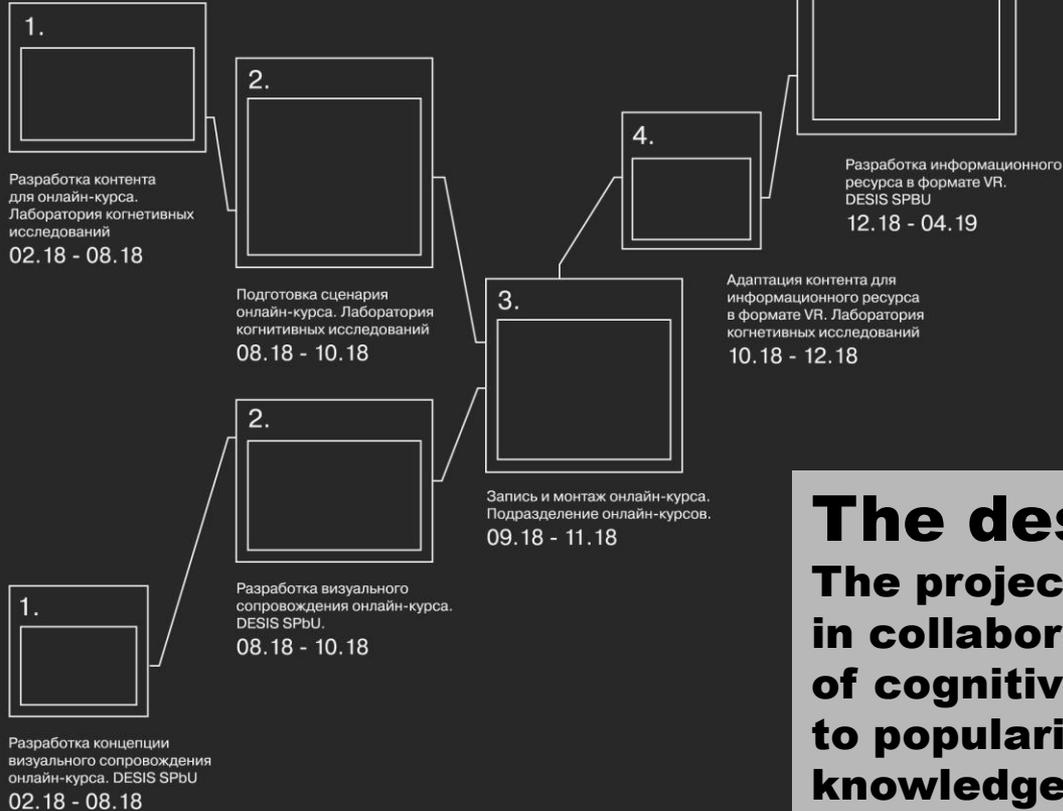
Context.

In the core of the project is the problem of information overload and the responsibility of design in dealing with the problem. We see this project as a starting point for developing an open resource for designers aimed to structure and visualize scientific data from the field of cognitive science that could be relevant to the design community.

A central wireframe brain model is surrounded by various technical diagrams. At the top, a semi-circular arc with vertical tick marks is labeled '90'. To the right, there are labels like '-5.08 1)*C 6', 'd:4Z6-', and '6])=66'. Below the brain, there are labels '35', '36', and '38'. On the left, there are labels '95 9/TH AK', 'E* m] 4 X', and 'F (C] 06 []'. On the right, there are labels '7:Y R?]-' and '(W 6 8 U]'. The background is dark with white lines and curves, suggesting a technical or scientific theme.

