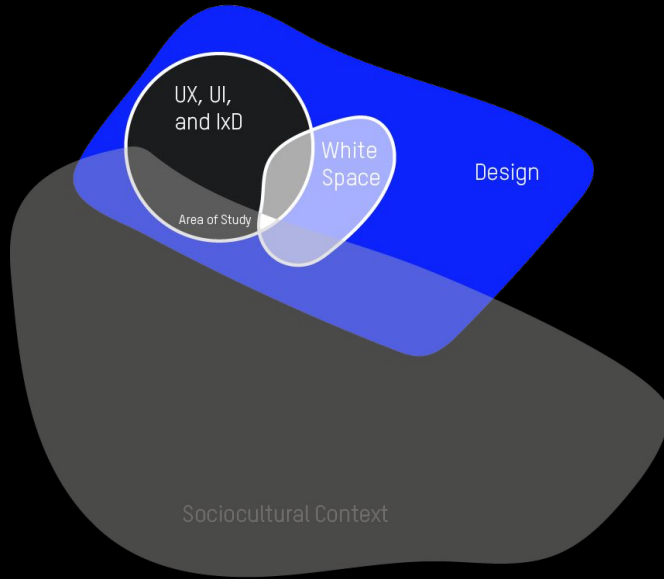


From Nothing to Something: White Space in Visual Communication



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01 Context

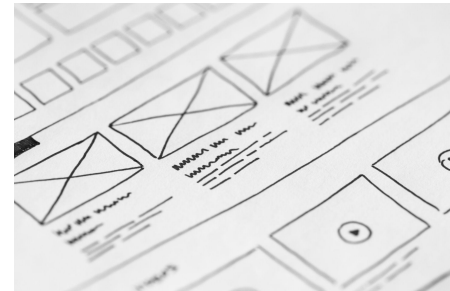
- White space is valuable equipment for the designers to succeed in communication.
- White space' s issues occur differently in different groups of people and different sociocultural context.
- White space can be case study to unfold that Is there evidence that sociocultural context influences design?
- The online platform becomes increasingly essential nowadays.
- Digital platforms affect brand personality. Many brands are specially designed for the digital template.¹

02 Research Gap

- The cultures' position is still new and limited in the interface design research topic.²
- The research should study the relationship between technology and culture to improve the cultural interface design discipline.³

03 Purpose

- Helping to improve the cultural interface design discipline and unfolding...
- Is there evidence that sociocultural context influences design?
- If sociocultural context influences the use of white space, how is it influenced in the different sociocultural contexts?
- To comprehend the relationship between white space and sociocultural context better.



¹ Clem, "Why Direct to Consumer."

² Callahan, "Social Informatics," 256-310.

³ Callahan, "Social Informatics," 256-310.

From Nothing to Something: White Space in Visual Communication

04 Methodology

I investigated by three methods: literature analysis, sample analysis, and interview.

Firstly, the literature analysis

- Investigate what other people have studied before.

Secondly, sample analysis

- Analysed how four sociocultural context dimensions influence the use of white space.
- The four dimensions consist of business, media design, language, and communication cultures dimensions.
- It is developed from the ideas of culture by Stewart and Bennett,⁴ the cultural dimension of Geert Hofstede,⁵ and the contextual framework by June K. McFee.⁶
- Developed along with the critiques of the method by Callahan⁷ and Ampandu.⁸
- The selected samples are six restaurants' websites consisting of three global restaurants' and three local restaurant's websites from Thailand (TH), Japan (JP), and Germany (DE).

Lastly, interview method

- Talking to experienced user experience (UX)/user interface (UI) and interaction (IX) designers who work on both global and local projects.



⁴ Stewart and Bennett, A cross-cultural perspective, 1-176.

⁵ Hofstede Insights, "Compare Countries."

⁶ Mittman, "Contextual Analysis.," Scherr, "Comparative Study.," International School Breda, "Visual Arts in Context."

⁷ Callahan, "Social Informatics," 256-310.

⁸ Ampandu, "Critique Hofstede's through Anthropological," 1-9.

