

INFORMATION DESIGN

in Society

INFORMATION DESIGN IN [SOCIETY]

Visual Reflective Analysis | Project Assignment Description

Due: May 29, in class

Deliverables: One visual analysis (format optional); presentation

Value: 30 points, 30% of overall grade

Assignment—As a final project to the course, you will identify a public space genre that you are interested in and do a comparison-contrast analysis of two places that fit the genre. You may choose department stores, grocery stores, museums, shopping malls, city centers, hospitals, or any other public space. Following the course readings, you will need to evaluate the following in each location:

- The categories of signs used
- Sign content and locations
- Evidence of branding and placemaking
- The typography and layout of information
- Colors used
- Symbols and maps used
- Forms, materials, and media chosen for communication
- Elements that evoke visceral, behavioral, and reflective reactions to the environments
- Elements used to evoke sentiments of pleasure, play, and fun (if any)

To do this assignment effectively, you will need to take numerous pictures of each design element that you are analyzing. You will then compile the images and your notes and put together your own information design piece, comparing the two locations. You may create a poster, booklet, map, infographic, or something else of your choosing; it just needs to be a physical document (not a Prezi, PowerPoint, or some other digital media—that is for the presentation). On the final day of class, you will give an informal, 5-minute presentation where you show us your pictures and compare and contrast the effectiveness of each location's information design.