

Data and Beyond

Analysing data from multiple perspectives through a designer's eyes.

I choose to take a closer look at Moonlandings by Accept & Proceed for this week's task. Looking at the Ideas Walls for this week, I saw that many found it unappealing. However, I thought it looked very intriguing. I do not know why it struck me more than the others. Could be the dark monochrome palette, the topic itself, or maybe I am a bit of an airhead.

Moonlandings is a poster created by Accept & Proceed in 2016. It is a visual representation of all the moon landings, including probes as well as manned landings with astronauts. The creators were inspired by the actual footage of the first human landing on the moon, particularly the colour scheme.

Aesthetically, it is a beautiful piece of design and at face value, one can easily read what it says. However, the meaning of the information given in the poster is not as clear as to what is representing for no key is provided to interpret it. I had to look up some background information regarding this poster before I fully understood what the content presented. I figured that the names were of astronauts and the numbers were co-ordinates, however I did not understand what the overlapping circles meant. Later, I learned that they represented the number of hours the astronauts spent on the surface of the Moon on each mission.

In terms of communication, this piece of information design is not very clear. Visually the information is relatively clear – there is not difficulty reading it, but I do not know (or perhaps did not figure out) if there is a deeper message behind it. In addition to that, I managed to decipher some of the information on the poster as I have some background knowledge in History, but will



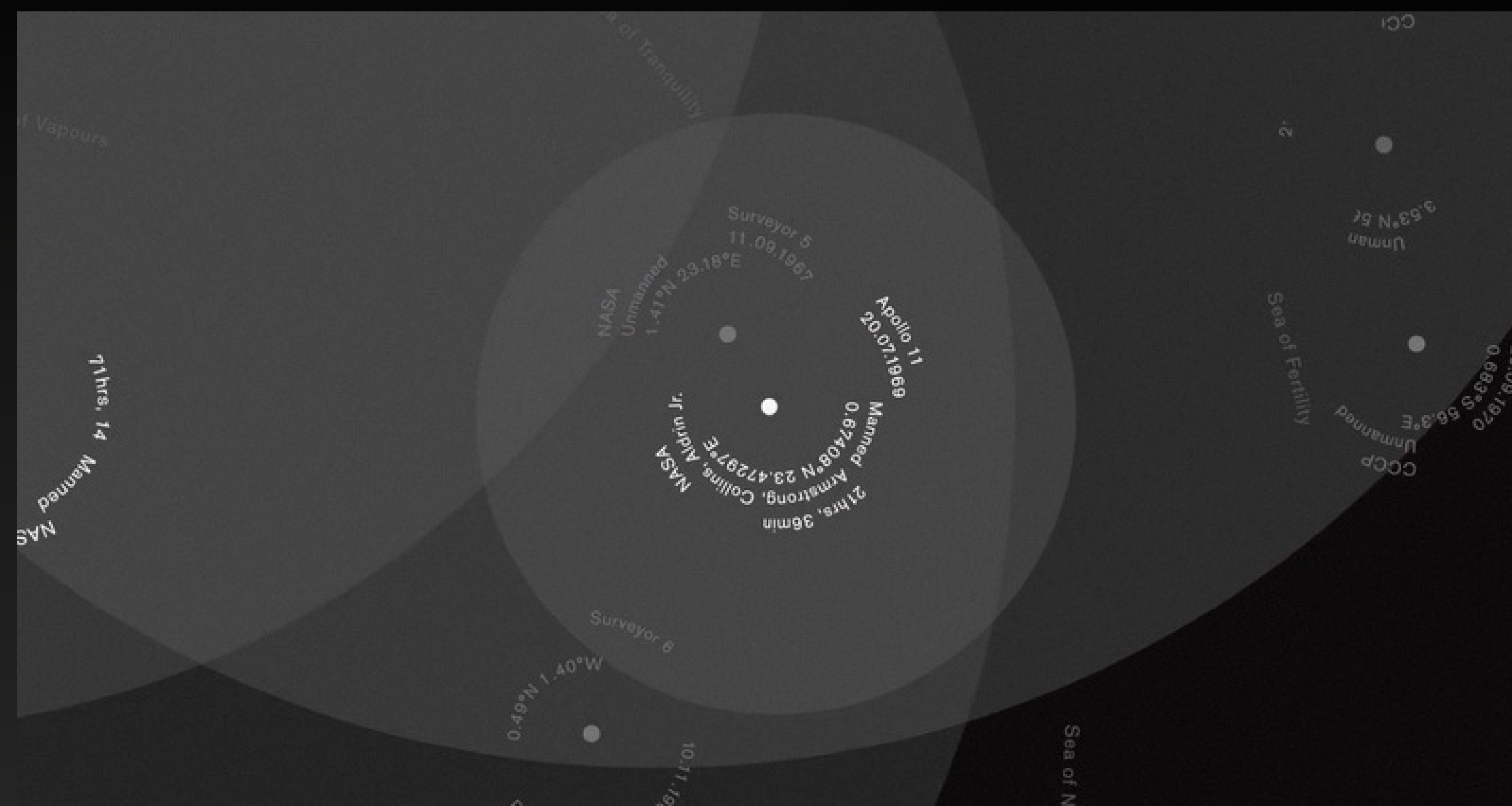
Above: The layout of the text is inspired by the ripples created when the vessel landed on the Moon.

the common passer-by get what is this poster depicting? Also, if one looks at the posters from a glance, one can see that humans have not explored that much from the Moon (besides the dark side of the moon of course. Nothing has been there yet), for the top part is only highlighted in lighter grey. Then again, this last point is not that obvious.

