

A DARK MATTER OF CONTEXT



IA?

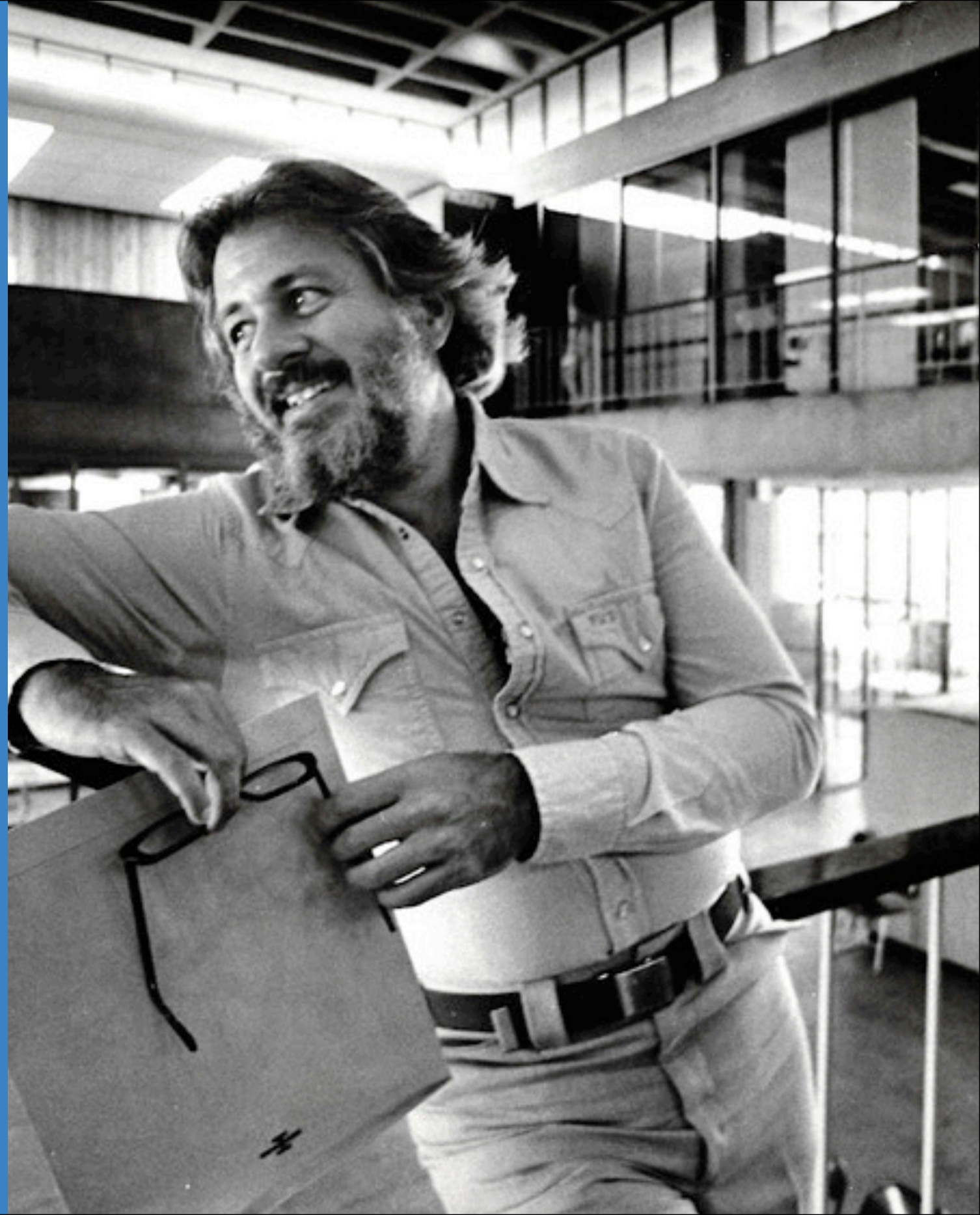
WIAD 2024

LOCAL CONNECTIONS. GLOBAL IMPACT.

