Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2024

4th semester

Information Graphics

Duration: 3 weeks (5 ECTS)

Learning objectives:
The student will know and understand the principles that are the basis of verbo-visual communication and know and use the most ordinary methods for the production of graphics with verbo-visual information value (infographics).

Central subjects are:
- Preparation of maps with infographic content
- Explanations of dynamic processes by using verbo-visual techniques
- Creation of information graphics based on data (datavisualization)

The students will
- Prepare maps with infographic content
- Visualize various kinds of data as well as know and understand the difference between the most common types of graphs and diagrams
- Explain dynamic processes by using verbo-visual techniques
- Combine the above techniques into more complex infographic layouts
- Conduct own research to use for verbo-visual communication
- Analyze and assess examples of infographics.

Pedagogical and didactical approach:
The student learns to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done to be able to justify and qualify one's actions in professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:
No. 1: The students' own experiences are incorporated into teaching and learning activities
No. 2: Teaching and learning activities designed to include appropriate disturbances
No. 3: Teaching and learning activities are organized as exploration
No. 4: The content of teaching and learning activities is based on the good example
No. 5: Lecturers and students work together on learning processes
No. 6: Lecturers and students create room for dialogue

Working methods:
Graphics design, software, technology understanding, understanding of genre, visualization techniques, prototyping, oral argumentation, presentation technique.

Learning outcomes:
The students will obtain the following during the course:

Knowledge and understanding:
- The four genres of infographics: maps, data visualization, overview and insight drawings as well as process descriptions
- The history of infographics as well as various schools of thought and trends

- The role of infographics in relation to and in interaction with other forms of expression within mass communication
- Picture value and information value
- Advantages and disadvantages of manual and digital production forms, respectively
- Use of software for data visualisation.

Skills:
- Work out solutions to infographic problems.

Competences:
- Analyzis and choice of relevant type of information graphical genre.
- Execute information graphical solutions inclusive choice of tools.

Literature (hand out):
excerpts from
- Munk, Ole (2018), Visual Journalistik, København: Ajour.
- Munk, Ole (2018), Infographics and Data Visualization, København: Ajour (English translation).

Books
Munk, Ole (1992), Journalist eller kunstner, København, Den Grafiske Højskole (Journalist or artist, Copenhagen, Den Grafiske Højskole).
Cairo, Alberto (2012), The Functional Art, Berkeley, New Riders.
Cairo, Alberto (2019), How Charts Lie, New York, W.W: Norton & Company.
Francesco Franchi (2013), Designing News: Changing the World of Editorial Design and Information Graphics, Gestalten.
Nigel Holmes (1991), Designer's Guide to Creating Charts and Diagrams, New York, Watson-Guptill.
Edward R Tufte (1983), The Visual Display of Quantitative Information, Cheshire, Graphics Press.

Foreign students will be presented with alternatives to the literature in Danish.

Preconditions for the exam:
Meeting the exam prerequisites is a requirement for the student to participate in the course exam. Examination prerequisites may include attendance, participation, group work, assignments, papers, presentations, etc. Failure to meet an examination prerequisite will result in the student failing an examination attempt.

Mandatory attendance:
Physical attendance at school is compulsory on all school days. If, in exceptional cases, there is no physical attendance obligation for teaching or learning activities, this is indicated with an "FF" (voluntary attendance) in the itslearning system.

Compulsory participation:
Participation is compulsory in group work and feedback.

Remedial options:
In case of legal absence, remediation applies.
Substitute assignments: absences from teaching and learning activities may be replaced by one or more assignments if the teacher deems it possible. If the student's absence from teaching and

learning activities is deemed excessive in relation to the content and learning objectives of the course, the course must be rescheduled.

Examination:
Exam: Assessed using the 7-point grading scale and internal grading.

The course concludes with an assignment in which the student documents his/her competencies to independently analyze, assess, document, and solve information graphic problems. 15 minutes oral exam, grading included (5 minutes per person for group exams, 2-4 persons).
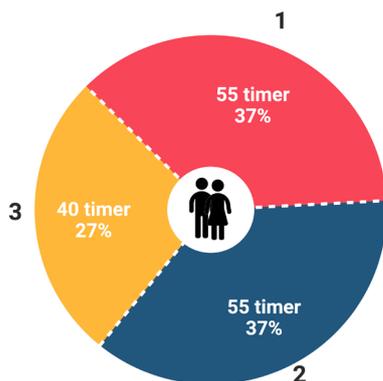
Students are assessed individually. The assessment reflects an overall assessment of the creative solution, the professional argumentation, and the oral presentation.

Study activity model:

Studieaktivitetsmodellen

VKGD22-25 Information Graphics
150 timer i alt
5 ECTS points
3 uger

1
55 timer
37%

3
40 timer
27%

55 timer
37%
2

Kategori 1
Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Lectures
Briefs/assignments
Feedback
Presentations and exam

Kategori 2
Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Working with assignments individually and in groups

Kategori 3
Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Literature, research and other kinds of information gathering

Kategori 4
Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Godkendt KV, 18. december, 2023