**THE SPACE OF PERSON-TO-PERSON COMMUNICATION**

Any given medium has a particular range in each of these dimensions in which it works best. When designing a new medium, consider which ranges you’re aiming to support.

**WHY COMMUNICATE?**

**KNOWLEDGE**
Inform — Understand — “non-fiction”

**EMOTION**
Entertain — Inspire — “fiction”

**WHERE ARE THE PARTICIPANTS?**

**FACE-TO-FACE**

**STAGE & AUDIENCE**

**DIFFERENT PLACES**

**DIFFERENT TIMES**

**HOW MANY PARTICIPANTS?**

**ONE-TO-ONE**

**SMALL GROUP**

**ONE-TO-MANY**

**MANY-TO-MANY**

**WHEN IS THE MATERIAL CREATED?**

**BEFORE COMMUNICATION**
Prepared — Composed — Thought-out

**DURING COMMUNICATION**
Improvised — Performed — Spontaneous

**WHICH CHANNELS ARE USED?**

**VISUAL**

**AURAL**

**TACTILE**

**KINESTHETIC**

**SPATIAL**

**HOW ARE CONCEPTS REPRESENTED?**

**LITERAL**

**SYMBOLIC**
“fish”

**STATIC**

**DYNAMIC**