GHENT, BELGIUM



Richard Saul Wurman



"...architect as in the creating of systemic, structural, and orderly principles to make something work -- the thoughtful making of either artefact, or idea, or policy that informs because it is clear."

Information Architects, 1997



**Mind-bending,
Chilling, Ominous**



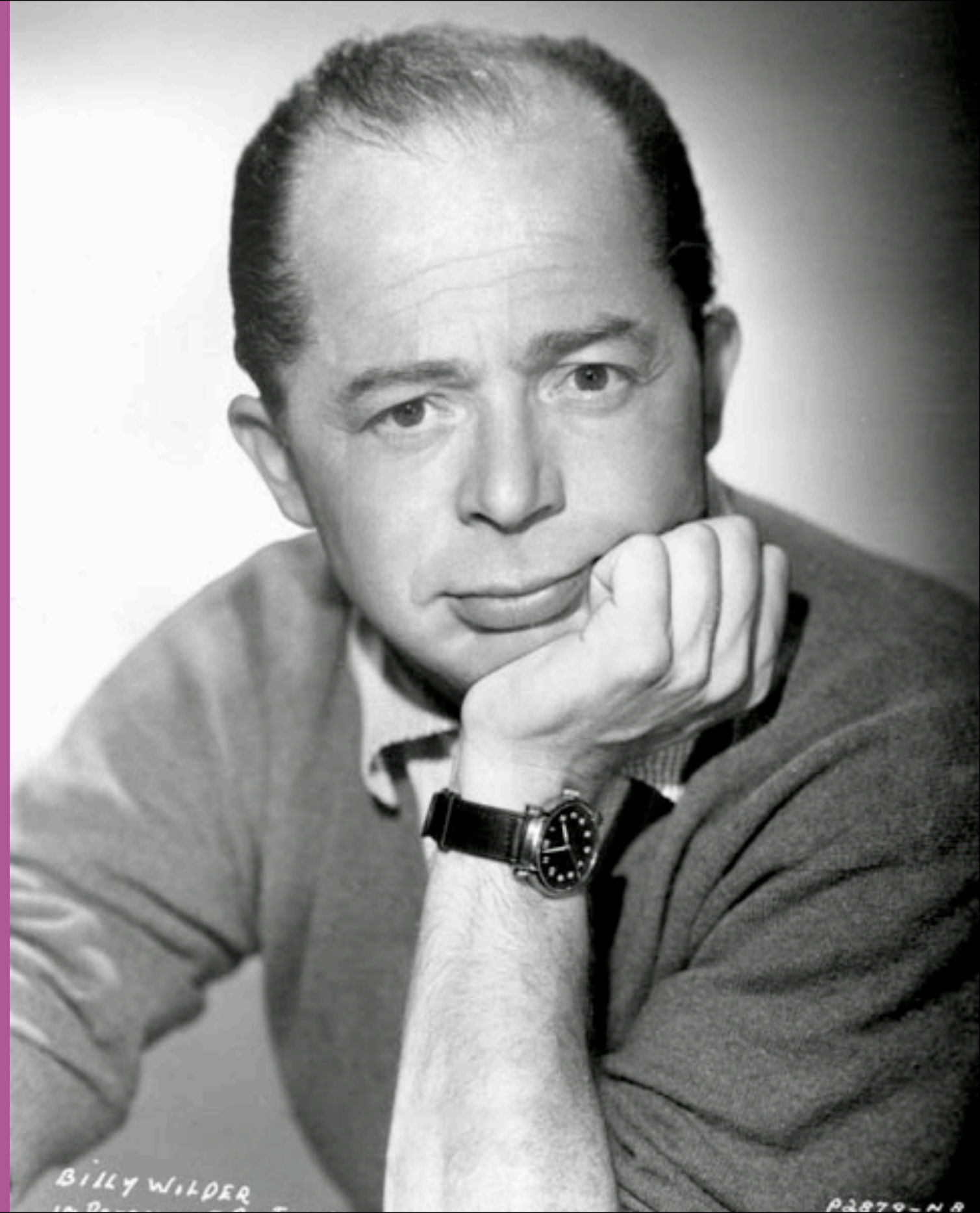
D A R K



E V E R Y T H I N G I S C O N N E C T E D

D A R K

**Story needs
architectural
structure, which
is completely
forgotten once
you see the
movie. Billy
Wilder**



A surreal night scene featuring a woman in a red jumpsuit standing in a grassy yard. In the background is a modern house with large windows, some of which are lit from within. The yard is dark, but several indoor-style lamps are placed around: one on a decorative base to the left, one on a tall stand to the right, and a small floor lamp in the foreground. A large, dark hole has been dug in the grass, with a pile of dirt nearby. A small dog is sitting on the right side of the frame. The overall atmosphere is mysterious and cinematic.

DARK



the smallest of introductions to
storytelling



**story =
explanation for
reality**

Equilibrium. Then boom.

VERMISST



12 Jahre alt

Wer hat
MICHAEL KAHNWALD
gesehen?

Hinweise an die Polizei Winden

**Character
creates plot.**



**Suspension
of disbelief.**





Fandom



Prashant @prashantgwari · Jun 28, 2020



The only series in which nobody give spoilers because nobody understands what the fuck is going on. [#DarkNetflix](#) [#DARKseason3](#) [#Dark](#)



