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**"

Course title	**Information Design & Visual Storytelling** **Area: Make & Intervene**
Course code	**96108**
Scientific sector	**ICAR/13**
Degree	**Master in Eco-Social Design (LM-12)**
Semester	**I**
Year	**1st and 2nd**
Credits	**6**
Modular	**No**
Lecturer	**Elisa Pasqual** office: F4.04 e-mail: Elisa.Pasqual@unibz.it Webpage: https://www.unibz.it/en/faculties/design-art/academic-staff/person/44653-elisa-pasqual
Scientific sector of the lecturer	**-**
Teaching language	**English**
Teaching assistant (if any)	**-**
Office hours	**18**
Total lecturing hours	**60**
Total hours of self-study and/or other individual educational activities	**about 90**
Attendance	**strongly recommended**

Prerequisites	-
Course page	**tbd**

Course description

Information Design is a cross-disciplinary design practice that fosters the understanding of a diverse range of knowledge. An information designers task is to simplify, illustrate and convey information to an audience through the most appropriate media in relation to a specific context. This role is particularly relevant in our contemporary living, where people are more and more exposed to complex data and systems. Information design embraces two-dimensional and three-dimensional representation – static or in motion – and can be applied to the visualization of quantities and measures (data graphics), objects and systems, and spatial data like maps (spatial graphics). Impactful information design is often powered by visual storytelling. It occurs especially when the complexity or the delicate nature of knowledge needs to be transmitted through adequate narratives and metaphors in order to become more effective and appealing.

The class offers an introduction to this field through upfront lessons – ranging from historical examples to contemporary complex visual landscapes – analyzing language, techniques and tools of different artifacts. Each lesson is followed by practical exercises (done individually or in teams), open discussions, and assignments on specific case studies. Students can acquire a clear awareness of the basic elements, qualities, meanings and fields of application of the various techniques of envisioning information.

Considering collaboration a great value, and observing the fast pace disappearance of boundaries between disciplines, the class pursues contact and interactions with other courses working on the annual theme "CARE". The course program is adaptive and foresees support in developing the information design and storytelling aspects of the student's main projects. Attention is given to the creation of narratives through critical thinking in order to help students to manage personal or group visualization projects.

Educational objectives

Students will be able to:

- have an overview of the information design field in relation to visual storytelling
- analyze specific contents, specialist literature and sources working in a collaborative environment

- research on relevant topics to develop a critical and personal perspective on the subject of the project
- define a program to organize and to develop information design visuals while identifying relevant studies and researches, experts to collaborate with, methods and instruments to adopt
- collaborate with experts from various disciplines and other designers to develop and implement an integrated project
- raise awareness of certain topics, encourage debate and change attitudes
- propose and develop information design approaches which will contribute to local development while considering the global context, starting from a *glocal* vision
- be aware of environmental, social and economic policies
- define your audience, choose the medium and format accordingly to the creation of appropriate narratives, tone of voice, and style
- identify the adequate hardware and software tools for designing, prototyping, managing and presenting information design projects
- apply visualization methodologies to conceive and represent systems and data
- prototype and finalize your work, which can be an editorial, digital or installation project
- present your project in a convincing format

Knowledge will be acquired in the following fields:

- information design, visual representation, and visual storytelling.

List of topics covered
Approaches, tools and applications of information design, with focus on finding and telling stories combining data, drawings, images, maps, text, etc. for a digital and non-digital output.

Teaching format
Project-oriented teaching grounded on lectures, open debates, readings, visualization exercises, presentations and reviews (individually and in groups), and a final project. Part of the lessons might focus on specific upcoming needs for developing personal or group visualization projects.

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: 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 presentation:

-   Effectiveness and clarity in communicating the project in a convincing way

For the process during the whole semester:

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

Suggested readings

Tufte, Edward R.: Envisioning Information; Graphics Press LLC, Cheshire, 1990 (2nd Edition)
Tufte, Edward R.: The Visual Display of Quantitative Information; Graphics Press LLC, Cheshire, 2001 (2nd Edition)
Cario, A.: How Charts Lie; Norton, New York, 2019

Klanten R., Ehmann, S., Schulze, F.: Visual Storytelling: Inspiring a New Visual Language; Gestalten, Berlin, 2011
San Martin, M.: Diagraphics; Harper Design, New York, 2011
Wiedemann, J., Rendgen, S.: Information Graphics; TASCHEN, 2012
Felton, N.: PhotoViz. Visualizing Information Through Photography; Gestalten, 2016

Specific required bibliography and readings will be suggested during the lessons.