

basketball

the evolution of equipment



the ball

1891: soccer ball



1899: exterior laces



1929: rubber and leather



1990: composite/synthetic

the hoop

Rim:

1891: peach basket

1893: metal

1975: break away

Backboard:

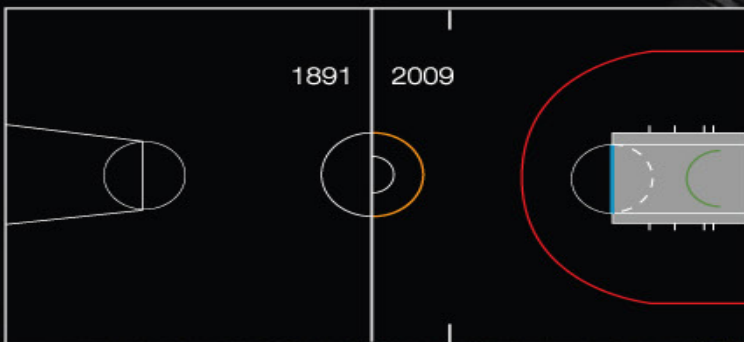
1891: none

1895: wire

1896: wood

1909: fiberglass

the court



-  center circle
-  three point line
-  free throw line
-  lane/paint
-  restricted area



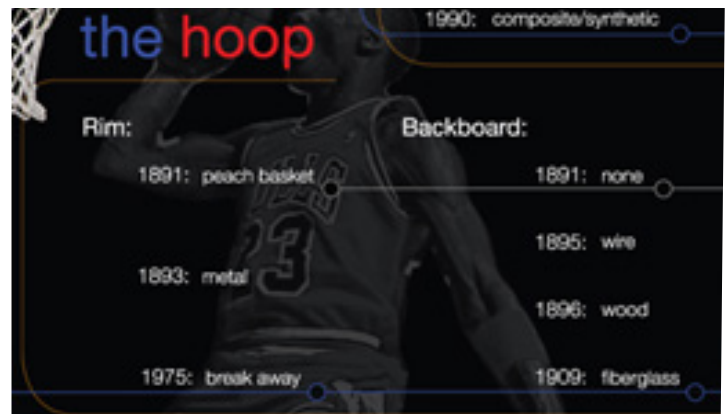
Jimmy Kaplanges

The Evolution of Basketball

Story by Design

The piece of information design was taken from Cody Roger's portfolio, a designer for the Mont Hermon Association in Santa Cruz, California. The Evolution of Basketball uses a variety of components to display a story, and answer the question, how did basketball become the sport it is considered today? In order to reveal the answer, complex information is categorized using the qualitative tools of line, color, and time. By encompassing the variety of different techniques, the piece of information design is communicated with limited miscommunication for the viewer's satisfaction.

The Evolution of Basketball is inspiring, with the watermark of Michael Jordan flying through the air to make his famous free-throw line dunk. *The actual event that took place was during the 1987 all-star contest, the dunk symbolizes Jordan's career landing him the title of one of the most athletic individuals of all time.*



What's more captivating than hall of famer Michael Jordan, performing a spectacular illustration of athleticism to perform a free-throw line dunk?

LINE

According to Joel Katz, "A line is drawn to satisfy an edge or boundary of an area or object" (Katz 43). The effective communication used in the piece collaboratively works with the other forms of information design to unify a time line, which will be discussed later. The graphic "uses boundary of a linear element to an extent a vestige of the past" (Katz 43). Cody Rogers does this by drawing connections to one another with the continuation of free flowing movement. Many designers face a complex issue regarding simplification among communication. With multiple lines drawn, clutter breeds information blockage undefined by the creator. In this case, the designer avoids disorder and ineffectiveness

Color

Color is used to categorize the information presented in the evolution of basketball, in order for the viewer to separate the different pieces of information presented. The colors are simple because “Violating established and functional color conventions makes it more difficult for the audience to understand an information graphic” (Katz 51). The simple colors of orange, blue, white, and green are used to show the changes of the lane, restricted area, free throw line, and center circle. The vivid color selection allows the court changes to stand out, while the original court is gray to not take away the value exhibited in the colored lines. The same principle is used for the rim; the vibrant color selection portrays the designers overall mission, to show how basketball equipment has changed over time.



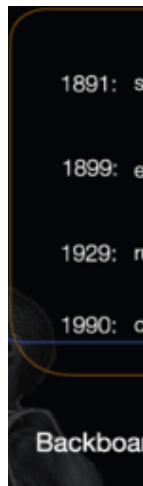
An important color technique used is the black and white scale for Michael Jordan layered in the background. The reason why the designer chose to use the color choices is to create a flashback. The gray and white photograph is supposed to be a snapshot of a great moment preserved in basketballs history. The nostalgic picture draws parallels with the bottom court image, illuminated to depict the present basketball court. Michael Jordan played contemporary basketball however, the new basketball setting demonstrates the comparison between present time basketball, and the sport of the 1800s.

TIME

Another reason why this information graphic sends the correct message is due to the element of time. Katz states, “ the scholar making a timeline likes to keep subdividing until one reaches the threshold of incomprehension” (Katz 67). In this case, Cody Rogers keeps the timeline simple which is the key to a great information graphic. Without time, the Evolution of Basketball would not be able to unfold. 1891 to 1990, the years of innovative equipment changes can be seen as a time line. The bracket system of lines created permits time to tell the story. The basketball started out as a soccer ball, then evolved into composite leather, which is held in Michael Jordan’s hand. The connection between contemporary basketball and the traditional game is recognized by the viewer’s sense of time. There are two separate categories for the rim and backboard. During 1891, there was only a peach basket attached without a backboard. In 1991, the nonexistent backboard became fiberglass with a metal rim. The court, the hoop, and the ball have a pattern of time. The color-coordinated pattern connects with the time line to ensure different ideas are separated.

*A Timeline is used to
Distinguish
The Evolution of
Basketball*

1891-1900



Bringing Tools Together

The use of time, line, and color bring together aesthetic value in order to communicate a message . Perception of a graphic is subjective and, “ the best one can do is to understand how we percieve line, value, and color” (Katz 49). Without the unique components of each tool, the Evolution of Basketball Equipment would solely exist as a flavorless picture with limited significance. By providing a good conceptual model, the design increases user relatedness and meets the viewers expectations . Principle of Mapping is used to connect ideas to bring unity between each subject; the ball, the hoop, and the court. Without the navigable layout and directional subsets, the viewer would not be able to see the ideas clearly.

The Graphic is highly effective when looking at the principle of mapping and use of a conceptual model.



Katz, Joel. Designing Information. New Jersey: Wiley&Sons, 2012. Print.

Information Graphic found at: Cody Rogers Designer; Evolution of Basketball Equipment, Mount Hermon California

Revision Summary:

All of the corrections are highlighted in blue. The problem with my first project was the amount of grammatical errors occurring. I corrected all of the grammatical errors so the viewer is not easily distracted. Then, after reading the project over multiple times, I started referencing the textbook to apply the concepts learned in class and the readings to ensure I learned new material. My feedback includes correcting misplaced text. I corrected hanging captions by either omitting them or including new ideas to demonstrate my comprehension of lines, color, and time. The last part of feedback was to add a work cited at the end of the project, which I completed. This was my first project using any form of design tool. After spending weeks adjusting and learning to use the tool, I feel I deserve a higher grade.