DARK ▾

23

490

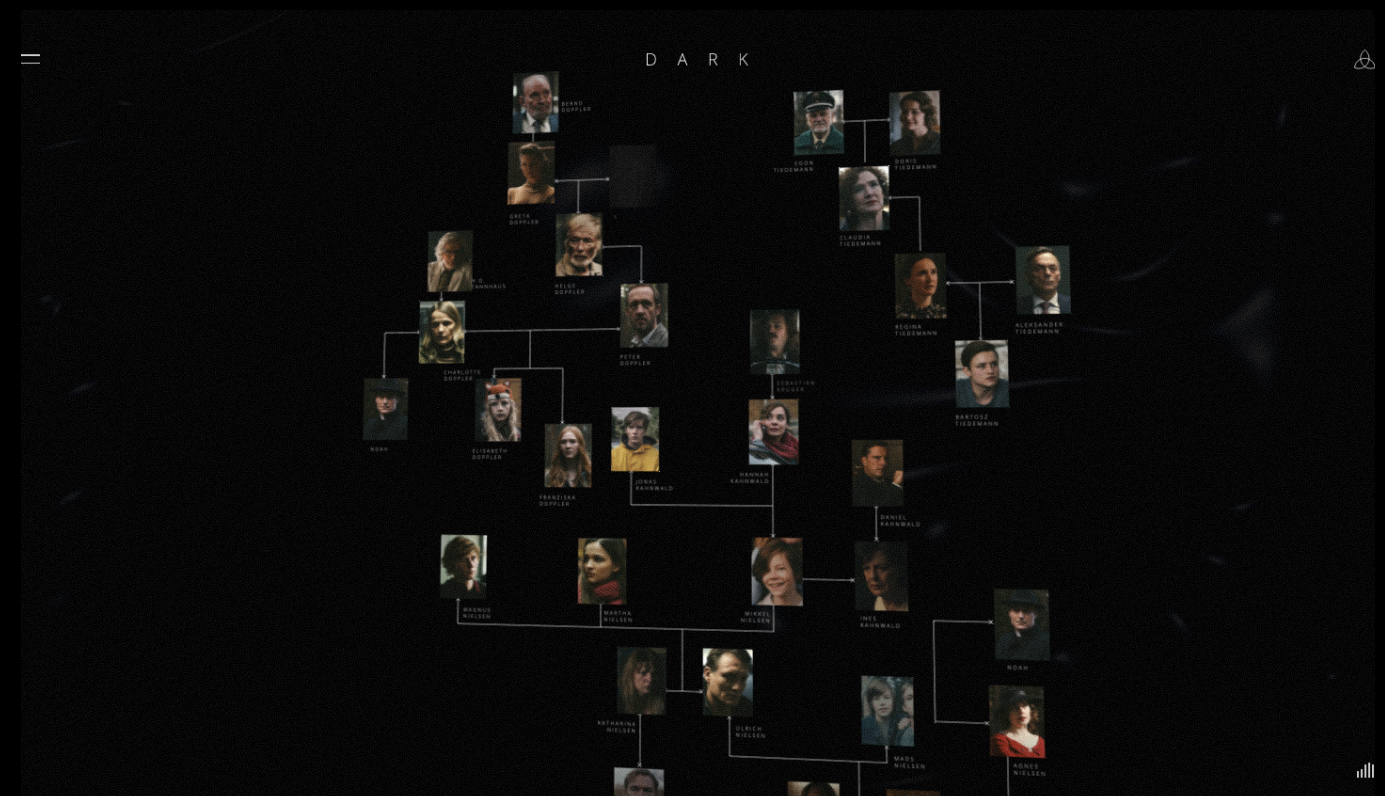
