

PAST – PRESENT, FUTURE: TENSE

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2011 MA
AHRC

2012 PhD AHRC

assorted
angst

mild panic,
what
happens
post-PhD?



lectureship and
British Academy
applications

2016 PDRA
new project

passed
viva

2015
CIDR
research

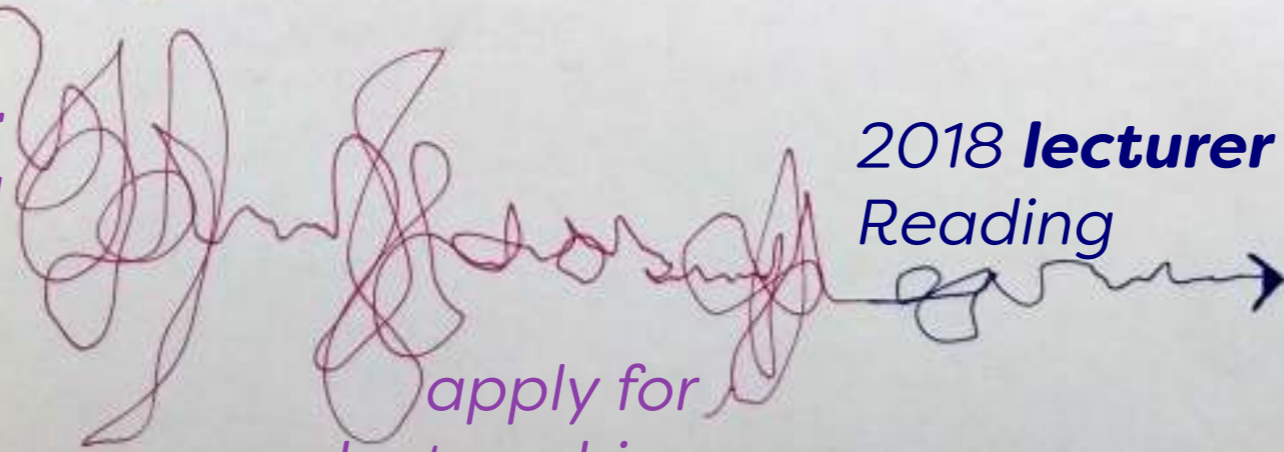


2017 lecturer
Brunel

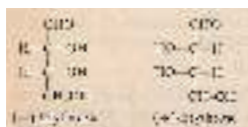
2018 lecturer
Reading

?

apply for
lectureships

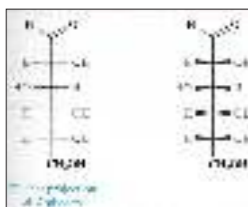


MA Information Design, AHRC funded, 2011/12 representations of molecular structures



Erythrose ($C_4H_8O_4$) shown in two different configurations using Fischer projections (see p.20). Both have the formula $C_4H_8O_4$ but note the mirrored arrangement of the H and OH between the two.

Shown at 100% size (Eliel, 1962, p.20)



Textbook demonstration of a Fischer projection. The same molecule has been drawn twice, the first as a regular Fischer projection, the second using the wedge convention [A13, A14] to reinforce the fact that the horizontal bonds are coming out from the plane of the page towards to viewer.

Shown at 90% size (Housecroft, Constable, 2000, p.1057)

Part of a set of Fischer projections showing configurations of heptaric acid. The projections are arranged in pairs, with projections on opposite sides of the dashed lines being mirrors of each other.

Detail of larger set of projections, shown at 75% size (Mislow, 1965, p.92)

Appendix

A10 Fischer projection

Line-bond method transformed to show limited dimensionality. 1891 to present.

Mode: schematic

Sensory channels: optic (possible haptic depending on drawing method, e.g. whiteboard drawing)

Interactivity: varied with medium – none for print, but hand or computer drawn uses may be interactive, editable and allow annotation

Medium(s) and material: print, screen, hand rendered (pencil, ink, chalk, etc.)

Production: varied – from professional letterpress to modern offset litho to hand rendered

Dimensions – medium: 2

Dimensions – represented: 3 (3rd dimension limited to showing above or below the plane of medium)

Conveyance of additional dimensions: projection via coded use of vertical/horizontal lines

Scale significance: none, sparing specific annotation such as noting a bond length

Meaning density: 6 {2 spatial, atom type, bond configuration, bond position relative to the plane of the medium}

Colour use: none (none required, may be used to show labelling, special areas of interest)

Colour range: monochrome (additional colour may be used to show labelling, special areas of interest, make comparisons)

Atom sign: elemental symbol letter(s), these may be missed off in many places if element type or presence is assumed

Bond sign: solid line (sometimes dotted in early use), multiple lines may be used for bond type. Angles and lengths generally nominal unless annotated otherwise. Horizontal bonds are coming out of the plane of the medium.

