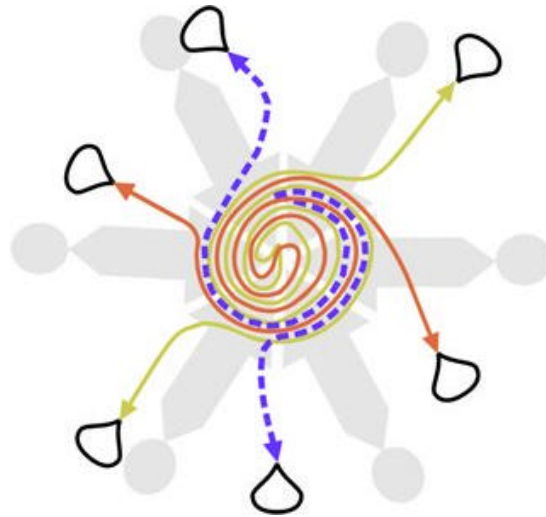




Scott Trent

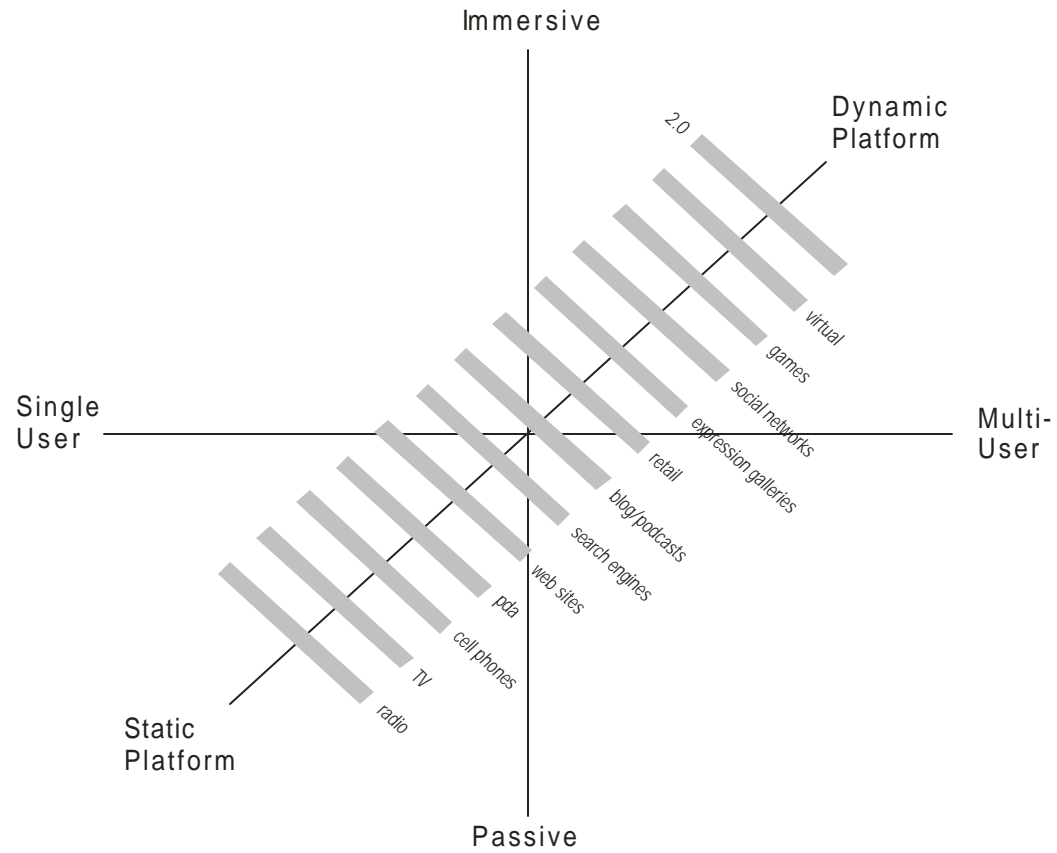
A new perspective



**Area of focus:** Aesthetics in communication as visual cues and environmental enhancements, and how non verbal language can be graphically represented in a digital platform.