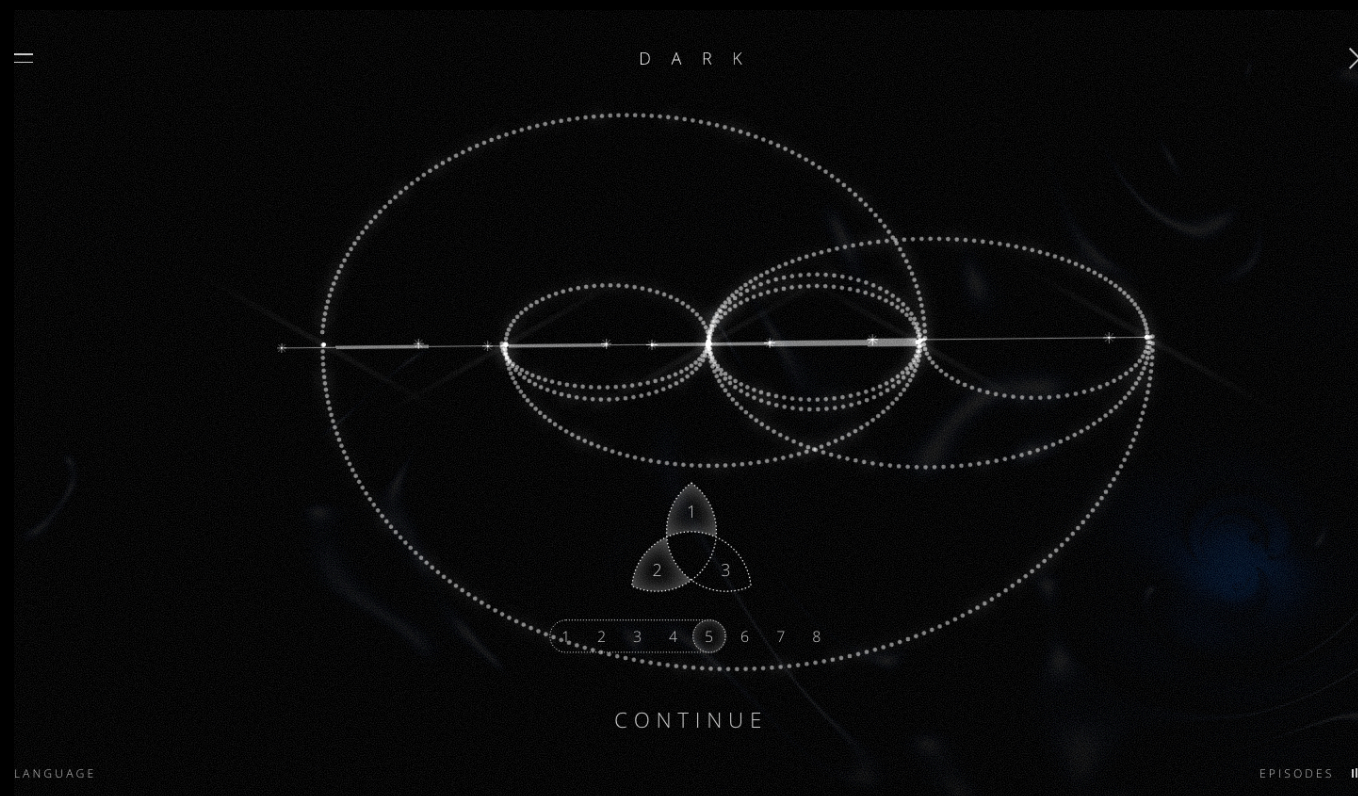
1.5K



