

## **Prof. Barry Roseman**

**Savannah College of Art and Design, Atlanta, Georgia, USA**



### **Speaker Qualification**

Barry Roseman is Professor of Graphic Design at the Atlanta, Georgia, campus of the Savannah College of Art and Design, where he teaches courses in Typography, Information Design and Corporate Identity.

He is a graduate of Occidental College (A.B.), Art Center College of Design (B.F.A.), Yale University's School of Art (M.F.A.), and studied for two years at the post-graduate program in graphic design at the Basel School of Design in Switzerland.

Professor Roseman has given presentations on the design of transportation timetables at several design conferences. In June 2002, he gave a presentation at the International Conference on Typography and Visual Communication in Thessaloniki, Greece, titled "The Design of Transportation Timetables: A Historical Overview with Experimental Journeys in Typographic Education."

In October 2003, he presented the paper "The Hidden Typography of Transportation Timetables" at the Friends of St. Bride Printing Library Second Annual Conference in London, England.

In September 2005, he presented the lecture "The Design Innovations and Typographic Beauty of Transportation Timetables" at the Association Typographique Internationale (atypi) Annual Conference in Helsinki, Finland.

In fall 2007, his article "The Design of Transportation Timetables: A Historical Overview with Journeys in Typographic Education" was published in the Swiss journal, *Typographische Monatsblätter* (Swiss Typographic Magazine).

He has been collecting airline timetables since he was a child.

## **Interconnected Information for Unconnected Transport Networks: A Model for Education in Information Design**

### **Abstract**

Inter-connectivity between transport networks is vital in the efficient use of today's transportation systems. Ideal and effective inter-connectivity between transport systems involves schedule and facilities coordination.

Ideal and effective inter-connectivity between transport systems involves schedule and facilities coordination. There are some excellent examples of planned schedules between trains and planes in Europe (particularly in Switzerland, coordinated between Swiss International Airlines and Swiss Federal Railways) and timetables that provide this information. However, planned schedules between airlines and bus companies or train lines has rarely occurred in the United States, where only a few examples currently exist.

**Intertwined information for Interconnected Transport Networks:  
A Model for Education in Information Design  
cont.**

Information linking airline schedules with those of bus lines or railways is rarely available at a single source and often entails extensive research by the traveler. In the U.S., flying to a small city airport is often expensive because of limited service and competition between airlines. In many cases, it is more economical to fly to a nearby big airport where fares are competitive, and then take a scheduled bus or rental car from that airport to the final destination. For example, the transportation options between South Bend, Indiana (SBN), and Atlanta, Georgia (ATL) provide an interesting case. A one-way ticket for nonstop travel in July 2008 on this route is over \$500 USD. The more economical option would be to fly from Atlanta to Chicago (MDW) and then take a scheduled bus from MDW to SBN for a total of \$160. However, there is no single source that provides timetable information for the more economic option.

This lack of coordinated information between various modes of transport influenced me to formulate an innovative project in my Information Design class. Each student is assigned a journey to remote location and must research all transportation options to that city. I assist the student in this research, and we choose seven to ten options that would be practical for both business and leisure travelers. The student designs a timetable that not only provides timetable information for each journey but also makes a comparison between trip time and fare. In most cases, there is an interesting correlation between fare and trip time.

My presentation will focus on how information for interconnected transportation networks may be presented effectively in timetables for travelers. I plan to present various models of timetable design including theoretical ones involving interconnected journeys that were designed by undergraduate students in my Information Design class at the Savannah College of Art and Design.

Timetables of inter-connective journeys utilizing different transportation modes and uncoordinated schedules present new design challenges. This subject matter provides a worthwhile communicative and aesthetic/typographic challenge for students in Information Design.