



m a k i n g
i n f o r m a t i o n
a c c e s s i b l e
g r o u p
a s s i g n m e n t

Briefing

Create **one information graphic panel** which communicates facts, data and information about a given topic. The approach to the topic is based solely on analysis of the Dunedin environment.

The information graphic should **tell a clear story** about your topic and cater for **multiple layers of information**.

All facts, data and information will be compiled by your group. This will involve an initial documented phase of field research, observation and data gathering.

Consider carefully what is the **best way** to structure the gathered information as there are many. Innovation will of course be rewarded.

Consider very carefully **the implication of every element** in the final design such as: colour, typography, line weights, icons and symbols, visual hierarchy, legibility, contrasts, shape, patterns, groupings, use of a key or legend, a title, use of simple and objective language ...

The final information graphic is to be designed to **A1 format**.

The final design is to be supplemented by a concise research report, which eloquently describes your design and summarized process.

NB. Your groups topic will be given out in the introductory lecture from a pool. Each groups topic will be different.

Please utilize the following reading to help guide your process:
Visualizing Information for Advocacy: An Introduction to Information Design by John Emerson

What is information Design?

Information design uses pictures, symbols, colors, and words to communicate ideas, illustrate information or express relationships visually.

Effective design is not just a matter of making text pretty or entertaining, but of shaping understanding and clarifying meaning.

Information design adds seeing to reading to make complex data easier to understand and use.

It can help illustrate complexity, showing relationships between ideas or actors, or providing a snapshot of changing systems.

It takes many forms and appears in many media. Some familiar forms include charts, graphs, maps, diagrams or timelines. These can be big or small, simple or complex, published in print or electronic media.

Information design can help you present your information in a clear and compelling way, persuasively convey facts or ideas or discover something new in your data.

- from *Visualizing Information for Advocacy: An Introduction to Information Design* by John Emerson, p. 4



This project is worth 35%
of your final course grade.

NB. This project has two
submission dates [see overleaf]

Submissions

Submission #1 Draft Layout + Report

10% [Due Friday 15th May 4pm]
submit to the Design Studies office

Submission Elements

1 x A3 print [colour draft]

- a scaled version of your infographic design-to-date

1 x Concise Research Report Document [draft]

- A5 booklet folded, centre staple-bound
- this document should include the following:
 - a cover page
 - a introductory statement of intent
 - a scaled version of the infographic design
 - a explanation of the design and its elements
 - evidence of data gathering
 - evidence of visual and textual research
 - evidence of design iterations
 - a full bibliographic reference

1 x Compiled Process Workbook

- this should include all process work
[sketches, photographs, notation, research, design iterations]

Submission #2 Final Design + Exhibition

25% [Due Thursday 28th May between 3 & 4pm]
hand-in and pin-up in Attic + drinks

Submission Elements

1 x A1 print [CMYK, unmounted]

1 x The Final Concise Research Report Document

- A5 booklet folded, centre staple-bound
- The following is a rough guide for the expected sequence and number of pages:
 - a cover page [1 page] / - inside blank page [1 page]
 - an introductory statement of intent [1 page]
 - a scaled version of the final infographic design [1-2 page]
 - an explanation of the design and its elements [1-3 pages]
 - process work introduction [1 page]
 - evidence of data gathering with description/photos [2 pages]
 - evidence of visual and textual research with descriptions/images [2 pages]
 - evidence of design iterations [early sketches and mapping through to more final versions] with descriptions [2-4 pages]
 - full bibliographic reference + credits [1 page]
 - inside blank page [1 page] / - back cover [1 page]

[~ roughly 16 to 20 pages]

1 x Compiled Process Workbook

Digital Submission Elements

2 x Zip files

- These are zipped version of your final two design documents
[the A1 infographic and the Concise Research report]
- * NB you will be shown how to do this in class

Marking Criteria

[this goes for both submissions]

Information Graphic

- is the information **clear** and **scannable**?
[ie. can one get an overview of the intent quickly]
- is the information **telling a clear story** about your topic?
- is the information graphic **compelling, elegant** and **stylish** with a **strong attention to detail**?
- is the structure of the information graphic **innovative** and **witty**?
- is the information graphic **convincing** / **persuasive**?
- have good decisions been made in terms of **typography, colour, use symbols, line** and **visual hierarchy**?

Concise Research Document

- does the document explain your final design well?
- does the document provide a **clear** and **rigorous** process overview?
- is the layout **clear** and **elegantly presented**?
- are the images **well-chosen** and **presented effectively**?
- is there evidence of **research, data gathering** and **design iterations**?
- does the document include a **full bibliographic reference** and **image credits**?
- **spelling** and **grammar** and **attention to detail**?
- is the document written in the **third-person**?

Workbook

- does the workbook express evidence of a **full** and **thorough process**?

Peer Assessment

Each submission in this project is subject to peer assessment. The goal of peer assessment is to create transparency and credit accurately the efforts made by each group members. If members of the group are not pulling their weight and consequentially disadvantaged the group, this is your chance to speak up.

Note: the process of peer assessment should not be taken lightly. Accurate feedback is essential to establishing fairness. The peer assessment process will be demonstrated in tutorial before each submission.

Please complete peer assessment within 4 days of each submission.

Please aim to resolve any concerns before they become an issue. Let your tutor know ASAP if anything is up.