

Project 5 Infographic Poster

overview

Information design is the practice of representing information in a visual format. An infographic is an abbreviation of the term “information graphic.” Using visual cues to communicate information, infographics vary in the amount of data, level of complexity, and level of analysis.

Utilizing your completed icon set, you will design an infographic poster that provides information to the viewer regarding your topic. Decide upon “one question” you would like to answer for your audience. It is worth considering how the information graphic is eventually going to look when you are compiling your research as you want facts/stats that are going to visualize well. Wordy explanations or complex data might mean you need to find alternative sources that are going to help you better tell the story. Given that you likely want the information graphic to tell a story or make a particular point, it is important that all of your research is assembled into a cohesive piece.

objectives

- to apply a contextual, iconographic language to an information graphics poster
- to demonstrate a comprehensive understanding of creating a visual language
- to incorporate page layout techniques such as a grid, internal structure, and free placement as a method to arrange information on a page
- to organize the content in a manner that makes the data or information easier to understand

terminology

- | | | | |
|-----------------------|--------------------------|----------------------|----------------|
| • information graphic | • recontextualization | • metaphoric concept | • qualitative |
| • data visualization | • graphic design concept | • keyword | • quantitative |
| • analogy | • analytic concepts | • montage | • data |
| • framework | • meta concept | • form | |

phase I: Preliminary Design Research

due _____

Catchy Title: Write 10 titles that connect to your icon system. Communicate to your reader one main idea that will somehow benefit them. Narrow your message and avoid being too general. Suggestions: Here is a method that is helping [blank] to [blank]. Little known ways to [blank]. Get rid of [blank] once and for all. What everybody ought to know about [blank]. Be creative!

Enticing Introduction: As part of your research, write an introduction that is going to describe your infographic to sit above the content. Use this to build excitement regarding what the topic is about. Highlight some key facts from the research.

Collect data/content: Generate data and copy supplementing your icon set. You can collect secondary research from reliable sources, or use your own primary data such as the number of people that share this interest.

Research charts/graphs: Create 6 thumbnails of charts to visualize the researched statistics.

The “hook” and serial position effect: Determine the hook: Every information graphic has a fact or statistic that really stands out and likely bonds the rest of the infographic together. That’s called the hook. At the research stage of an information graphic, try to pick out that one fact and help the designer determine what needs to be important when it comes to the actual design. Also, consider the Serial Position Effect: An individual’s ability to recall an item on a list is affected by that item’s position on the list. Recall is far higher for the first and last items in a list. It is worth arranging your research so that the designer puts the amazing facts in the first and final sections.

phase II: Creating Concepts: 15 Thumbnails**due** _____

Sketch 10 thumbnails of your infographic poster to visualize the poster them. Explore ways to communicate your message through the organization of content using your icon system, typographical information, and additional illustration/photography.

phase III: Creating Concepts: 5 Roughs**due** _____

Select your best concepts and refine them into 5 roughs. Present as 1/2 size sketches to include increased representation of conceptual relationships, values, shapes and elements.

phase IV: Initial Comps**critique** _____

Create your poster digitally using Illustrator or Photoshop. All charts and graphs needs to be created in Illustrator. Tile print your design comp for critique. After critique, make revisions to one final poster design. Refine the typography. Make final changes to your poster and have someone proof it for errors.

phase V: Final Design**final presentation** _____

Final work: Print your final on good paper stock, and trim carefully for presentation.

infographic resources

<http://www.visualcomplexity.com/vc/>

<http://www.informationisbeautiful.net/>

<http://infosthetics.com/>

<https://www.good.is/infographics>

<http://virtualwater.eu/>

<https://www.flickr.com/groups/infografias/pool/>

written self-assessment

On the form provided, describe your conceptual meaning(s) behind this project. Explain your process for arriving at the concept(s), describe (research, materials, sketches, brainstorming).

readings

chapter 3: Graphic Design Concepts

chapter 9: Concepts in Action

supplementary pearson videos**Experience the Media Assignments:**

Watch Designer Profile Video: Interview with George Tscherny

http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/art/santoroVideos/G2GD_George_Tscherny_Tablet.html

Watch Designer Profile Video: Interview with Hillman Curtis

http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/art/santoroVideos/G2GD_Hillman_Curtis_Tablet.html