From Nothing to Something: White Space in Visual Communication

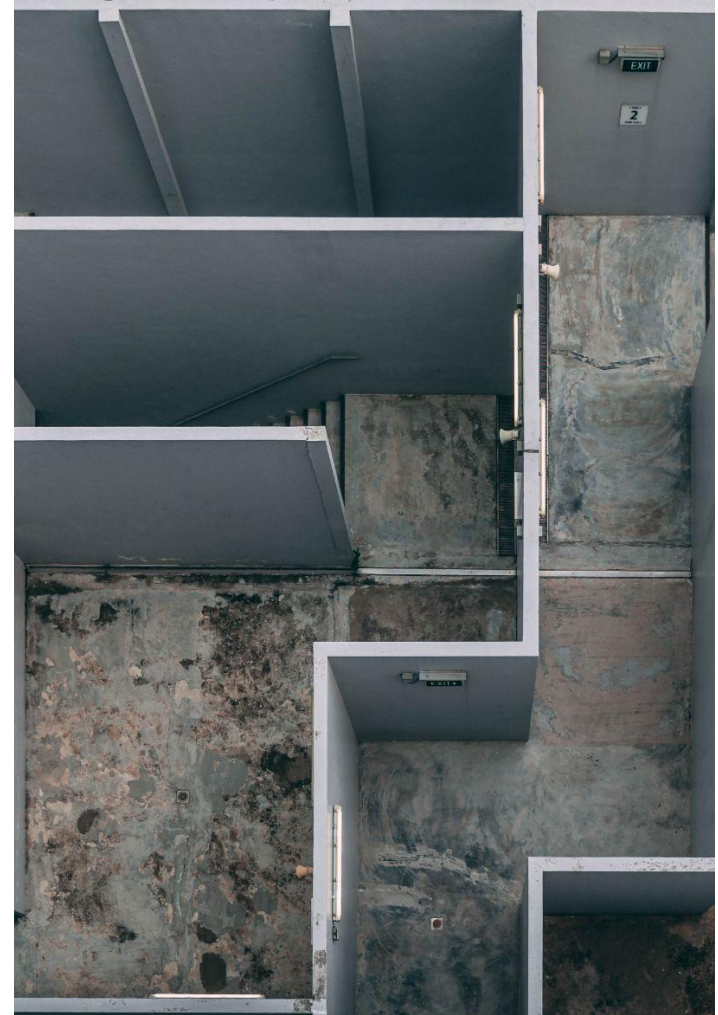
05 Findings

The literature analysis

- some studies can be obviously interpreted that sociocultural context influences or partly influences design.

The interview method

- There are opinions from both sides.

