

Information Design

COMD 3601 Prof. Hitchings

Email: mhitchings@citytech.cuny.edu

Project 1: Visual Diagram (*Diagram, Tutorial, How To, Informational*): is a simplified drawing that shows the appearance, structure, or workings of something complex; a schematic representation.

Objective: Select an object or an item that could use explanation (i.e. the human heart, a butterfly, a hiking boot, etc. You could also choose something that relates to your project 1). Using design, create a visual diagram that details:

1. What the object is made up of
2. How it behaves/functions
3. And any additional information that might be relevant to a deeper understanding of it

**Note topics subject to change*

Purpose: Visualizing information with design can play an important role in facilitating comprehension and awareness to an audience. At its best, information design becomes a story driven experience that educates and makes scientific progress visible and usable.

Part 1: Research: understanding topic. Gathering reference material, organizing and assessing content

Part 2: Research and Sketches. Figuring what information, you have and how to best represent

Part 3: Develop concept and refine sketches, find or create appropriate, relevant illustration or photography.

Part 4: Design and production (Illustrator & InDesign)

Part 5: Revisions and final edits

Project Specifications: are determined by student (*please note you may choose combine projects 2 & 3*)

- Each project must have the following and be designed in InDesign:
- Margin: 0.5"
- Bleed: 0.25"
- Set up a grid
- Gutter: .025"

Project Timeline

Part 1: Research	Week 7-8
Part 2: Sketches and concept development	Week 9
Part 3: Design, production and revisions	Week 10
Part 4: DUE Submit to Competition	Week 11