Unit Title	Instruct – Visual Systems and Visualisation
FHEQ Level	Level 4 / Term 3
Unit Code	GRA18106
Credit Value	30
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	50
Supervised access to resources		Preparation for Assessment	60
		Unsupervised Access to Resources	100
Total			300

Unit Description

The purpose of this unit is to acquaint students with the design of visual systems and principles information design. Information design is the backbone of graphic design. It's the reflection on the organisation and ordering of information that can impact how designers visually communicate, and represent content. This subsequently allows the reader to develop new perspectives and understandings of the world. Information design includes diagrammatic, pictographic and typographic visualisation techniques of information. In this unit students will explore how to develop an enquiry of research as to give purpose to form and graphically represent content in spatial, printed and digital formats.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

/ The principles of pictograms, signs and symbol design
/ The principles of information graphics and diagrammatic displays
/ Ideas around information organisations and systems explored in graphic contexts

Unit Aims

To understand the opportunities and constraints which pictographic, typography and visual diagrammatic display techniques can bring to design and the communication of information;
To explore visual systems and communication in a variety of formats and media for different audiences
To introduce information design thinking working with a wide range of data gathering and data analysis techniques

Unit Learning Outcomes

LO 1 Research/Inspiration Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO 4 (Pre) Production Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

LO 8 Professional Identity Evidence an emerging personal creative and professional identity

Learning and Teaching Methods

This unit will be delivered and could use a combination of: Briefings, Lectures, Project work, Workshops, Group work, VLE activities, Individual Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion, guest speakers

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
100% Practical work – Process Book (including visual and written documentation of the research and design process) and presentation of final outcome(s).	This unit is assessed holistically (100% of the unit).

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

IAC 1: Shows capacity to gather visual and contextual information using a range of sources, providing information design and data visualisation case-studies (LO1).

IAC 2: Shows identification, selection and application of the information design processes, and design thinking methods that inform creative and academic practice (LO4).

IAC 3: Shows evidence of an emerging innovative and professional identity (LO8)

Essential Reading list

1. Bertin J. (2011) Semiology of Graphics: Diagrams, Networks, Maps, ESRI Press
2. Da Gandra, M, Van Neck, M. (2014) InformForm Information design: in practice, an informed theory, Mwmcreative
3. Lima M. (2013) Visual Complexity: Mapping Patterns of Information, Princeton Architectural Press
4. Neurath, M., Kinross, R. (2008) Transformer: Principles of Making Isotype Charts, Hyphen Press
5. Rendgen S. (2014) Understanding the World: The Atlas of Infographics, TASCHEN
6. Vossoughian, N. (2011) Otto Neurath - The Language of the Global Polis, NAI Publishers