

# Information Design

COMD 3601 Fall 2022

Prof. Hitchings

Email: [mhitchings@citytech.cuny.edu](mailto:mhitchings@citytech.cuny.edu)

## OVERVIEW Project 1: Information Graphic (Charts & Graphs)

**Purpose:** Visually tell a story through researched and fact based information using graphic based charts and graphs. The design in the form of a poster must present a 'problem' and then explain or explore the 'problem' through quantitative or qualitative information that has been researched and is displayed in a way that clarifies and compares.

**Objective:** to explore various methodologies for displaying information and to develop strategies for designing effectively and communicating to audiences. To imagine new forms of organizing information and to discover how information can be clarified to create more coherent communication.

**Suggested topics** to choose from:

1. NYC drinking water and lead in public schools
2. Child asthma rates New York City location over last 10 years
3. Your choice of subject – must receive approval

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

**Part 2:** Research and Sketches. Figuring what information, you have and how to best 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 - 11x17 inches (Vertical layout)
- Margin: 0.5"
- Bleed: 0.25"
- Set up a grid
- Gutter: .025"

### Project Timeline

Part 1: Research	Week 3-4
Part 2: Sketches and concept development	Week 5-6
Part 3: Design and production	Week 6-7
Part 4: Revisions and final edits	Week 7-8
Part 5: <b>DUE</b> Submit to Competition	<b>Week 8</b>