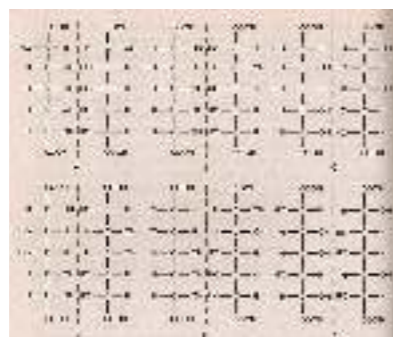


Fig. 28 Sample components from the Cochranes of Oxford molecular models

showing encouragingly reasonably supplied to custom

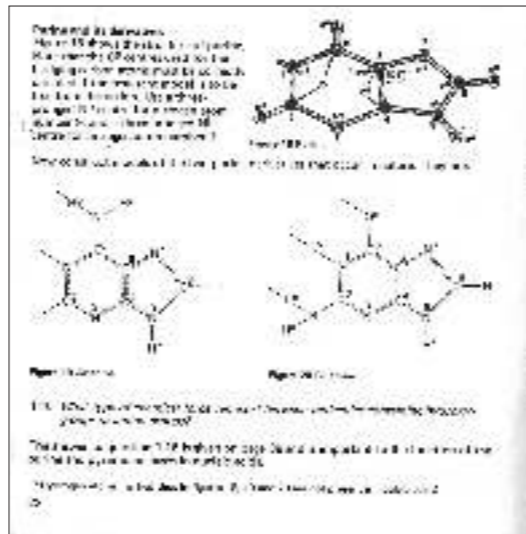
Representations of molecular structures



Orbital, physical, functional and is then models, and they are

black line

22)



Representations of molecular structures

A23 Space filling models (print/static 2D)

Physical model kits of intersecting sphere portions, on 2D media.

Mode: schematic

Sensory channels: optic

Sensory channels: optic

Interactivity: None

Medium(s) and material: print, screen, projection etc.

Production: photography, hand drawing, technical illustration, software exports reproduced via varied methods from professional offset litho to pdf.

Dimensions – medium: 2

Dimensions – represented: 3

Conveyance of additional dimensions: perspective projection

Scale significance: atoms scaled proportional to atom size +/- perspective

Meaning density: 5 {3 spatial, atom type, bond configuration}

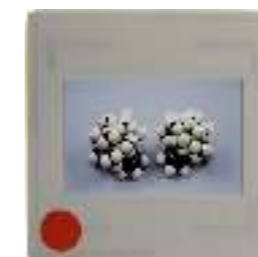
Colour use: semantic, aesthetic use of tone variation to simulate 3D lighting

Colour range: limited colour (set range of colours to atom spheres)

Colour use: Limited colour. May be printed greyscale or black and white – in such cases colour encoded information may be lost or made harder to process but may be supplemented by element symbols.

Atom sign: Spheres of scaled size, colour for atom type. If greyscale print element symbol letters may be added.

Bond sign: intersection of spheres



Slide from the 1980s showing a photograph of a pair of CPK models. Note that small paper labels have been placed on the model as annotation.

Slide: 50 x 50 mm (Photographed by the author)



Greyscale illustration of cyclohexane using Stuart-Briegleb models. As cyclohexane is formed only of carbon and hydrogen atoms (normally shown as black and white respectively) the loss of colour does not change semantic colour use.

Shown at 75% size (Mislow, 1965, p.44)

THE PAST – PRESENT ...

PhD, AHRC funded, 2012/15 relationships between document instantiations across systems, mediums, and genres



could have had to "toggle" the cockpit door controls to bar

07.20 07.21 07.22 07.23 07.24

he made an overnight flight (Düsseldorf to Berlin Tegel between 0457 and 0556, returning to Düsseldorf as a passenger.

years af



Guardian/ICM final poll: result too close to call

← continued from page 1

have to strike deals with others is the choice of 22%, while a Labour-led government that had to strike deals was picked by only 19%, a possible sign of success for the Conservative warnings about an SNP-backed "coalition of chaos" installing Miliband in Downing Street.

The public also envisages the Lib Dems outperforming most polls by achieving 14%, and Ukip underperforming somewhat, with 10%.