**Goal:** To create a facilitated space (**dbox**) in a virtual environment (Second Life) to drastically enhance and maximize the exchange of data between people. (effective communication)

The project considers how communication, and the role of technology, digital worlds and virtual environments can have on human interaction.



## User presence & interactivity

### Search Engines

Google  
MSDewey  
Askjeeves

### Retail

ebay  
amazon  
craigslist  
angieslist

### Expression Galleries

Flickr  
blender  
deviantart  
cafepress  
Youtube  
wikipedia

### Social Networks

facebook  
linkedin  
meetup  
myspace  
twitter  
tagged  
me.diurn

### MMOG

WOW  
Everquest  
D&D  
The Sims

### Virtual

SecondLife  
There.com  
Furcadia  
ActiveWorlds  
Nicktropolis  
PS3Home



Broadcast Yourself



NEXT

Fixed Transmission

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Limited Content

**Broadcasts**

Monologues

---

Limited Exchange of Data

---

Audio / Text

**Networks**

Images & Video

---

Static Exchange of Data

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Self Indulgent

**Multimedia**

Mass Connections

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Fixed Platforms

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Digital Communities

**Social Networks**

Dialogue

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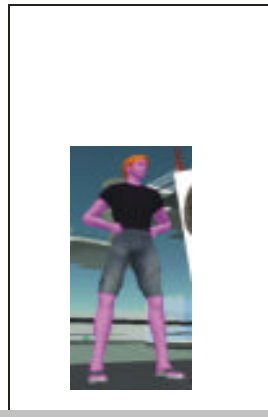
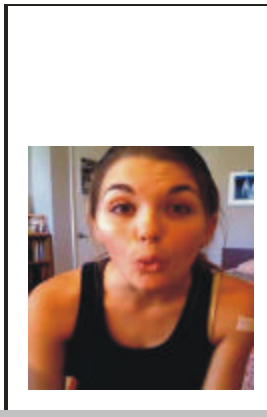
Dynamic Exchange of Data

