

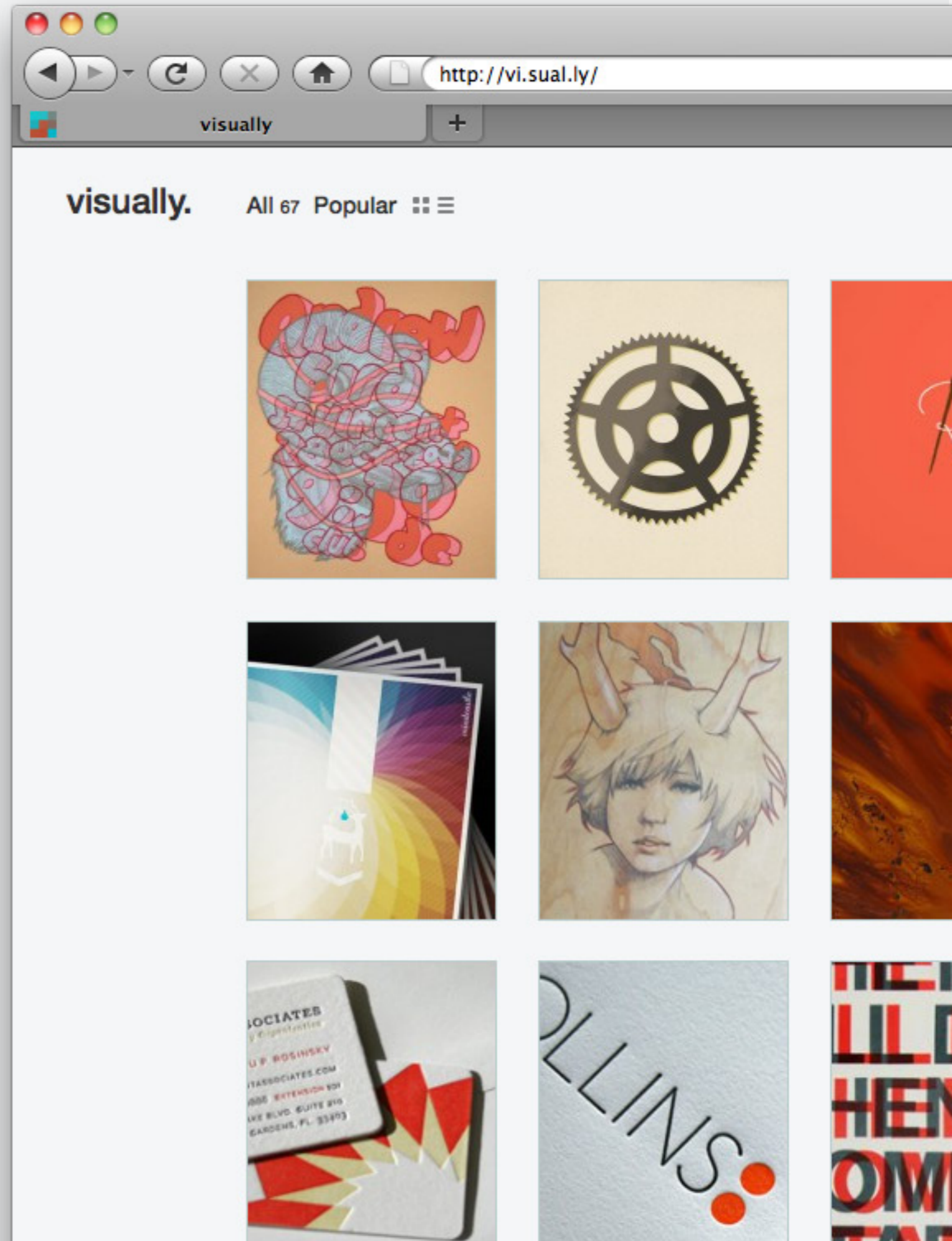


# visually

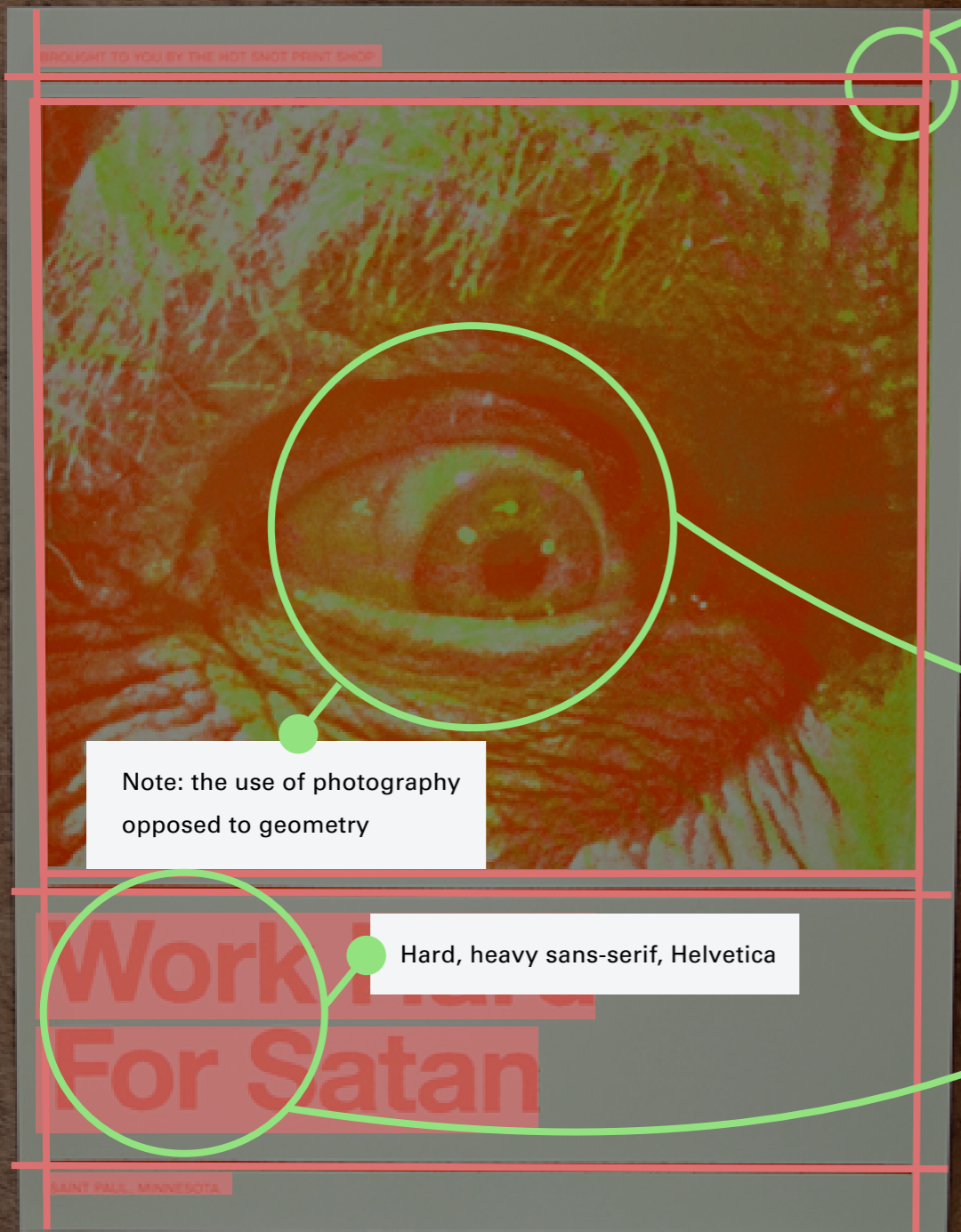
visually is a media bookmarking tool that helps people save images and video, and create their own visual trends over time.

How can we then take this data and visualize it in a way that people can understand it and begin to make various connections between it and their everyday lives?

I have a strong interest in the “visual cultures” that are around is in every corner of the world. I believe that, just as ordinary cultures change and trends develop, the “visual culture” of a place changes as well in response to events that happen politically, economically, socially, and environmentally. I’d like to explore ways to visualize the relationships between the things that they like, who they are and where they come from. Hopefully, by drawing these comparisons, users can begin to understand more about other cultures, as well as more about their own.

