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Image created in Bangalore,
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Images of Research Competition

University of Alberta

Exponential epidemics

Semi-finalist (2019)

How does one re-create a legible narrative derived out of the complexities of data? How can visual communication design aid the process of turning information into knowledge?

Visual data almost always is complex and extensive but its comprehension should be relatively straight-forward. Information is so omnipresent and easily available to us today, we no longer are concerned about its accessibility. Our need rather has evolved to seek increased comprehension of any information in a short span of time.

“Exponential epidemics” converts rich data-sets available on epidemics today into visual narratives. Between November 2002 and May 2003, an outbreak of SARS in Southern China caused an eventual 8,096 cases and 774 deaths reported in multiple countries according to WHO. Within weeks, SARS spread from Hong Kong to infect individuals in 29 countries by early 2003. The installation built of glass and light, accurately maps the exact number of cases in all affected countries visualizing the exponential growth of the epidemic.