dark.netflix.io

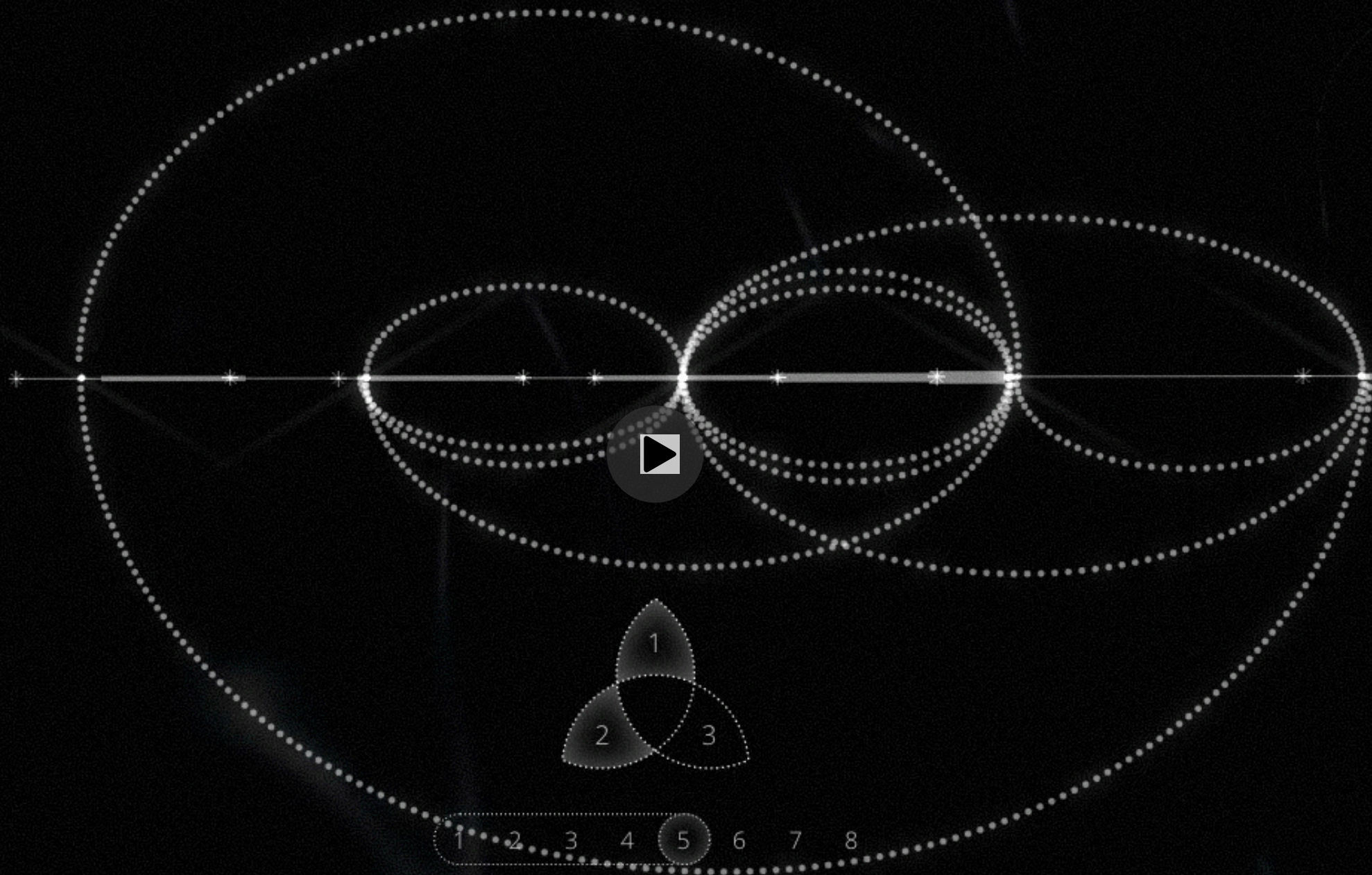
ia is the art of
making the complex
appear simple

