

## 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   | <b>Information Design &amp; Visual Storytelling</b><br><b>Area: Make &amp; Intervene</b>   |
| Course code  | <b>96108</b>   |
| Scientific sector  | <b>ICAR/13</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   | Name: Alessia Musio<br>e-mail: <a href="mailto:alessiamusio.am@gmail.com">alessiamusio.am@gmail.com</a><br>Webpage: <a href="http://alessiamusio.com">alessiamusio.com</a> |
| Scientific sector of the lecturer  | -  |
| Teaching language  | <b>English</b>   |
| Teaching assistant (if any)  | -  |
| Office hours   | <b>18</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 description

In a world heavily driven by the production and consumption of information, being able to read and represent it has become extremely critical and undeniably important. The Information Design and Visual Storytelling course aims to provide students with the theoretical background - and the opportunity to practice it - necessary to develop visualization projects in their entirety.

The first part of the course will consist of lectures interspersed with small exercises to make students familiarize with the disciplines of information design and visual storytelling. We will work together to understand the basic principles of the discipline and how to apply them in real projects. There will be various moments for presenting exercises and class discussions: the goal is to exercise critical thinking and expand knowledge of new design practices.

The second part of the course, on the other hand, will be more inspirational in nature. We will discuss some current best cases, which will guide us in the development of group projects focused on representing complex phenomena. The annual theme "Staying with the trouble" will be integrated into the development of the final projects.

The last part of the course will be focused on reviewing the student's works. Before each review, there will be a dedicated session for practical tutoring on data visualization tools, educational moments that can help students materialize their design thinking.

## Educational objectives

### Students will be able to:

- Familiarize with influential figures in the field of information design.
- Apply basic principles of data visualization, consciously choosing how to use variables and visual models.
- Develop critical thinking skills regarding existing cases in the fields of information design and visual storytelling.
- Navigate online resources to gather information for their projects.
- Define target audiences and the necessary output type to reach that audience.
- Prototype their projects in various forms (digital, print, physical, etc.).

- Consistently use key data visualization tools in line with their design intentions.
- Conceptualize and develop an Information Design project in its entirety.

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

- Information design, data visualization, and visual storytelling.

**List of topics covered**

Principles related to the discipline of information design with the aim of developing projects with a significant storytelling strength, blending data visualization and narrative techniques.

**Teaching format**

Theoretical lessons interspersed with individual exercises at the beginning of the course, followed by more inspirational lessons interspersed with reviews of the final group project and practical tutorials on some data visualization tools.

**Assessment**

Presentation (written and oral) of individual exercises and the final group project.

**Assessment language**

English

**Evaluation criteria and criteria for awarding marks**

*For the projects:*

- 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 visualization and usability.

*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

**Suggested readings**

Tufte, Edward R.: The Visual Display of Quantitative Information; Graphics Press LLC, 2001

Cario, A.: How Charts Lie; Norton, 2019

Cario, A.: The Functional Art. An Introduction to Information Graphics and Visualization; New Riders, 2012

Klanten R., Ehmann, S., Schulze, F.: Visual Storytelling: Inspiring a New Visual Language; Gestalten, 2011

Wiedemann, J., Rendgen, S.: Information Graphics; TASCHEN, 2012

Felton, N.: PhotoViz. Visualizing Information Through Photography; Gestalten, 2016

Lachenmeier, N., Hil, D.: Visualizing Complexity. Modular Information Design Handbook; Birkhäuser, 2022

More suggestions [here](#).