Martin Boon of ICM Unlimited who pioneered this "wisdom of crowds" approach explained: "Most people will have an inkling about how friends and relatives will vote, and in aggregate these impressions may count for more than individuals' sometimes less-than-clear sense of their own intentions. That's the 'wisdom' theory, and when we put it to the test in 2010 it proved more accurate gauge of the result than the conventional approach."

But it is ICM's headline prediction that has been the more intensely anticipated set of numbers, because its final survey has got closer than the rest of the polling pack to the final result in three of the last four general elections. In the raw data, Labour is actually ahead - by 37% to the Conservatives' 33%. But this is misleading, because Labour leaners are less committed to turning out.

A strikingly high 73% of all voters now say they will definitely cast a ballot. But turnout rises further to 85% among Conservatives, and to 79% for Labour supporters. Adjust for this differential, and Labour's initial advantage shrinks to a single point - 35% against the Tories' 34%.

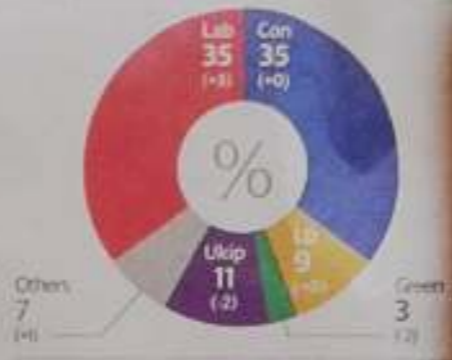
ICM then applies its final adjustment - allocating a chunk of those voters who won't reveal their 2015 plans back to the party they say they backed last time, something which experience suggests that many of them will do.

This final tweak pulls the Conservatives up to draw level with Labour, and comes close to pushing the Tories into the lead.

ICM Unlimited interviewed a random sample of 1,560 adults aged 18+ by telephone on 3-6 May. Interviews were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules.

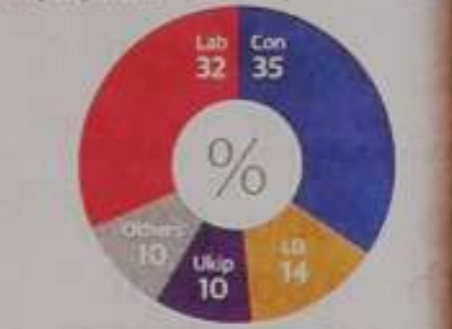
State of the parties

Voting intentions
Change on last Guardian/ICM poll



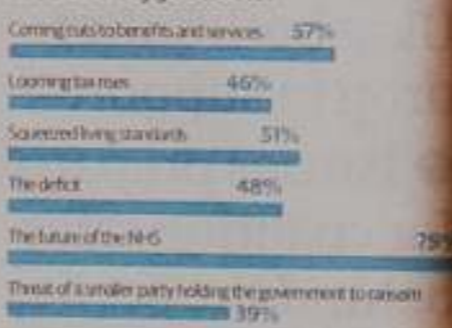
The public's prediction

Respondents' average estimates of party scores



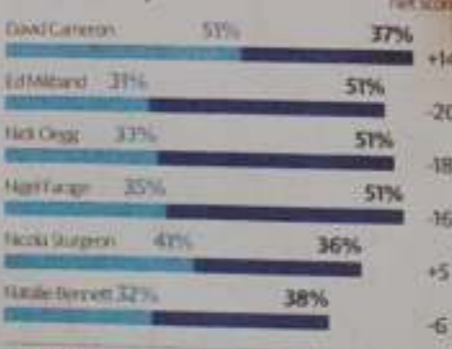
Campaign issues

What's made you stop and think about the way you'll vote?



Rating the main players

How you think the leaders are performing? (Good job | Bad job)



SOURCE: ICM

Top stories • General election 2015: Britain heading for hung parliament

the Tories into the lead. "These results are on such a knife edge," explains Boon, "that assuming that just one or two extra former Conservative or Lib Dem votes will 'go home' on Thursday could have dragged Labour down to 34%, and given the Tories the narrowest leads."

ICM Unlimited interviewed a random sample of 1,560 adults aged 18+ by telephone on 3-6 May 2015. Interviews were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. The poll will be updated on 7 May with an additional 450 so late interviews added into the sample.

