

Visual COMMUNICATION



INFOGRAPHIC

Visual Project | Assignment Description

Due: June 17, in class

Deliverables: One hardcopy and one PDF of Infographic

Save As: Lastname_Infographic.pdf

Value: 15 points, 15% of overall grade

Description and Rationale—Displaying complex information can be a tricky task, one that has ethical and legal implications, and one that can have lasting effects on a society. As such, this assignment allows you the opportunity to attempt the creation of an infographic, a visualization of complex data. To do this, you will take multiple sets of data/information and amalgamate them into a comprehensible display that can be read quickly by broad audiences.

Assignment—For this assignment, you will research a topic, location, or idea and collect multiple sets (at least 3) of information or data about that topic. For example, you may research most popular American foods, foods eaten by state, and state-by-state obesity. You will then repurpose your information/data set into a visual display that will be interpretable by broad audiences. Ultimately, you will design an 11"X17" poster in full color that demonstrates understanding of information design principles such as the Five Hat Racks (see Universal Principles of Design on Blackboard), chartjunk, micro/macro readings, ambiguity, human-centeredness, and others. In essence, your poster will be some form of information graphic that includes text (either as a paragraph description—see “Strange Maps”—or as part of the design itself) designed in some creative but comprehensible way. The following are a few resources to get you thinking about your possibilities:

-STRANGE MAPS: <http://www.guardian.co.uk/commentisfree/interactive/2012/sep/07/weird-maps-to-rival-apple-in-pictures>

-WALL STATS: <http://www.wallstats.com/>

-VISUAL COMPLEXITY: <http://www.visualcomplexity.com/vc/>

-COOL INFOGRAPHICS: <http://www.coolinfographics.com/>

-INFOGRAPHICS NEWS: <http://infographicsnews.blogspot.com/>

-SMASHING MAGAZINE: <http://www.smashingmagazine.com/2009/09/11/25-useful-data-visualization-and-infographics-resources/>

-GOOD MAGAZINE: <http://www.good.is/magazine>

Scoring Standard—Your infographic will be assessed on its ability to clearly communicate the complex data set you are representing. It should have a clear macro-micro reading, and identify at least three related statistics (while being careful not to exaggerate or jump to conclusions).