

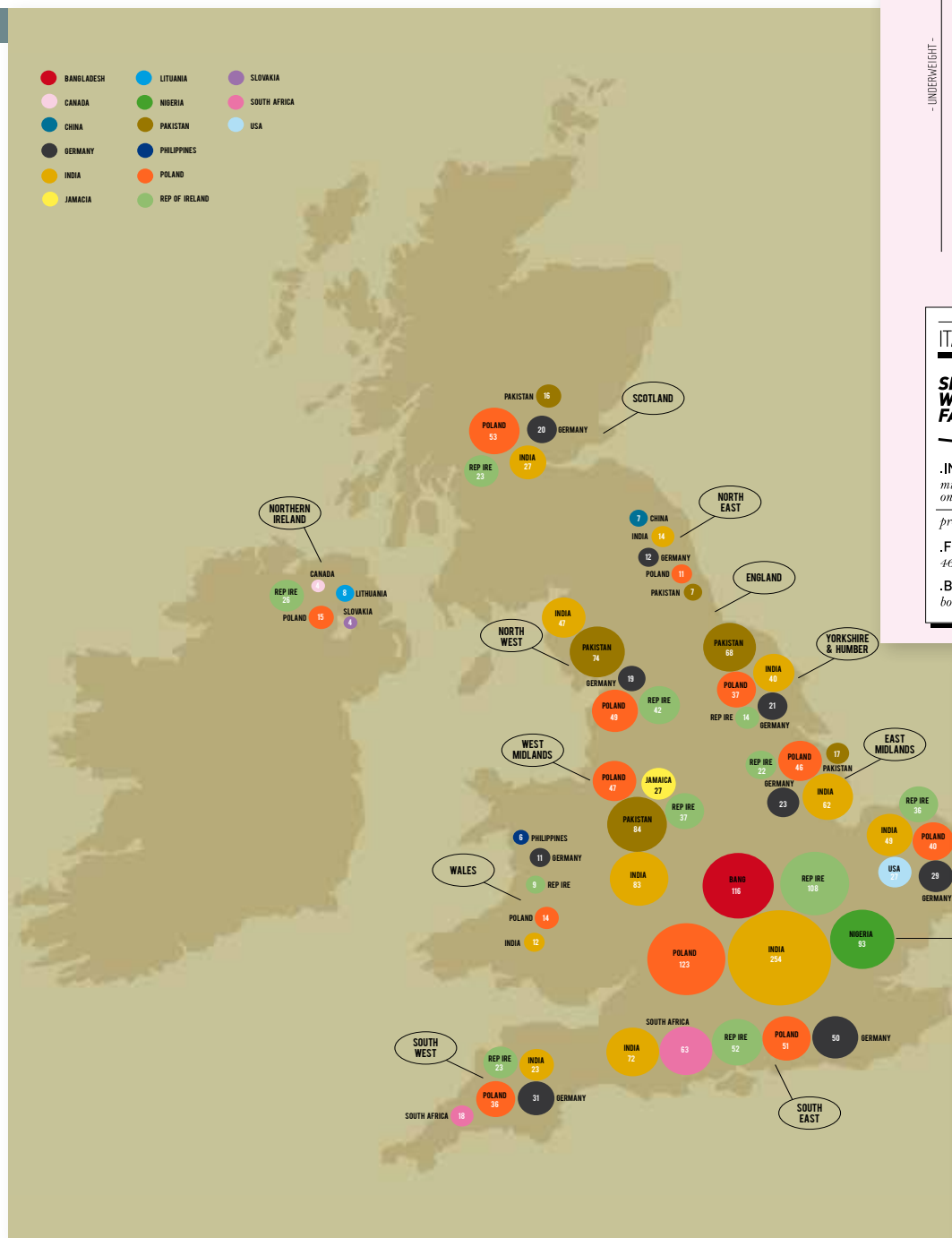
# Design and data

Computer processing has revolutionised the social sciences, enabling the collection and processing of vast quantities of data. Amid the consequent information glut, effective presentation of data is more important than ever – even good research can't do any work if the right people can't access its conclusions. A new project, organised by LSE and the London College of Communication (LCC), entitled Visual Rhetoric: Using Graphic Design in Research, is seeking to address this.