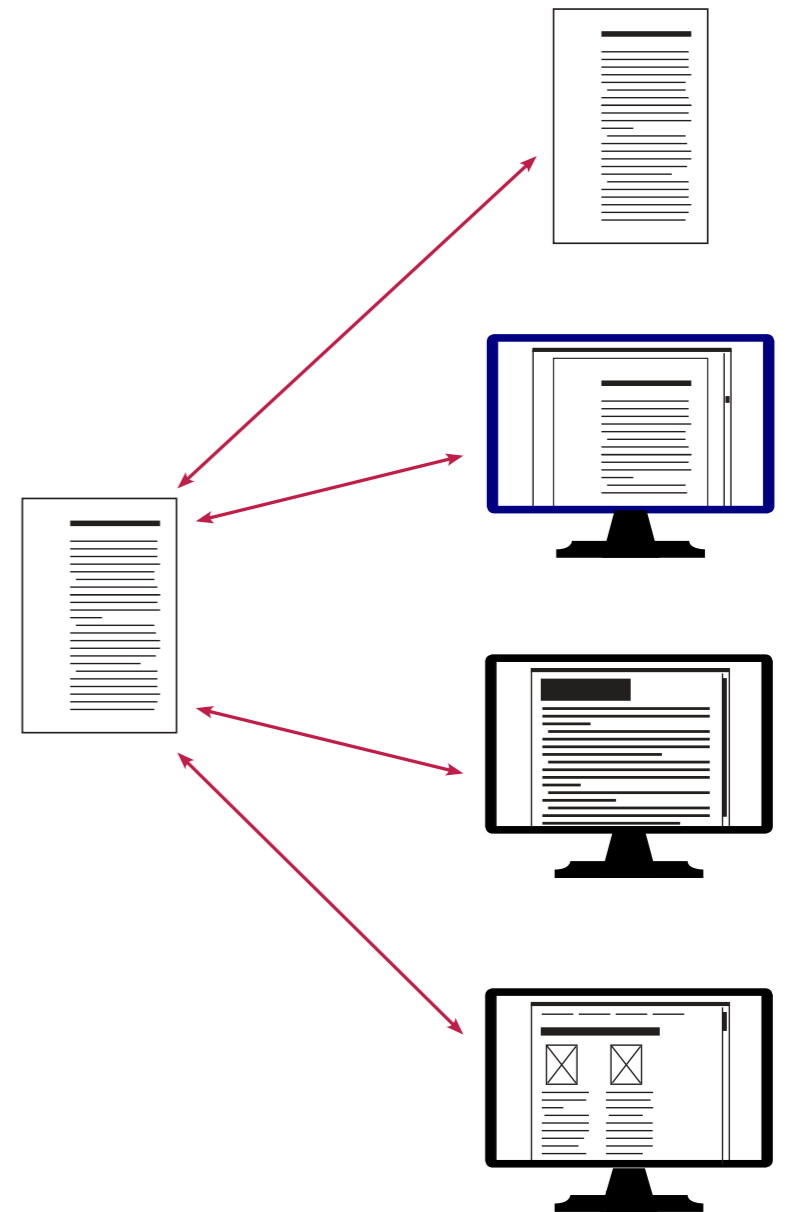
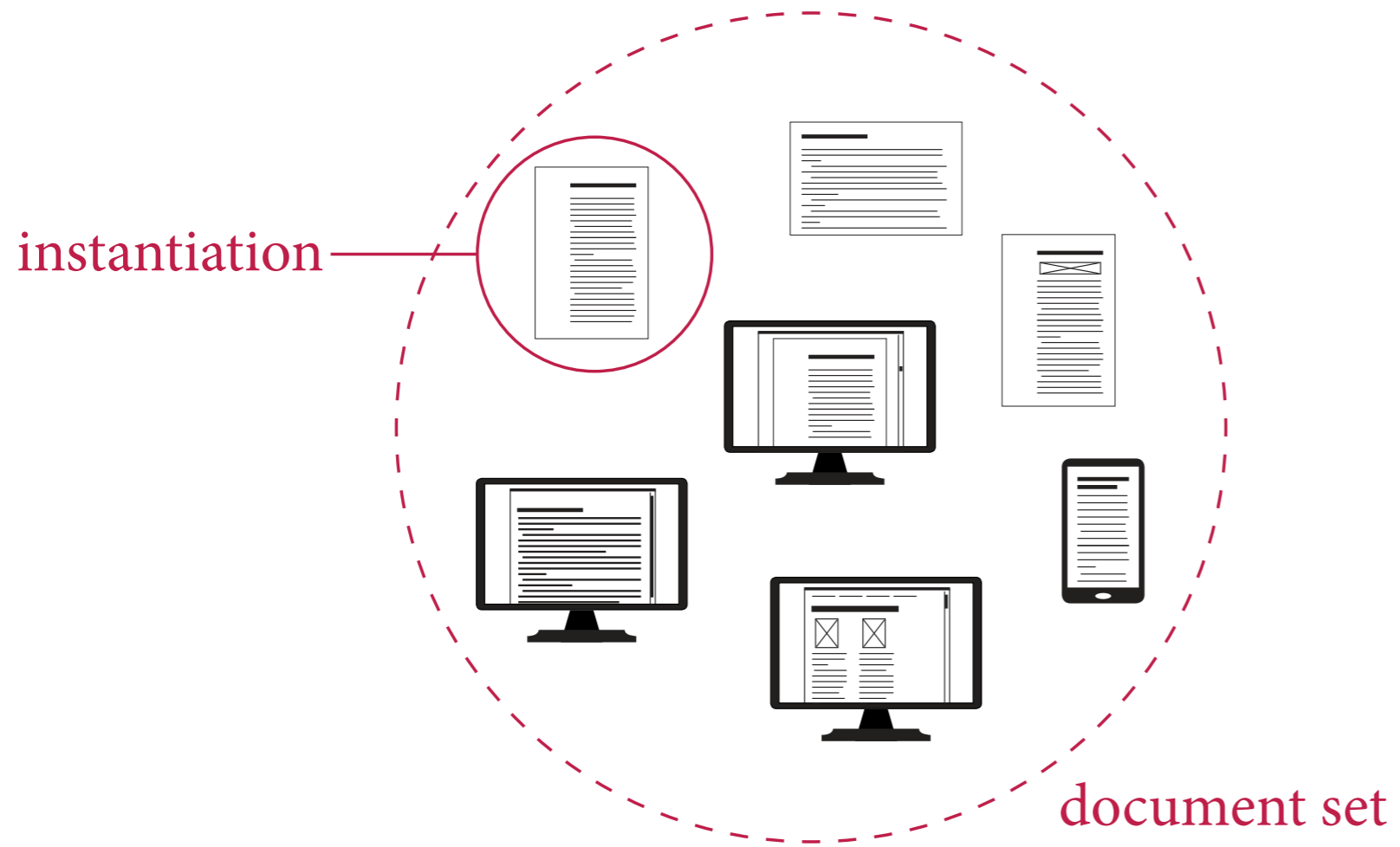
FA told Graham Taylor not to pick 'too many' black players for England

