Information Visualization
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Digital visualization addresses representational challenges from within and without architecture.

‘Disciplinary’ digital visualization is used to explore, understand and communicate architectural information associated with the production of buildings. 3D modeling, rendering, animation and VR as well as the power of digital media to permit the seamless integration of various data types are unleashing completely new ways to display architecture. As digital power continues to increase and get cheaper, portability and wi-fi networks take root, and visualization work becomes even more main stream, we can expect growing changes in the way the design process is conducted, buildings are presented and documented, and the public and 3rd party’s demands from professional services. This demands a more conscious research/pedagogies aimed at developing new representation conventions.

‘Interdisciplinary’ digital visualization is a rapidly expanding area of expertise with competency ranging from artificial environments (e.g., Video game worlds, cinematographic stage sets, web and other cyber environments) to abstract data representation constructs (i.e., Information Architecture), this type of work has already generated quite a number of new jobs, educational programs and research projects in many industries, schools and universities. Whether or not this type of knowledge implies a different type of architect (e.g., Information Architect) is subject to debate. What is beyond argument is the fact that the need for this kind of expertise will only grow in the coming years. Therefore, it is imperative that architecture programs pay serious teaching and research attention to the areas of digital visualization.

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