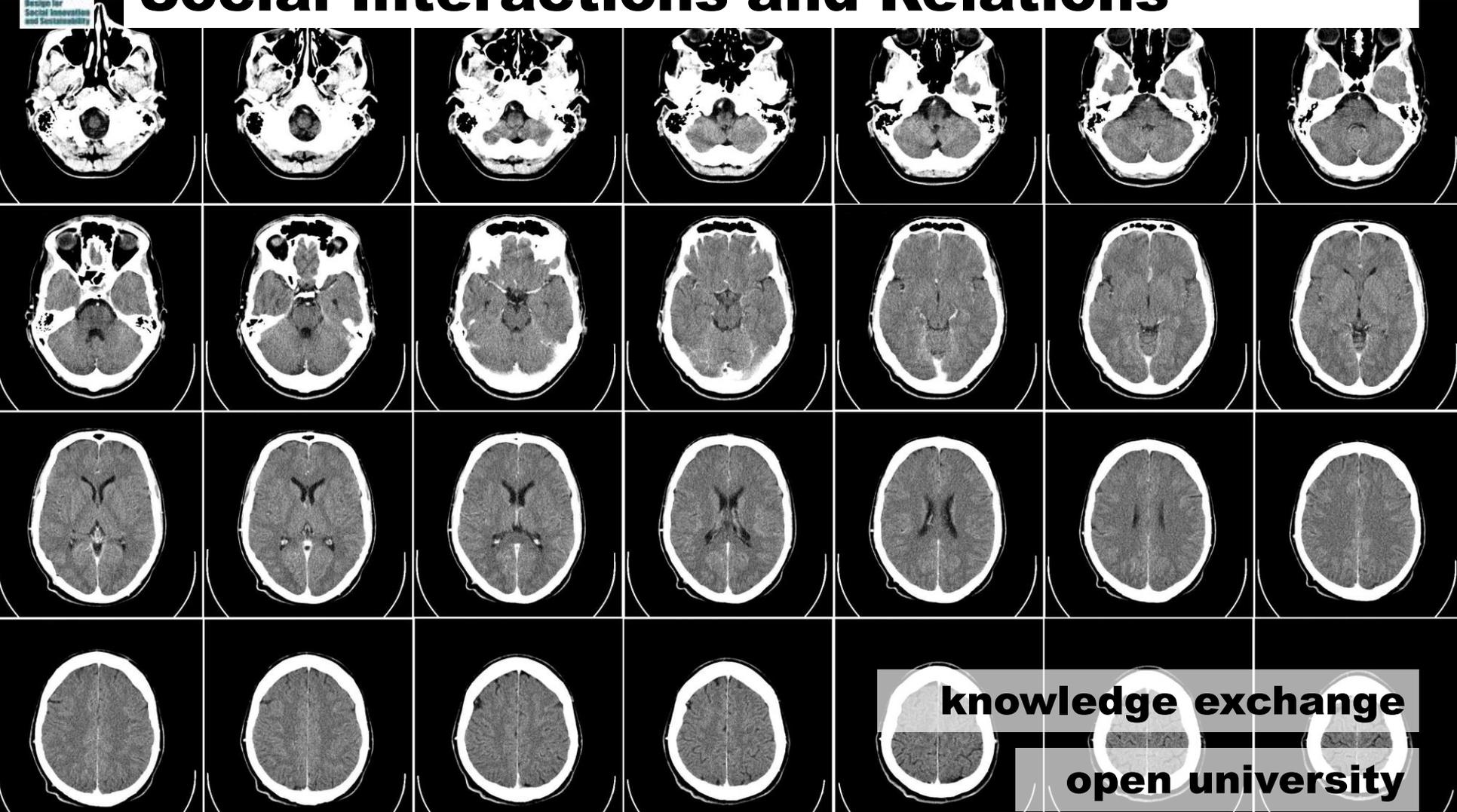
The project.

The first step is to design a visual content for an online educational course about cognitive processes, personal memory and the informational overload. The next step is to develop a platform for designers that will provide the information concerning cognitive processes in a way that would help making design user-centered.



The design process.
The project is being developed in collaboration with the Laboratory of cognitive research, in order to popularize the scientific knowledge regarding neuroscience and to share the awareness among the large audience. The process includes five steps: concept and content development, online course development, data adaptation, platform development.

