

Unit Title	Inform – Context and Conditions
FHEQ Level	Level 5 / Term 3
Unit Code	GRA18204
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	70
Supervised access to resources	0	Preparation for Assessment	100
		Unsupervised Access to Resources	55
Total			300

Unit Description

The purpose of this unit is to provide the student with a deeper understanding and knowledge of information design and information platforms. The unit focuses on the visual communication of both qualitative and quantitative and often complex data and the challenges which this presents for the designer. Particular attention is given in this unit to the authorship and sourcing of data, as well as developing an ability to design relevant visual materials including typographic, diagrammatic and pictographic forms. A student will undertake project work with a number of possible outputs in a variety of different media. These are not limited to graphic representations, also typography, photography, audio and motion can play a role in this unit.

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

/ To enable skills around diagrammatic, pictographic and typographic modes of explanation explored in a range of media, platforms and formats;

/ To explore and understand the collecting, analysis, use and explanation of complex data to an audience;

/ To understand and examine the differences between legibility and readability of data and their impact on the user experience;

/ To design and edit within the constraints of required formats and spaces.

Unit Aims

To understand how information design can support decision making;

To explore telling stories through information design interfaces and interaction with three-dimensional objects, environments and systems;

To employ techniques of creating visual messaging that are both informative and aesthetically relevant;

To explore the sequencing of complex content to support a narrative in a variety of contexts.

Unit Learning Outcomes

(to be selected from the Mini Manual)

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

LO 3 Development/Prototyping Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

LO 6 Critical and creative mindsets Analyse conceptions of diverse practice and use this to inform a course of action

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 (%) <i>(one grade or multi-grade unit)</i>
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 analysis and interpretation of data gathering and contextual research using a wide range of sources, providing information design and experience case-studies (LO1).

IAC 2: Shows analysis of potential pathways that result in relevant information design experience solutions, as well as an understanding of the principles of the creative information design process informed by research (LO3).

IAC 3: Shows evidence of analysis of conceptions of diverse and original design solutions and use this to inform a clear design strategy (LO6).

Essential Reading list

1. Black A. (2017) Information Design: Research and Practice, Routledge
2. Blauvelt A. van Mensvoort K. (2013) Conditional Design: Workbook, Valiz
3. Gobert I. (2015) Thoughts on designing information, Lars Muller
4. Kirk A. (2016) Data Visualisation, Sage Publications Ltd
5. Rendgen, S., Wiedemann, J. (2012) Information Graphics, Taschen
6. Stickdorn M. (2014) This is Service Design Thinking.: Basics - Tools - Cases, Bis Publishers