

Danish School of Media and Journalism
VC Graphic Design
Course description
Spring 2023

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.

15.11.2023

Side 1 / 3

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:

- Analyze and choose 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.

15.11.2023

Side 2 / 3

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:

Attendance is mandatory for the course. The learning system itslearning indicates the learning and teaching activities for which physical attendance is mandatory (MP).

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:

Assessed by 7-point scale and internal grading.

Examination format: the course ends with an individually submitted assignment containing design documentation, design argumentation and product, in which the student demonstrates his/her competences to independently analyze, assess, document, and solve editorial design problems. 15 minutes oral examination; voting included.

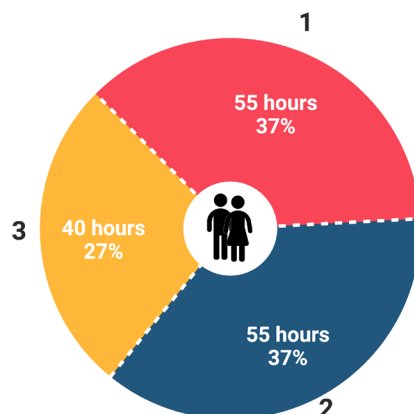
Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the professional argumentation, and the oral presentation.

Study activity model:

The Study Activity Model

GD21-24 Information Graphics

150 hours in total
5 ECTS points
3 weeks



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures
Brief/assignments
Feedback
Presentations and exam

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Working with assignments individually and in groups

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Literature, research and other kinds of information gathering

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

15.11.2023

Side 3 / 3

Godkendt/NN - Januar 2023