Social Interactions and Relations

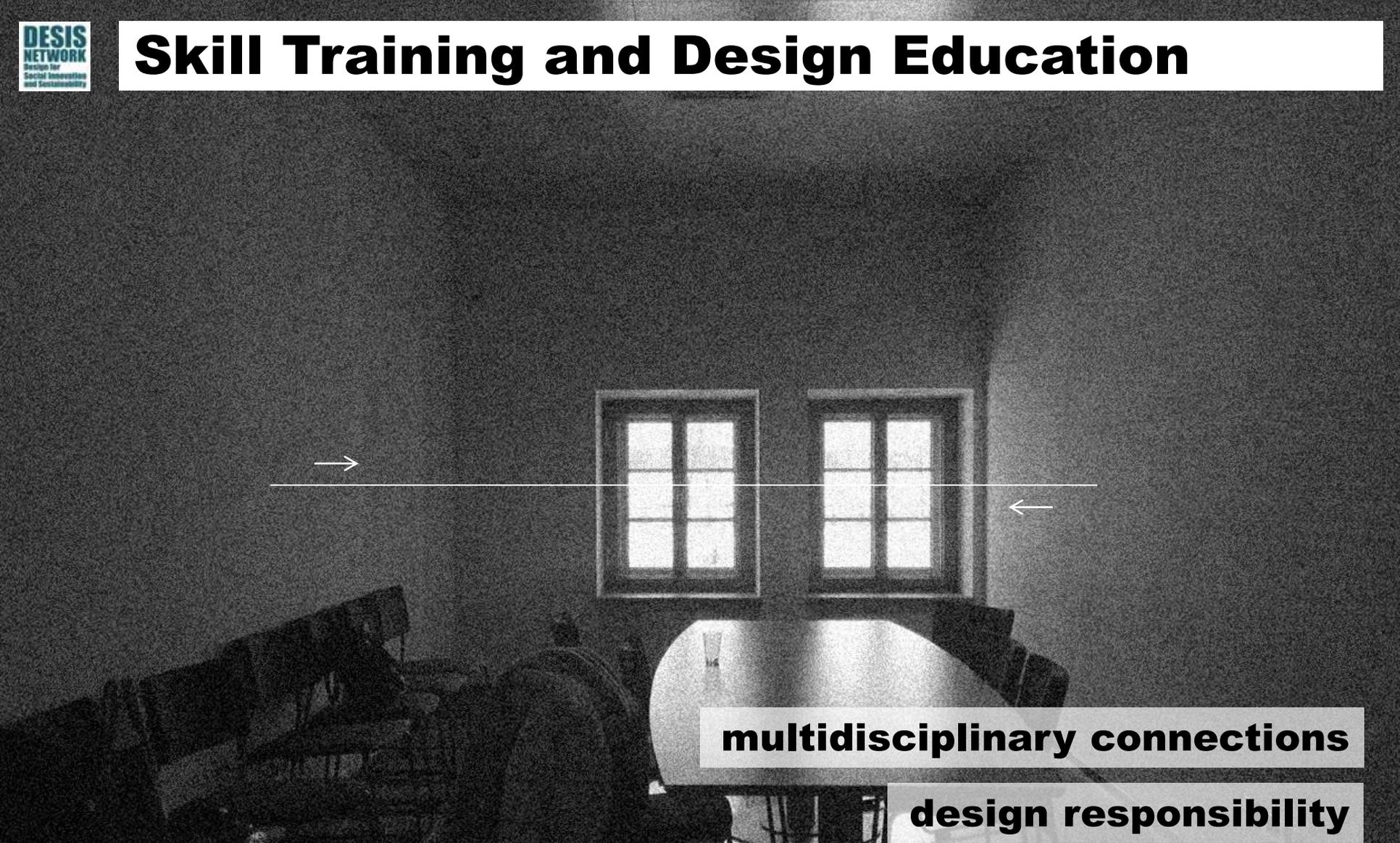


knowledge exchange

open university

As it is said, the brain remembers everything. We all know the effect of Fast Food on our body, but we are not always aware of the effect of “Informational Fast Food”. The project builds a common ground for researchers and designers providing the possibility to exchange information in order to rise the awareness of the cognitive processes among the wide audience via adaptation, systematization and visualization of the scientific data.

