

**Danish School of Media and Journalism**  
**VC Graphic Design**  
**Course description**  
**Spring 2016**

**4rd semester**

**Information Graphics**

**Duration: 3 weeks (5 ECTS)**

**Course 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).

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
- analyse and assess examples of infographics.

**Tools**

Analysis, sketching, mastering software.

**Attributes**

Creativity, drawing skills, interest in communication and journalism.

**Methods**

The course is a combination of lectures, group tuition, group work, self-study, tutorials and executing assignments. Assignments and projects are worked on individually or in groups. During the course, importance is placed on analysis and reflection on feedback on the student's own as well as other students' products and process.

**Learning goals**

After completing the course, the student will have insight and knowledge of:

- 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.

## Literature

### 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.

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.

## Compulsory attendance/compulsory participation

All scheduled lessons require compulsory attendance. Assignments, group work, and assignment reviews require compulsory participation. All set assignments must be handed in.

## Exam form

The course is assessed as passed/failed. In order to pass the course, all assignments must be punctually handed in and approved, the concluding project must be passed and the student must have been active and have fulfilled the requirements for attendance and participation.