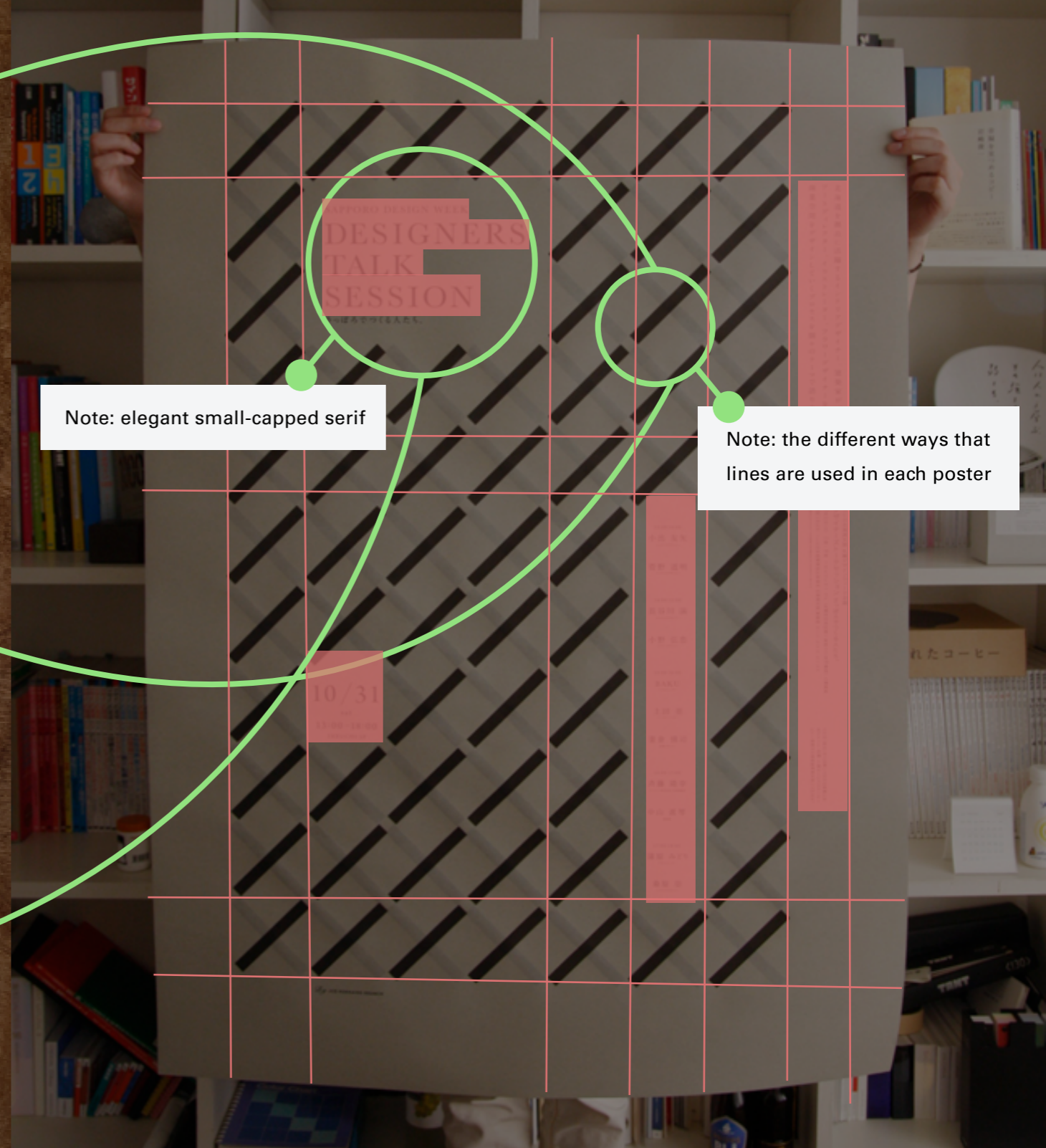






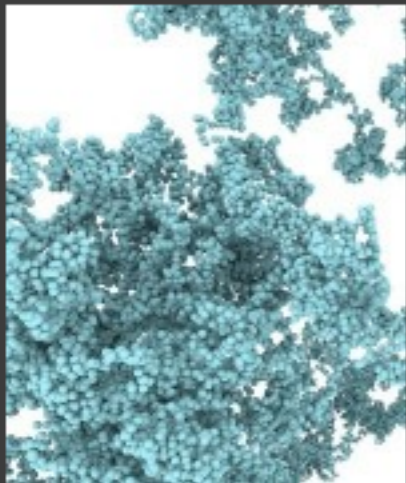
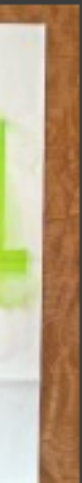
### Designed in Minnesota, USA

While context does play a strong role in design, I believe that there are recurring elements that attribute to culture moreso than others. In Japan, it's much more common for designers to use more refined serif typefaces opposed to the big bold Helveticas of the type world. This could be because of the



### Designed in Tokyo, Japan

large influence that high fashion has on Japan's popular culture in recent years. However, if you rewind back 20 years or so, a lot of Japan's design references ancient Japanese culture a lot more than it does today. Someone from Japan could potentially reflect these cultural nuances in their personal taste if they were born and raised there.



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from  
<http://toxiclibs.org/2010/02/new-package-simutils/>

The ultimate goal of this research will take a very long time to complete—much longer than the timespan of this project. However, knowing the kinds of information we are collecting from users, as well as the information we hope to begin to collect, we can begin to look at ways to present this data, so that the user may begin to not only make the analyses of the data, but also enjoy the service for what it is at its core: a fun way to save interesting and creative images and videos and share them with your friends.



# visually

running now at <http://vi.sual.ly>

@andrew.cmu.edu and @cmu.edu accounts can register freely.  
other email addresses require an invitation.

currently has ~150 submitted pictures from about 10 active users  
(of around 75 registered)

can currently talk to processing and other applications via XML  
(outwards only)

integrates with Facebook to populate database with meaningful  
user data (working)

~200 pageviews/day in February (not very much, but its not all me!)