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A conversation, By Sean Batchelor

For communication to occur, a piece of information is COnceived, ENcoded, TRansmitted, DEcoded and REceived, it is then INterpreted and a new idea is COnceived.

The more similar the message is from the perspective of the *receiver* to that of the *conceiver*, the more successful the encoding (design) of the transmission. Information is encoded with the aim of reducing 'noise' during transmission. For example, a graphic designer may choose contrasting tonal variation between text and the page to maximise readability.

CONCEIVE	EN'	TRANSMIT	DE'	RECEIVE	
---A----	->	-----	->	---A---	= Success
---A----	->	*_*_*****	->	---B---	= Fail

Sometimes, after the new idea is conceived it is responded to (transmitted back) and the process occurs back and forth and a conversation is born.

Rather than just trying to limit noise at the point of transmission, some designed materials may hope to reduce noise at the point of *response*. How do you do that?

In research interviews, open questioning seeks to tease out responses that are natural and personal with minimum projection from the context of an interview. What is the visual counterpart of open questioning and how can it be applied to generate new ideas?