---

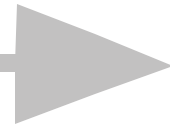
Virtual Presence

**Virtual**

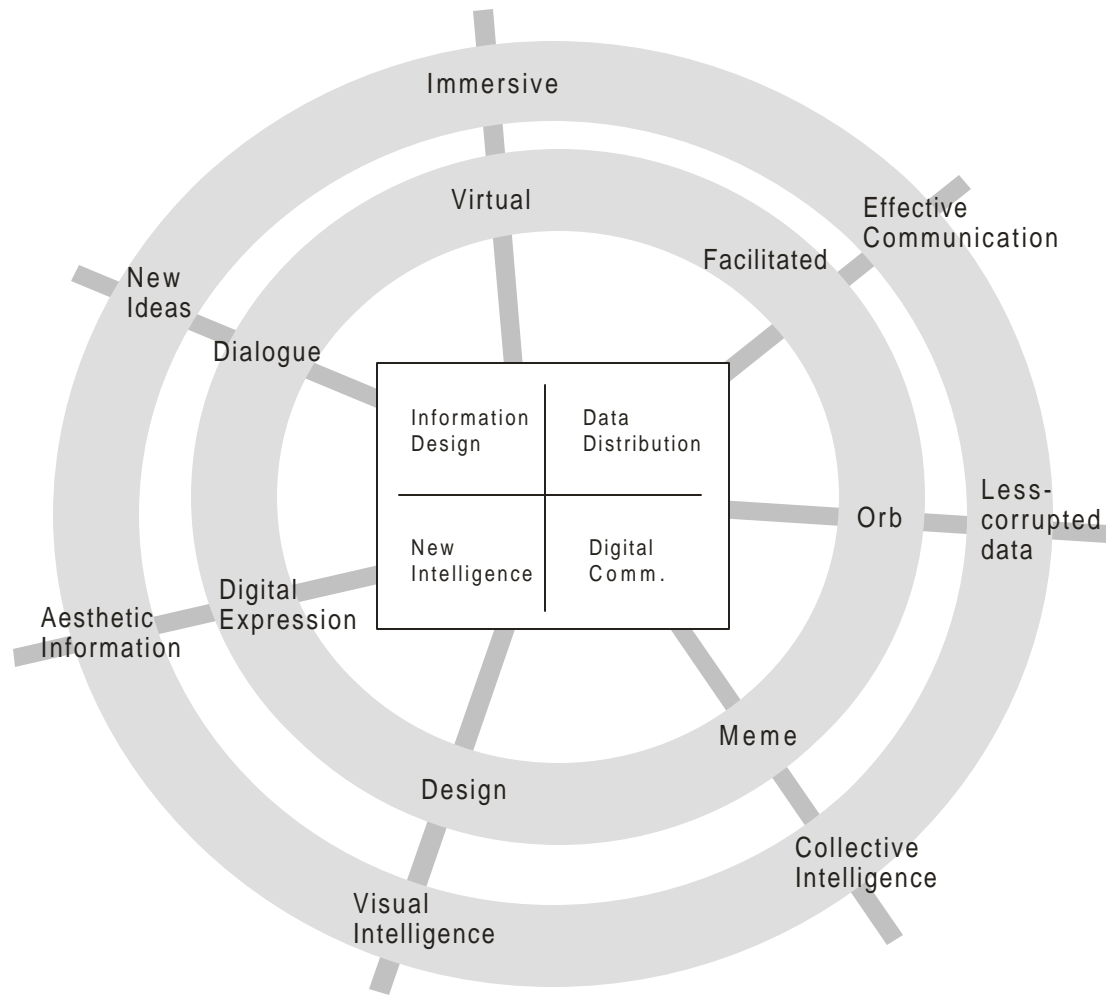
**WEB 2.0**



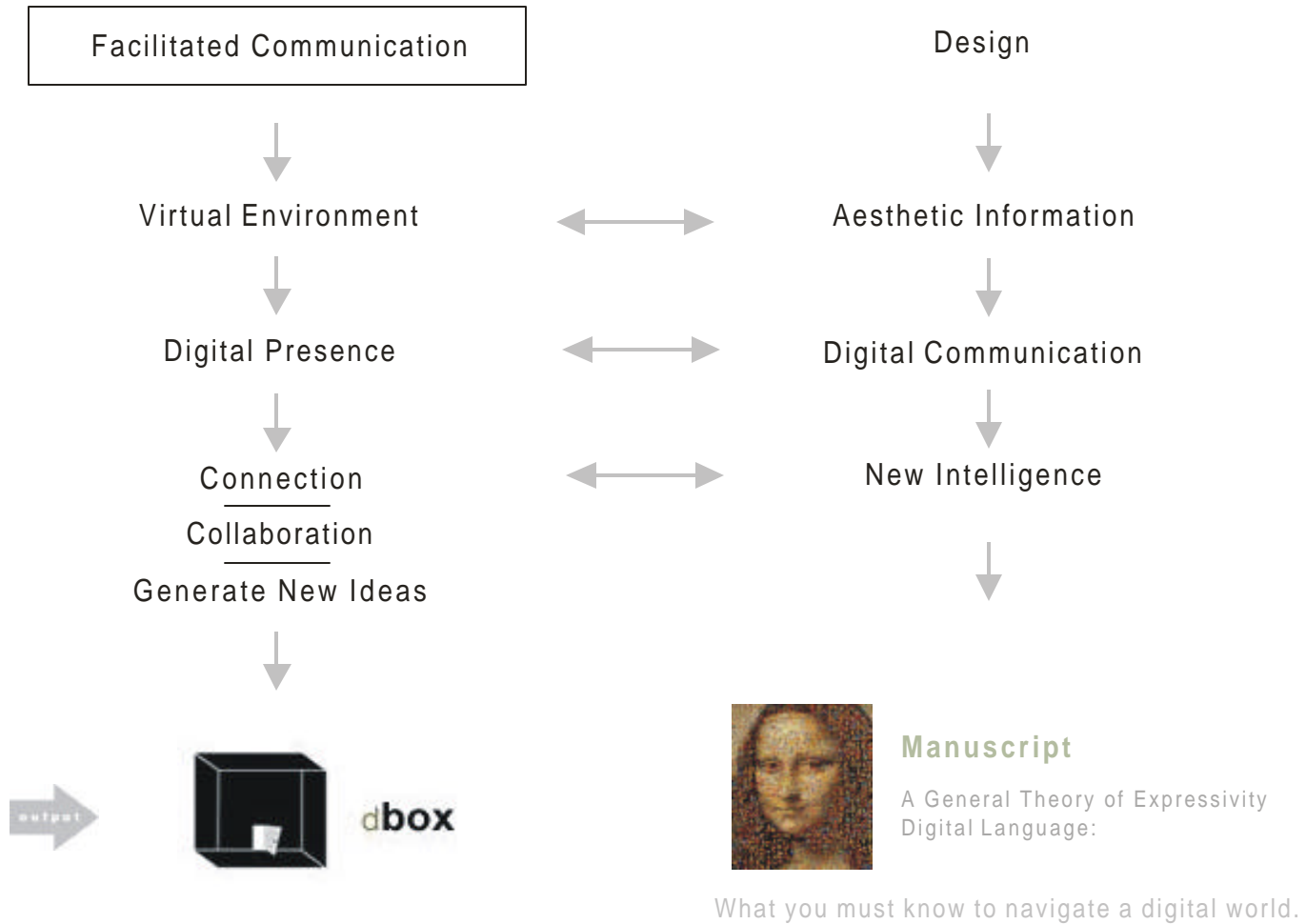
Creative Evolution & user presence



# Areas of Research



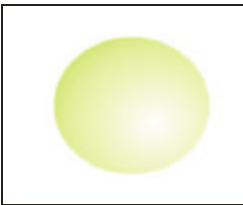
# Research Connections



# Digital Presence



VS



VS



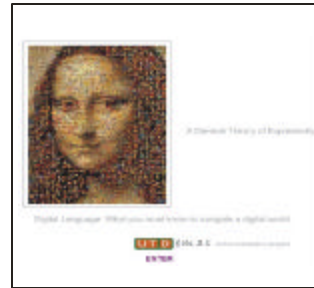
VS



**web sites**



utdbox.com