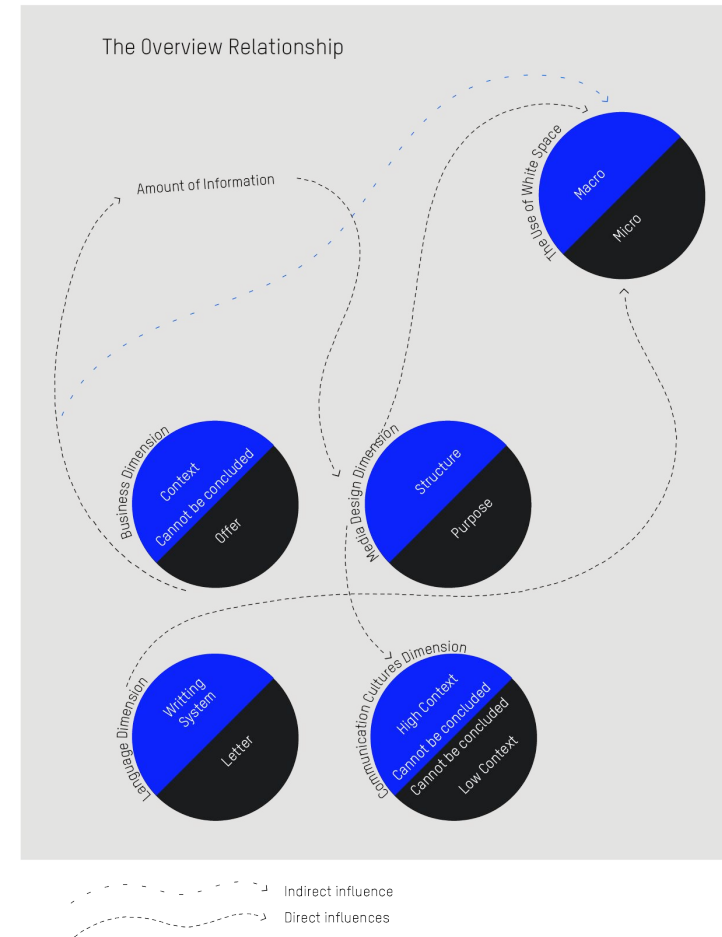


From Nothing to Something: White Space in Visual Communication

05 Findings

The samples analysis of sociocultural context dimensions

- The business dimension (offer) usually indirectly influences the media design dimension (structure and purpose) because the business dimension (offer) directly impacts the number of contents.
- The amount of content directly shapes the media design dimension.
- Both business (offer) and media design dimensions influence the use of macro white space, as setting and purpose all control the significant changes in white space.
- The business dimension (offer) is an indirect influencer, while the media design dimension is a direct influencer.
- In addition, the language dimension (writing system) impacts the micro white space in three typography areas.
- The business (context) and communication cultures dimensions cannot be concluded because of the restriction of the business secret and my communication ability.



From Nothing to Something: White Space in Visual Communication

06 Conclusion

Is there the evidence that sociocultural contexts influence design?

- The results from these three methods can be seen as evidence that sociocultural context influences or partly influences design.
- In contrast, we cannot certainly state that the sociocultural context influences design. This thesis only researches a specific sample. Meanwhile, there are many sides to consider because the relations between us are complex.
- This thesis can only indicate that there is a connection between sociocultural context and design.
- For the overall explanation, it requires more explorations to comprehend the idea better and prove the relation between sociocultural and design; as there might be more factors or conditions to reveal, and the results can be changed since there are many aspects to consider.



From Nothing to Something: White Space in Visual Communication

07 Limitation

The primary limitations is the limitation and struggles in the methodology.

- The literature reviews present that the HCI discipline is not entirely developed. It is still new and limited. The results of the same objects are depicted differently by indicators. The results are complex to compare or unify the results, for example, one study explains that South Korea (SK) websites provide a lot of information, because SK is uncertainty avoidance Culture,⁹ while another study explains that SK provides a lot of information since laws and regulations are very strict.¹⁰
- The limitation of the analysis methods is the resources accessibility in the business dimension.
- The business owners and their designers avoid providing business information since it might cause advantages or drawbacks to the organisation.
- UX/UI and IX designers rarely have time for interview.



⁹ Kim and Kuljis, "Manifestations of Culture Website," 125-132.

¹⁰ Miller et al., "The Impact of cultural differences," 1-12.

From Nothing to Something: White Space in Visual Communication

08 Take away

The study can be the instance for two groups of practitioners:

- New face designers who start working in international design industry.
- New face design researchers.

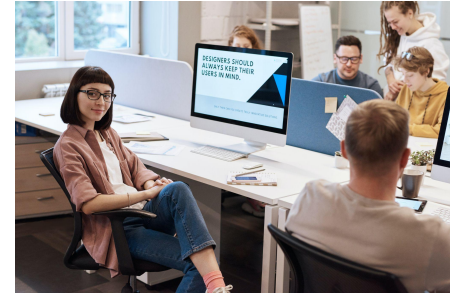
09 Further Developed

The new perspective of study, that is...

- “how white space from the design in each culture influences the communication process of design”
- Using the interviews method to research how white space reflects the design's communication in each individual.
- More helpful than this study since it is about the results in the future, which is noticeable, rather than examined to reveal the causes of objects depicted in this present study.
- The outcomes would be more satisfying, due to information that will be accessible.

Idea for improving the methodology,

- It is needed to develop the relationship between the business dimension and samples.
- The business dimension (context) should not involve business stability.



From Nothing to Something: White Space in Visual Communication

10 What did I experienced?

- The information accessibilities problem that I have never thought of before.
- While I research deeply in my topic, my vision narrowed by only focused on the research objects - it should be wider.
- I need more awareness of research methods and estimate all the possibilities which can happen the chances or aspect that the environment will provide during the process to develop the research project in becoming more interesting, and getting better In research aspect because

“life has many sides to have a glance at. ”



From Nothing to Something: White Space in Visual Communication

Many thanks <3