Daniel Taylor | 1127 words

2% Next Article: David Cameron is being urged to hold up, like a Hollywood

attached to the actor's security detail told police Khan had lost control of the car while driving at about 55mph. "The people were sleeping on the footpath. Salman and [his cousin] Kamaal ran away from the spot," said the constable, who died in 2007 of tuberculosis.

One of the injured sleepers added "Salman was so drunk he fell. He stood up but he fell again and then he ... ran away." Khan has consistently denied being



BOOK

Design Perspectives on Multimodal Documents

2016

Feb – thesis passed viva

April – started proposal aimed at Routledge

May – contacted series editor

Sept – submitted monograph proposal to Routledge

2017

Feb/March – reviewer responses for comment, then accepted

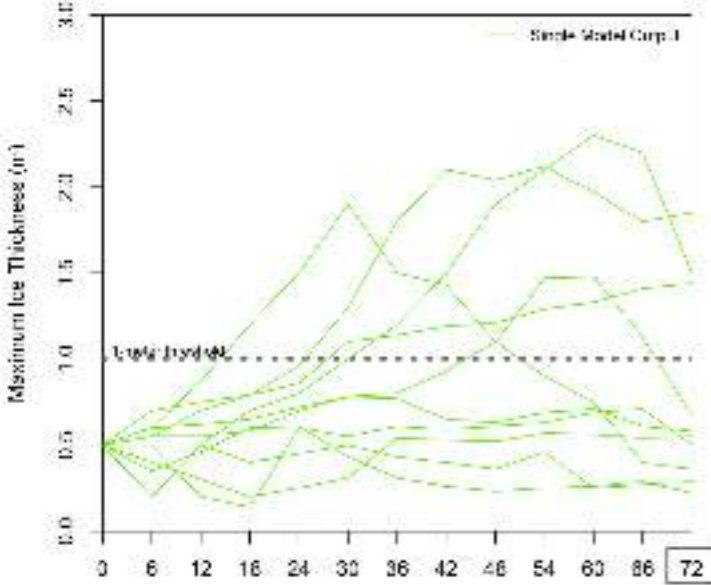
2018

July – final manuscript due

PDRA roles with NERC funded research projects, 2015/17

three projects all with links to: decision making and uncertainty communication

£1,000	Small ship cost (ice up to 1m thick)
£5,000	Large ship cost
£8,000	Choose small ship and ice > 1 m thick



