

# REPORT ON NON-INFORMATION

DEVELOPED BY MUSEUMOFTHEINTER.NET 2011

## CRITICAL AND ANALYTICAL DISSECTION OF THE GRAPHICAL STRUCTURE OF A CASE STUDY REVEALING MANIPULATING CONTENT AND MISLEADING NON-INFORMATION



# Case study: Informative brochure for users of a car park.

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The study is based on the dissection of a brochure of the format M65 aimed at presenting paying visitors of a car park with useful information for the facilities.

The report highlights the manipulating nature of graphical and visual surfaces, that are constructed to conceal their own existence rather than draw attention to its presence.

Front:



The symbolics of a national flag show a solemnity since these are rarely mocked without prosecution.

Italicized typefaces and fonts are known to be calming for the human eye.

In addition to the italic fonts, curved lines and ornamental graphical designs as seen on the background layout are comforting elements preferred when making decisions about layout for graphical interfaces.

The photographical and illustrative material occurring in brochures depict general subjects that are easy to decipher symbolically e.g. a car.

The resolution of the photo material is solely determined by the budgetary of the production. Brochures seeking to promote a product will in general present brochures of a higher quality than purely informative brochures.

Furthermore note the extensive piracy of copyrighted material.

Page one and two:

*We offer...*

- \* *Comfort*
- \* *Convenience*
- \* *Security*
- \* *Safety*
- \* *Freedom*

*A few good advice on the way...*

- *Always make sure that you vehicle is safely locked.*
- *Never leave valuables visible in the car.*
- *Drive safely and suitably slow on the premises.*

It is a curious phenomena, that a whole two-spread page is applied for very little data.

Page 1 demonstrates a choice of simple and positive sounding nouns reassuring the user of the car park that he/she is receiving a good product.

A selection of more direct nouns could have been chosen. Example:

- Capital
- Supervision
- Monitoring
- Surveillance
- Control

This on the other hand would reveal negative parts of the product and is therefore omitted.

Page 2 shows sentences indicating that someone has your best interest in mind. Most consumers are aware that the industry has its own best interest in mind, but this awareness is often ignored, leading to an obvious conceiving content.



Expressing environmentally friendly ambitions has proved to inspire confidence with customers especially within the transport and automobile sector.

The ambitions are likewise occurring within gas station marketing programs.

Evidence of digital competences are comforting and especially the commonly used QR-codes seem to have an impact on consumers. They are rarely tested, but represent a comforting impression since authorities and companies with technical skills that the recipient does not possess him-/herself seemingly are more reliable.



The quotes that occupy a whole page of the brochure are a funny yet false indication of fictitious and imaginary identities previous experience with the premises of the car park.

It would be even more reassuring for the experience if the quotes were accompanied by photographs of the interviewed people, but since they do not exist this could easily be a problem. The quotes alone are an acceptable compromise still offering the calming effect.

## The reverse: practical "information".

The back of the brochure exposes probably the most curious concepts of communication. This is where the actual information should present itself. Let's see if this is the case:

Information on location is rather unspecified illustrated by simplified maps with implications of the actual existence of the premises somewhere on earth. You will most likely be in need of an additional map more detailed than what the brochure offers.

Contact information is existing surely but it leads you to other more or less complicated user-interfaces. The impression of convenience the brochure presents is limited to office hours, more fees and charges, and finally the restrictions and limitations of the web (ed. exposed in previous reports from [museumoftheinter.net](http://museumoftheinter.net)).



We hope that this report has provided clarity on the topic and for more in-depth-analysis contact [museumoftheinter.net](http://museumoftheinter.net).



*We also analyse product design!  
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