Skill Training and Design Education

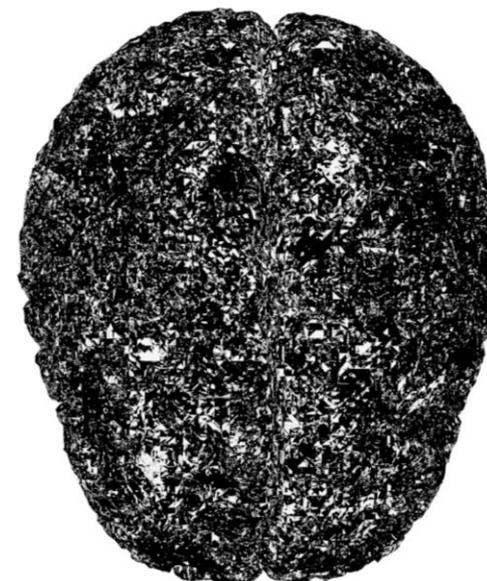
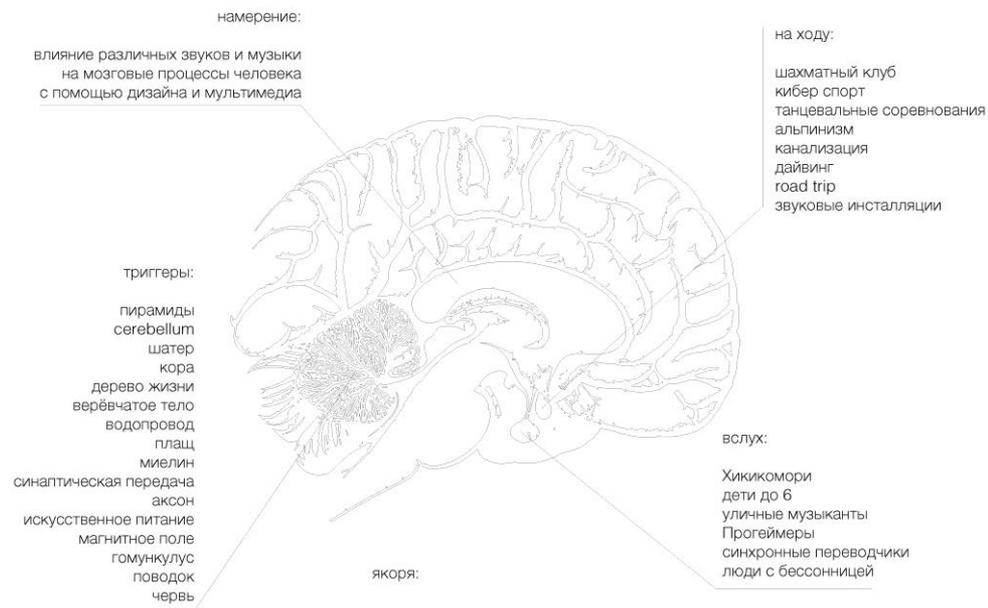


multidisciplinary connections

design responsibility

Collaboration of design students with scientific laboratory provides possibilities for mutual contribution to the common research field, which benefits both – scientific researchers and designers. The knowledge gathered from this collaboration provides designers with a theoretical background required to provide the favorable information environment.

Storytelling and Visualisation



For this project it is essential to use narratives to structure the knowledge transmission between science and design and to support the interdisciplinary dialog. Storytelling and visualization are used to build the scenario of the course, to find the proper language and intonation, to define the concept and to discover opportunities for project development.

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