1. Given the forecast above, which boat do you recommend for shipping 72 hours from now? (circle one)

Small ship Large ship

2. How confident are you in your decision? (Mark on the line)

Not at all confident Extremely confident

3. What is your single value forecast for ice thickness 72 hours from now? ____ meters

4. What is the **thickest** you predict the ice to be 72 hours from now? ____ meters

5. What is the **thinnest** you predict the ice to be 72 hours from now? ____ meters

Shipping Vegetables across an Icy Strait

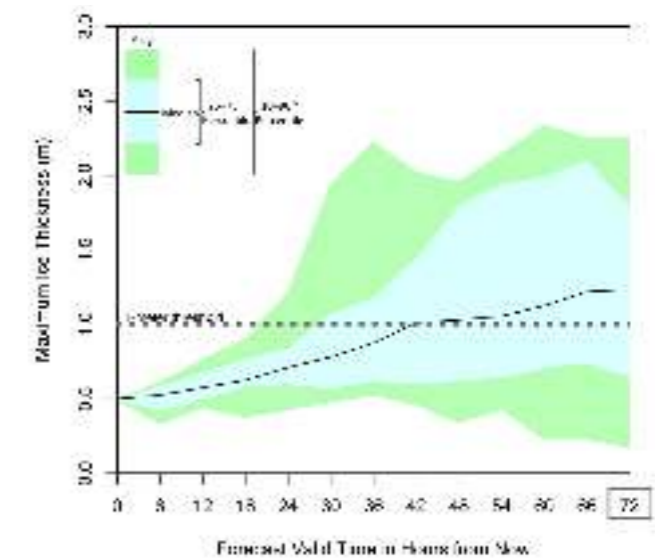
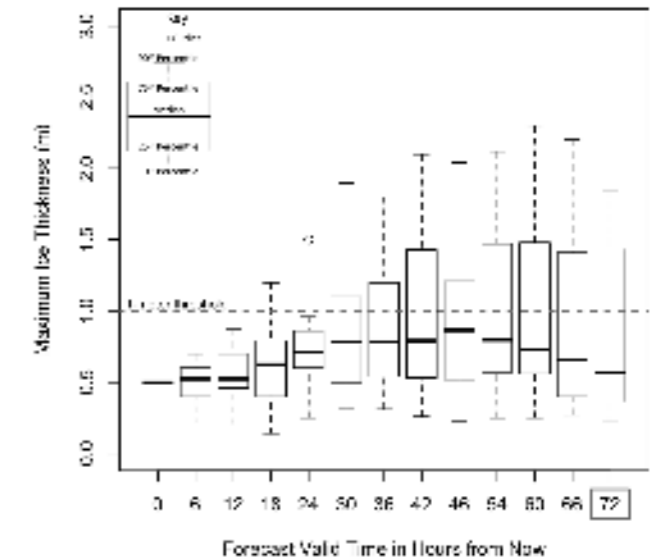
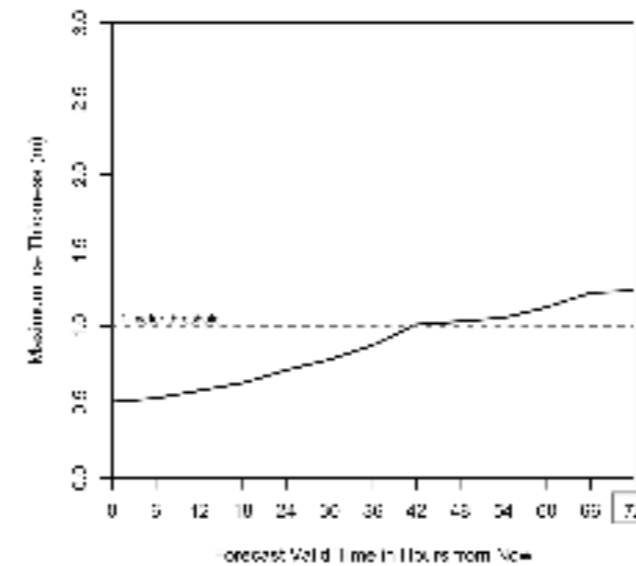
You are the manager of a vegetable company in the Arctic. You offer a small delivery service to deliver fresh produce to the coast of Alaska. You are currently planning to ship 10 tons of vegetables through the strait to your market. You must choose between two options:

Option 1: Use a small ship (cost £1,000) that can only pass through ice up to 1m thick. If the ice is thicker than 1m, the ship will be stuck and you will have to wait for the ice to melt. This will cost you £5,000 per day. If the ice is thinner than 1m, the ship will pass through without any problems.