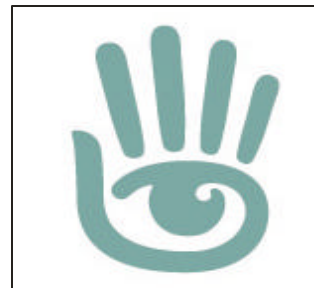


expressivitytheory.com

**digital**



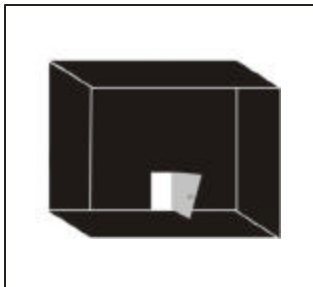
08blog



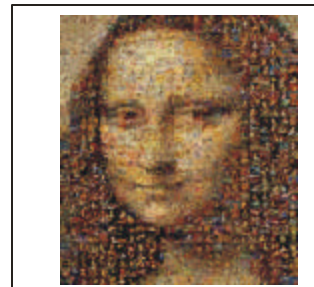
SecondLife

Current Portfolio

**projects**



dbox

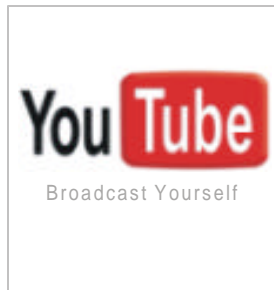
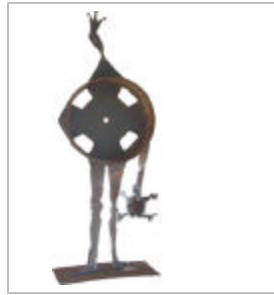


manuscript

## A General Theory of Expressivity

### Digital Language:

What you must know to navigate a digital world.