Each year, social science students from LSE partner up with graphic designers from LCC to produce data presentations that are as visually striking as they are epistemically credible.

Professor Martin Bauer, director of the MSc in Social Policy Communication at LSE and Dr Stavroula Tsirogianni, a research fellow in the Methodology Institute, set up the collaboration with LCC postgraduate course directors Penny Hilton and Tony Pritchard. Dr Tsirogianni, whose own research focuses on complex methodologies in the study of social values in Europe, said: "It has been very exciting to work with LCC on exploring how aesthetic methods can help us portray the complexity of social life in simple ways. The aim is to stimulate knowledge exchange between graphic designers and LSE researchers."

The project is open to any member of academic or research staff, but is particularly targeted at LSE PhD students approaching the end of their studies. The real data supplied by the LSE students and staff provides students on MA Graphic Design courses at LCC with material to form the basis for their various design projects. In return, the LSE participants gain a unique opportunity to see a designer understand and present their work in a creative way.



"The collaboration allows designers and social scientists to explore ways to better disseminate their work to a broader audience," said Dr Tsirogianni. After initial meetings and discussions, the

end results are shown in an exhibition. LSE has also produced a film highlighting this project, which is available to view at <http://tinyurl.com/6lcfkw1>

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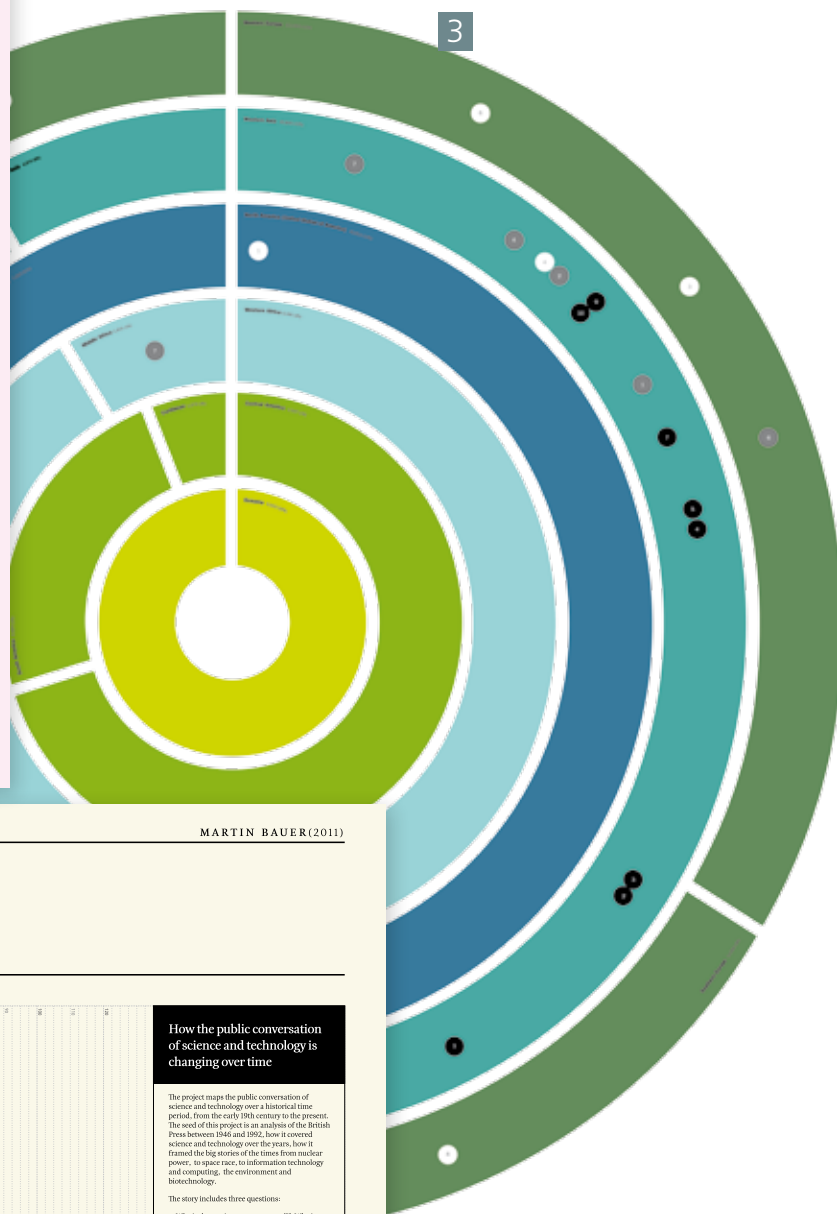
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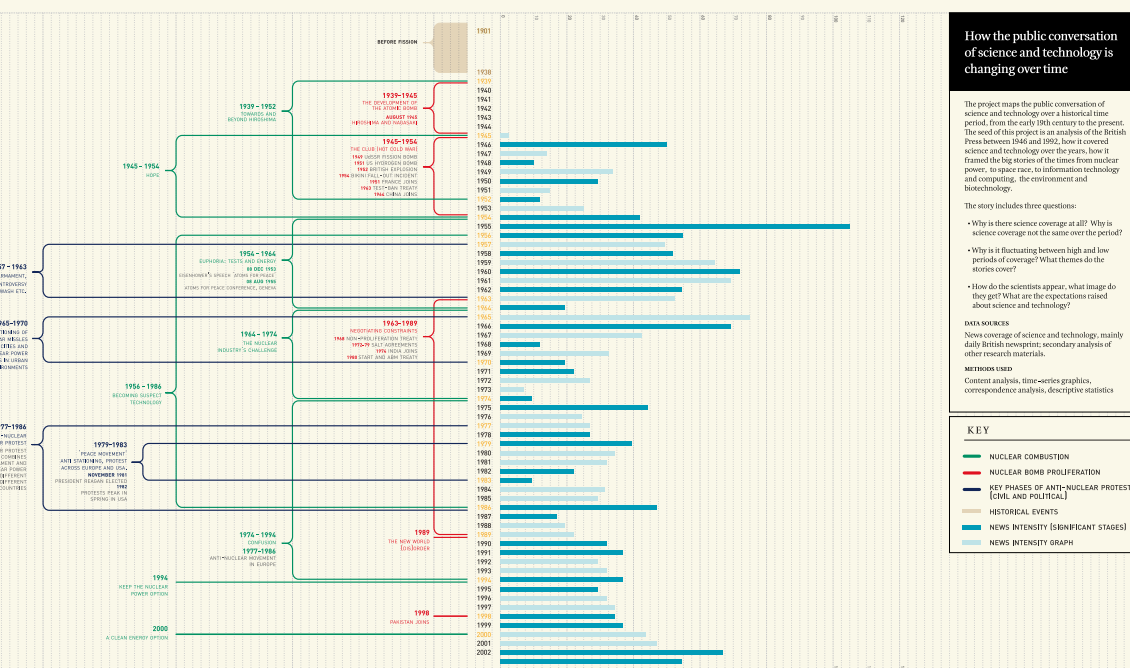
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MARTIN BAUER (2011)

# The Atom and Nuclear Power

S & GENES - PUBLIC RESISTANCE AND THE TECHNO-SCIENTIFIC RESPONSES, NEW YORK, ROUTLEDGE



1. Foreign born population in Britain. LSE researcher: Ben Wilson; LCC designer: Jonathan Holmes
2. Eating behaviour. LSE researcher: Luca Savorelli, Economics; LCC designer: Tomas Lauro
3. International migration. LSE researcher: Ben Wilson, Methodology Institute; LCC designer: Tamisha Harris
4. The atom and nuclear power. LSE researcher: Professor Martin Bauer; LCC designer: Pradnya Dighe