

## SYLLABUS

### course description

The course belongs to the class “caratterizzante” (alternativa) in the MA in Eco-Social Design (LM-12). This course is a compulsory optional subject in the area “**Observe, analyse & apply**” and “Skills & Technologies”

Course title	<b>Information Design &amp; Visual Storytelling</b> <b>Area: Observe, analyse &amp; apply</b>  <b>Information Design</b> <b>Area: Skills and technology</b>
Course code	<b>96108</b> and 96008
Scientific sector	<b>ICAR/13 – Disegno industriale</b>
Degree	<b>Master in Eco-Social Design (LM-12)</b>
Semester	<b>I</b>
Year	<b>1<sup>st</sup> and 2<sup>nd</sup></b>
Credits	<b>6</b>
Modular	<b>No</b>
Lecturer	<b>Lisa Borgenheimer</b> office: F4.06.b, e-mail: <a href="mailto:lisa.borgenheimer@unibz.it">lisa.borgenheimer@unibz.it</a> , Webpage: <a href="https://next.unibz.it/en/faculties/design-art/academic-staff/person/36103-lisa-borgenheimer">https://next.unibz.it/en/faculties/design-art/academic-staff/person/36103-lisa-borgenheimer</a>
Scientific sector of the lecturer	-
Teaching language	<b>English</b>
Teaching assistant (if any)	-
Office hours	<b>tbd</b>
Total lecturing hours	<b>60</b>

Total hours of self-study and/or other individual educational activities	<b>about 90</b>
Attendance	<b>strongly recommended</b>
Prerequisites	-
Course page	<b>tbd</b>

## Course description

Information Design is a process-oriented design discipline, which aims to visualize data, structure complex issues and share knowledge with users. Information Design is published on analog and digital media and can be used in a static or interactive way. Three basic visualizations divide the huge field of information design: object-graphic, data-graphic, spatial-graphic and contain different visualization aspects. The knowledge of semiotics reveals the importance of conclusiveness of an information graphic.

We try to understand specific aspects / processes / general schemes / etc. to visualize them in a concise and attractive way. We also observe possibilities of different media and formats. Our works are supposed to stimulate discussions and debates, based on arguments and facts.

50% of the course consists of a structured introduction into Information Design (including practical exercises). The other 50% teach Information Design in the context of the individual projects of student teams (for the 1st year students related to the annual theme “Agenda 1.5°C” and/or the specific projects of the students). This teaching helps to develop and prototype the works of Information Design within the diverse student projects (“Learning by doing”).

## Educational objectives

### Students will be able to:

- identify the specific issue of interest and team up with other students sharing similar interests
- study and try to understand their specific topic
- collaborate with experts and other designers to develop and implement an integrated project (dialog, interview, etc.)
- research related works in design, art, movies, web and other media
- understand specialist literature and sources so as to integrate it within their own research project
- develop an individual way of thinking, leading to critical judgements and self-assessments and find your way to express the issue
- organize and develop a work in information design while identifying relevant studies and researches, experts to collaborate with, methods and instruments to adopt

- propose and develop works in information design which will contribute to local development while considering the global context, starting from a “glocal” vision, which “focuses on the global and planetary dimension and the local one at the same time” (from the Dizionario Treccani)
- take into account the environmental, social and economic impacts
- experiment with styles, methods and technologies
- balance both emotions and functions in design and communication
- define your audience, choose the medium and format accordingly to the creation of appropriate styles and languages
- Present the status quo of your project and use mock-ups to present campaigns, information visualizations and other works of visual communication
- use hardware and software tools for designing, prototyping, producing small serial products, managing and presenting projects
- prototype and finalize your work, which can be a book/magazine/booklet, poster (series), web application, website, game (analog or interactive), installation, exhibition or whatever else appears to be promising and feasible
- do a convincing presentation

**Knowledge will be acquired in the following fields:**

- information design, visual knowledge transfer, visualization and visual storytelling;

**List of topics covered**

Aspects, structure and usage of information design, dealing with data, iconography and semantics, building narrative structures and storytelling, usage of effective visualization types.

**Teaching format**

Project-orientated teaching, with a well balanced mix of lectures, regular discussions, exercises, workshops, etc. Lessons according to the (upcoming) necessities of the project and the needs of students, as individual persons, as teams and as a class.

**Learning outcomes**

*Knowledge and understanding*

- Aspects of information design (methods, structures, etc.)
- Ability to understand complex issues and to work with it
- Knowledge about visual storytelling
- Ability to transform data into a suitable visual structure
- Know how different types of information graphics can be used relating to their story
- Know about the qualities and differences of specific media and formats (physical/non-physical)
- Ability to create and use (visual) languages and styles in original and appropriate ways
- Know about creative processes and their management

#### *Applying knowledge and understanding*

- Create visual works that communicate complex issues in a attractive and conclusive way the user can understand and deal with
- Visualize your project in an appropriate way: type of visualisation, storytelling, style, media, complexity, etc.
- Manage a creative process individually

#### *Making judgments*

- Critical sight on information design formats
- Analyse works of information design

#### *Communication skills*

- Dialog with the experts from diverse field
- Involve divers people in discussion topics of the own work
- Present and discuss the own work and communicate the design choices regarding to the way of visualization; using a specific terminology and with adequate technical/strategic arguments.

#### *Learning skills*

- Work and learn autonomously
- Know how to gather the knowledge and skills needed in a specific project
- Balance playful and analytical ways of working
- Balance intuitive and rational ways of working

### **Assessment**

#### Oral and Written:

- Oral, audiovisual and/or physical presentation of the students' design project
- Critical discussion of the project, in particular related to the choice of medium and aspects of the visualisation
- Written Documentation

**Assessment language:** language of the course or English

### **Evaluation criteria and criteria for awarding marks**

#### *For the own work:*

- Originality/Innovation, coherence and technical/aesthetic qualities of the design project, in relation to the context and the aims of the project; in particular, related to the use of media, aspects of the visualisation and usability

- General impression (adequacy)

*For the documentation:*

- Using methods to consolidate and justify your statements
- Handling with source references from experts in the field of information design

*For the presentation:*

- Effectiveness and clarity in communicating the project in relation to the language and style

*For the process during the whole semester:*

- Active participation, quality of contributions and individual development
- Ability to work in a team, with partners and and/or experts
- Own development

**Required readings**

Tufte, Edward R.: Envisioning Information; Graphics Press LLC, Cheshire, 1990 (2nd Edition)

Tufte, Edward R.: Visual Explanations; Graphics Press, Cheshire, 1997 (2nd Edition)

Wiedemann, Julius & Rendgen Sandra: Information Graphics; TASCHEN, 2001

Visoky O'Grady, Jenn & Kenn: The Information Design Handbook; HOW Books, Ohio, 2008