From what I gathered after looking up information regarding this poster, it seems that this poster was

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created to pay homage to the astronauts that manned the space missions. As Matthew Jones, creative director of Accept & Proceed, explained in his presentation at a Nicer Tuesday's session of 28th May 2019, he said that the day of the presentation was a month or so away from celebrating the 50th anniversary of the first moon



Above: The lighter circles indicate the number of hours humans spent on the Moon on each mission.

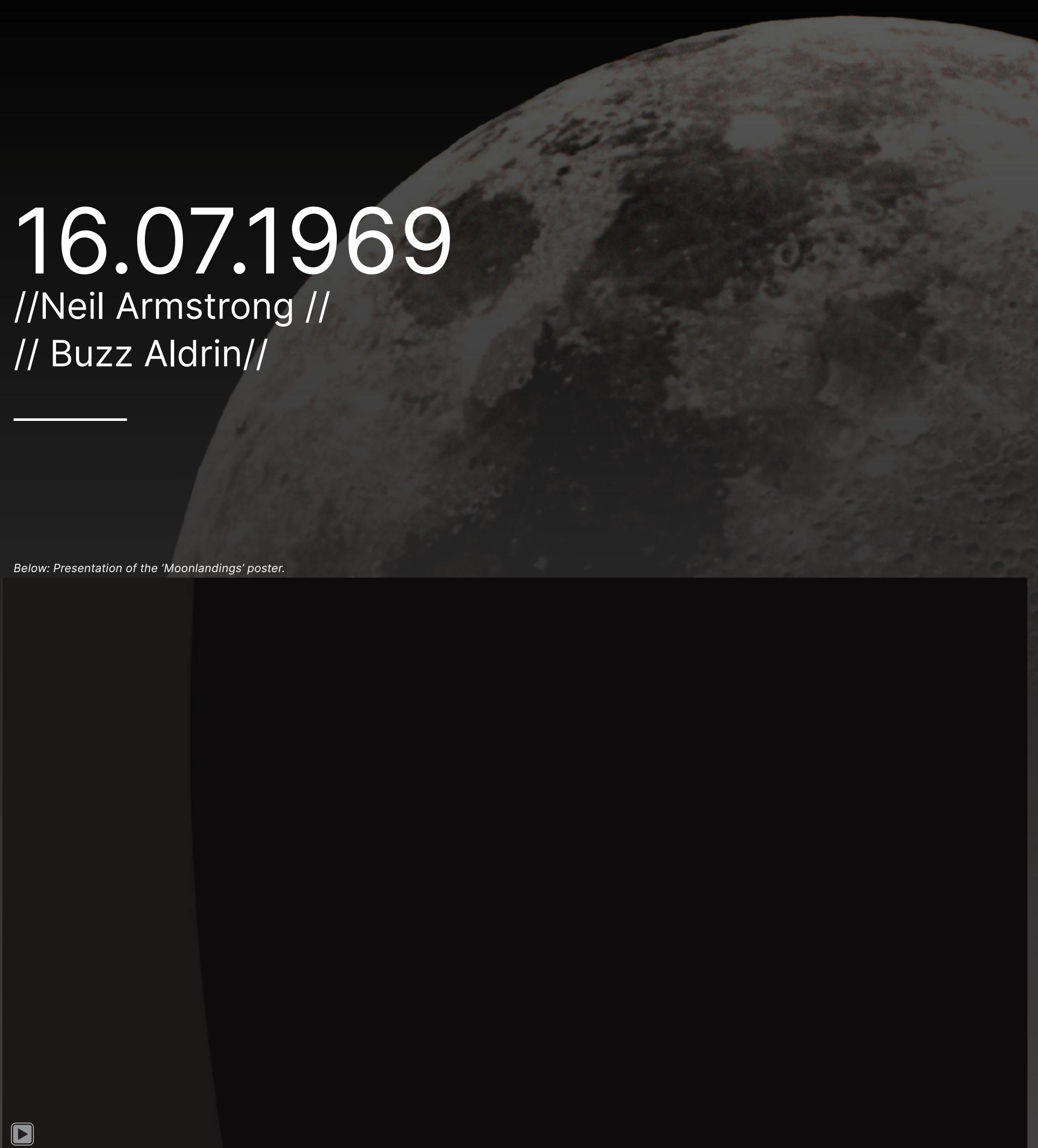
landing. With that said the core message is not that clear, if there is one at all. I do think, that this poster was done for aesthetical purposes, as in for the sake of designing a poster, rather than communicating something beyond visualising data. Not that there is anything wrong with that though.

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In terms of design, the minimalist, greyscale look fits the theme perfectly. Moreover, they placed the text on a curve to reflect the landing ripples. As far as design goes, I think that it is designed very well. As space is a vacuum and the Moon is indeed grey, it makes sense to eliminate any extra décor from the design work.

As much as I liked this poster – I think it is a cool concept to visualise – I think that it is a bit dry in terms of

a project. I thought that there would be more information or even a link to a bigger project. Also, even though on the Accept & Proceed website there is a small description regarding the poster it does not say much. To give the benefit of the doubt, one possible conclusion to this minimalist style is to reflect the mysterious element of



Below: Presentation of the 'Moonlandings' poster.

