

Information Design

COMD 3601 Prof. Hitchings

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Project 1: Info Graphic

Visually telling a story through facts and data

Purpose: To tell a story with visual data and graphics based (charts and graphs) on researched and collected factual information. Posters must present a 'problem' and then explain or explore the 'problem' through data. Posters must use numerical info that has been researched and collected and be displayed in a way that clarifies and compares values.

Objective: to explore various methodologies for displaying information and to develop strategies for designing effective data visualizations that communicate to audiences. The hope is to imagine new forms of organizing information and to discover how information can be clarified to create more coherent communication.

Topics to choose from:

1. DNA Barcoding
 - a. What is it?
 - b. What can it be used for?
 - c. Pros or/and Cons

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

Part 2: Research and Sketches. Organizing and assessing information to determine how best to represent

Part 3: Develop concept and refine sketches (charts and graphs)

Part 4: Design and production (Illustrator & InDesign)

Part 5: Revisions and final edits

Posters Specifications:

- Tabloid Poster - 13x19 inches (Vertical layout)
- Margin: 0.5"
- Bleed: 0.25"
- Set up a grid
- Gutter: .025"

Project Timeline

Part 1: Research	Week 2-4
Part 2: Sketches and concept development	Week 4-5
Part 3: Design and production	Week 5-7
Part 4: Revisions and final edits	Week 7-8
Part 5: DUE Submit to Competition	Week 8