SEASON 1	SEASON 2	SEASON 3
01 Secrets	01 Beginnings and Endings	01 Deja-vu
02 Lies	02 Dark Matter	02 The Survivors
03 Past and Present	03 Ghosts	03 Adam and Eva
04 Double Lives	04 The Travelers	04 The Origin
05 Truths		05 Life and Death
06 Sic Mundus Creatus Est	Jonas meets an ominous figure. While the kids comb the cave for answers, the adults gather in the bunker to share what they know about the travelers.	06 Light and Shadow
07 Crossroads		07 Between the Time
08 As You Sow, so You Shall Reap		08 The Paradise
09 Everything Is Now	05 Lost and Found	





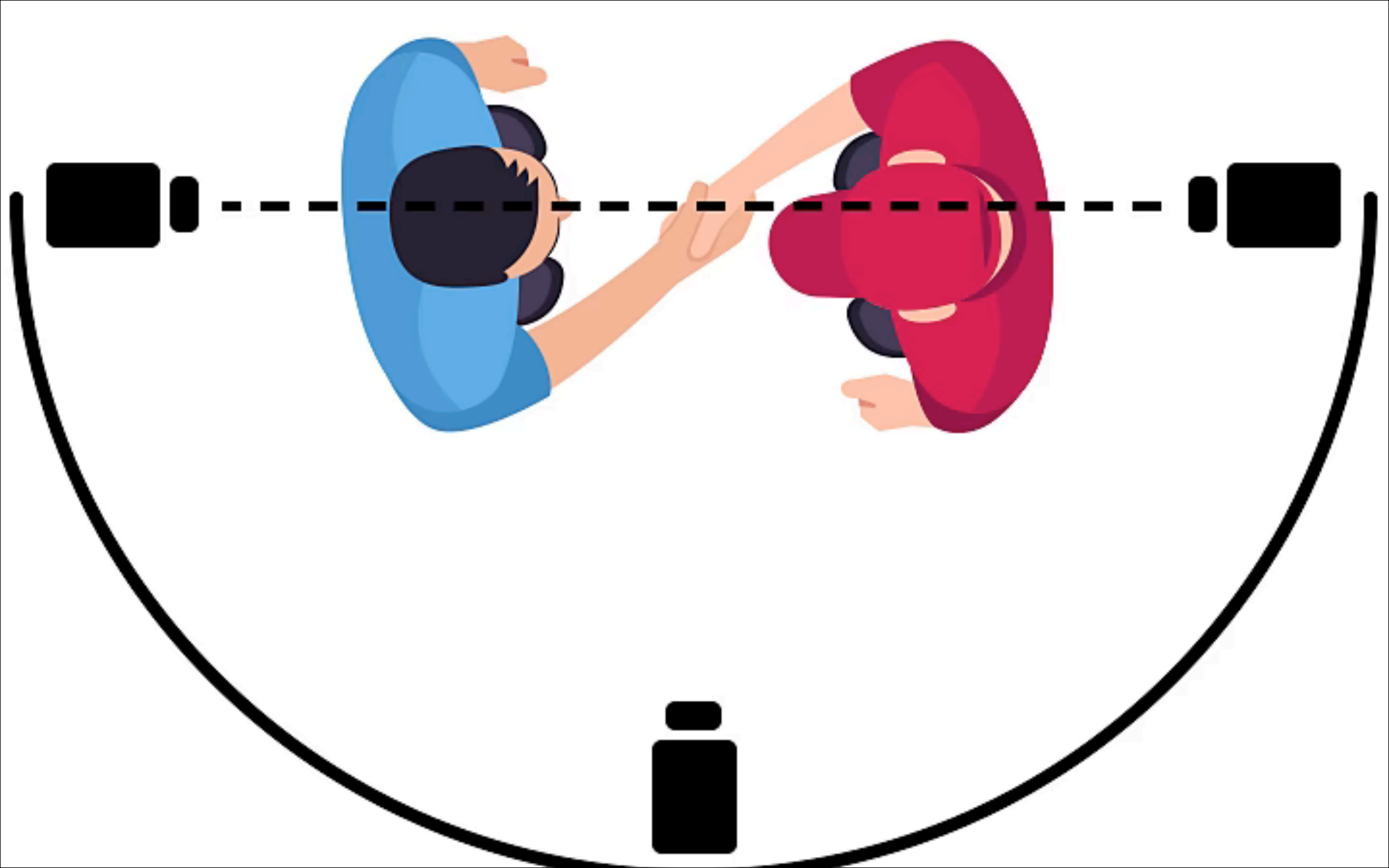
D A R K



CONTINUE

Jumping the line

film editing 101

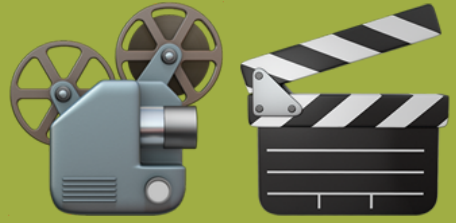






**"Good and
evil are a
question of
perspective."
Mikkel
Nielsen**

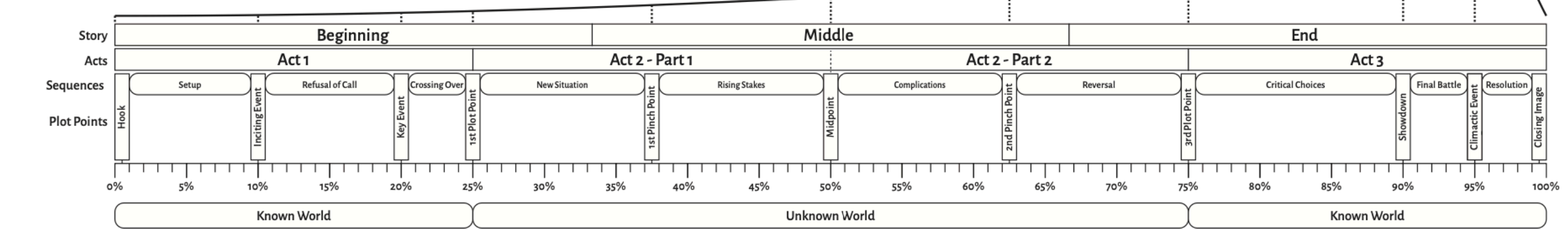




