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Graphic designer and writer specializing in explanation graphics

I'm focused on visual storytelling. How can I make complex or technical topics vivid and clear? How can I show the attributes and relationships among unfamiliar things so that a novice can grasp the patterns of cause and effect? How can I integrate text and images so they unfold a story that a non-expert finds easy to understand and remember?

Population distribution map shows a fundamental truth—people don't spread out evenly; we tend to bunch up in cities. Until you understand this, you can't really grasp the significance of other demographic data. You could stare all day at the spreadsheets filled with population numbers and still not see the big picture. Visualizing population as mountains requires no explanation or key.

Even children grasp the patterns.

Created for Richard Wurman's *UnderstandingUSA* book.
Client: TED Conferences Inc.

This map shows population density. The relative height of each major city reflects its population in 1990.
Source: U.S. Census Bureau.

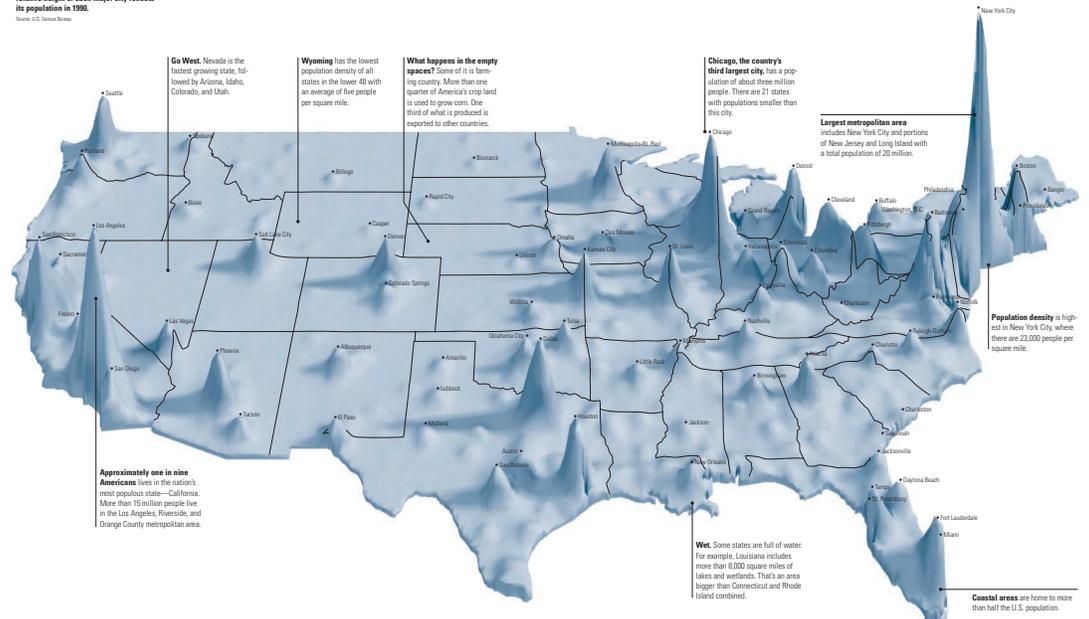


Diagram shows the net growth of U.S. population for the last 100 years as a balance between additions (births and immigration) and subtractions (deaths and emigration). The problem? **It doesn't tell the story.** How are additions and subtractions related? Do they cause each other? What causes the surges and dips in the rates? Why does the addition side vary while the subtraction side is more steady? What are the systems at work that make this system behave the way it does? Is this view really accessible to a novice or a child?

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