## New Intelligence- The beginning of a new language

- Evolution
- Authorship
- Concepts
- Vitruvian Man
- Metaphor
- Dialogue vs. Research

## Digital Communication

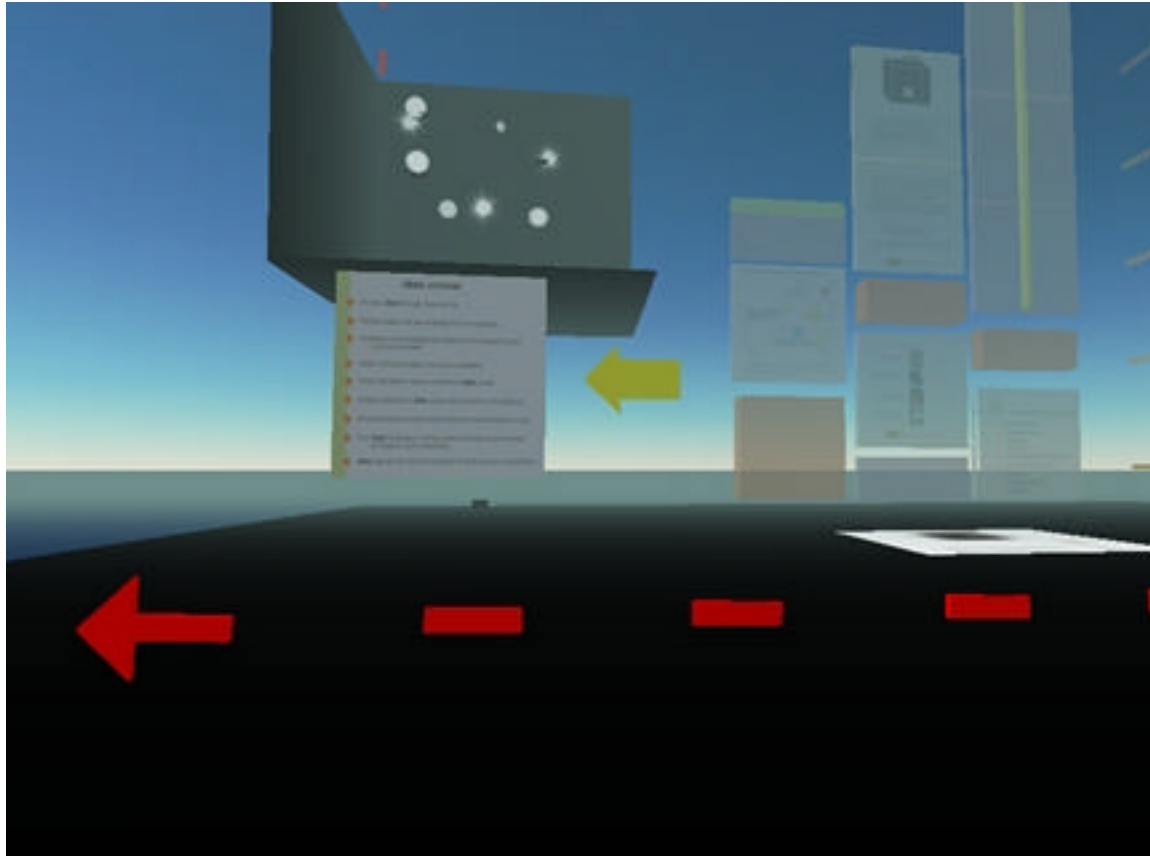
- Expression
- Digital literacies
- Elements
- Common codes/terminologies
- Digital text
- Facilitated Communication (virtual)
- Effective communication - orb (digital presence)

## Information Design


- Design vs Code
- Organization
- Design with the end in mind - Consider audience
- Information aesthetics
- Visual intelligence
- Simplicity

## Data Distribution


- Creation process
- Narrative - story
- Digital frame exercise
- Meme- Collective intelligence




**dbox** research space



Following is a facilitated dialogue

Demonstrating features of the dbox 

Exploring issues of virtual communication.



## dbox demo & study

### What is effective communication?



Effective Communication  
= you understand me.

What do you mean effective?

Select Appropriate Response  
Click orb that best reflects your opinion.

### What is effective communication?

Follow the screen instructions and **select** the phrase that best represents your point of view.

click 