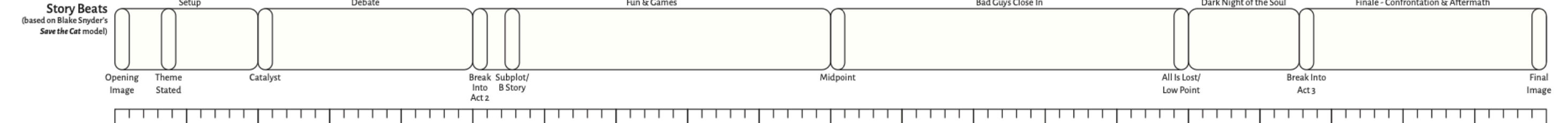
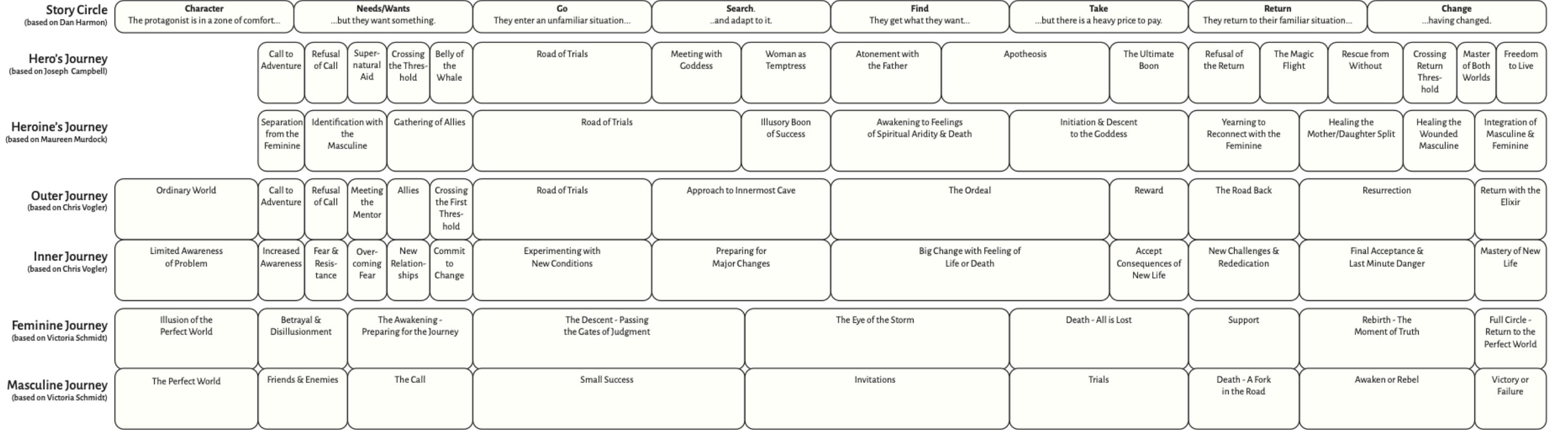
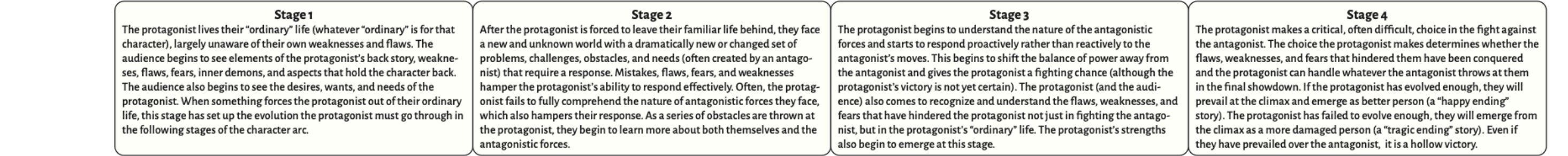
Overview of all scenes that
have line jumps



So what?



Character Journey Archetypes



Before you go:

The online experience is so streamlined it fails to create moments to connect

Use unexpected [physical and digital] moments to capture attention

Build experiences that require exploration

Thank you.