Option 2: Use a large ship (cost £5,000) that can pass through ice up to 2m thick. If the ice is thicker than 2m, the ship will be stuck and you will have to wait for the ice to melt. This will cost you £10,000 per day. If the ice is thinner than 2m, the ship will pass through without any problems.

Costs in pounds:

- £1,000 for the small ship (up to 1m thick)
- £5,000 for the large ship (up to 2m thick)
- £5,000 per day for the small ship (if stuck)
- £10,000 per day for the large ship (if stuck)





Best planting dates

Planting conditions

unfavourable

favourable

Month	Planting Date	Planting Conditions
February	early	unfavourable
February	late	favourable
March	early	unfavourable
March	late	favourable
April	early	unfavourable
April	late	favourable
May	early	unfavourable
May	late	favourable
June	early	unfavourable
June	late	favourable
July	early	unfavourable
July	late	favourable
August	early	unfavourable
August	late	favourable

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June	early	unfavourable
June	late	favourable
July	early	unfavourable
July	late	favourable
August	early	unfavourable
August	late	favourable

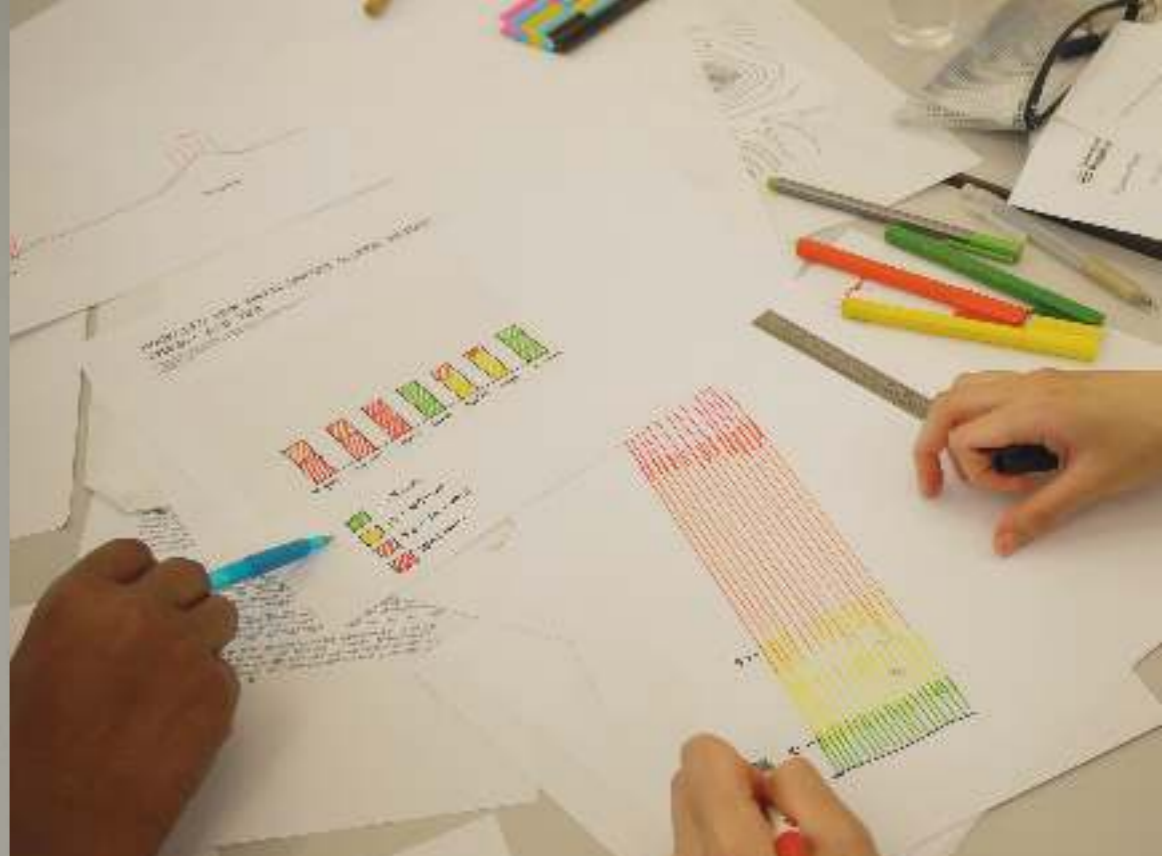
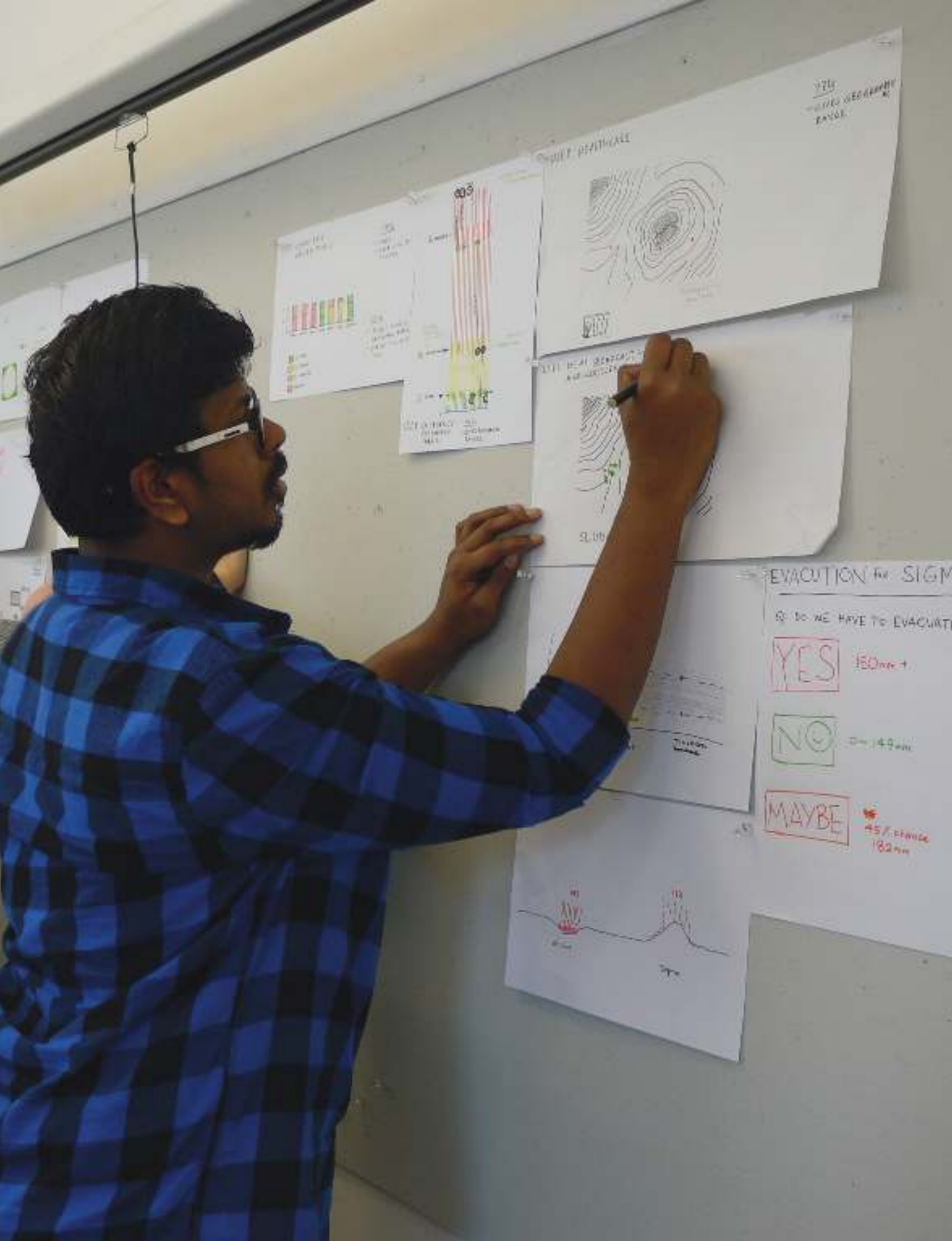




image source: fifty.brunel.ac.uk/discovery-trail/31-brutalist-brunel/



image source: [en.wikipedia.org/wiki/A_Clockwork_Orange_\(film\)#/
media/File:LudovicoMalcolmMcDowellAClockworkOrangetrailer.png](https://en.wikipedia.org/wiki/A_Clockwork_Orange_(film)#/media/File:LudovicoMalcolmMcDowellAClockworkOrangetrailer.png)

... AND THE FUTURE: TENSE