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| Unit Title | Information Design |
| FHEQ Level | UG 2 - FHEQ Level 5 |
| Unit Code | MGR18203 |
| Credit Value | 30 |
| 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

This unit provides you with a thorough understanding of and knowledge about information design with a focus on motion graphics applications. The communication of information brings together a number of key skill areas of the motion graphic designer, building on learning from Level 4, combining an understanding of time-based narrative with typography, graphic design and animation or live action.

You will examine the impact of movement and time on the delivery of information across a range of media.

Attention is given in this unit to the design of information graphics in a variety of contexts, both as stand alone pieces and as elements in a broader campaign. Your work will be underpinned by research and analysis.

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

Knowledge of history and context of information design
Knowledge of the conventions of information design

Understanding the difference and relationship between information and data
Editing and sequencing of information
Legibility, usability and design of information
Targeting information design to specific audiences
The use of animation and narrative in communicating information
The relationship of audio and text in communicating information
Developing and creating an information led campaign

Unit Aims

To gain knowledge of the conventions and techniques underpinning the communication of information and data.

To explore the impact of time, movement and the integration of audio and visual material on the delivery and sequencing of information

To gain knowledge and understanding of issues surrounding both the legibility and aesthetics of information design

To develop the ability to target information for a specific audience

To develop the ability to design and create an information based campaign

Unit Learning Outcomes

Level Five

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

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.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

Briefings
Lectures
Workshops
Seminars
Individual presentations and critiques
Self directed independent study
Personal blogs

Assessment methods and tasks

This unit will consist of two main projects and associated workshops assessed holistically.

The first project will be a freestanding information piece focussing on the communication of data and information.

The second will be an information-based campaign centred on a motion graphics piece.

Students will be required to submit storyboards, and project proposal presentations for both projects, which will be assessed at time of delivery.

You will also be required to submit a project log containing research, development and personal reflection.

| Assessment tasks | Weighting (%) (one grade or multi-grade unit) |
|--|---|
| Projects, associated workshops and project log | 100% |

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.

Has the student demonstrated an understanding of the conventions and techniques of communicating and differentiating information and data? LO3, LO2

Has the student demonstrated an understanding of the sequencing structuring of information for motion graphics and evidenced through creative, legible and aesthetically designed solutions? LO5

Has the student integrated audio and visual material to deliver information? LO4

Has the student delivered work that is suitable for the defined audience? LO5

Has the student created a coherent information based campaign, using elements across a range of media? LO3

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO1

Learning outcomes: LO1,LO2, LO3, LO4, LO5

Essential Reading list

1. Davidson, Drew (2010) Cross-Media Communications: an Introduction to the Art of Creating Integrated Media Experiences (plus DVD) lulu.com
2. Finke, T (2012). Informotion: Animated Infographics. Germany: Die Gestalten Verlag.
3. Lankow, J. (2012) Infographics: The Power of Visual Storytelling, London: John Wiley & Sons
4. McCandless D (2012). Information is Beautiful (New Edition). London: Collins.
5. Rendgen, S., Wiedemann, J. (2012) Information Graphics, Cologne: Taschen