Unit Title	Data, Design, Insight
FHEQ Level	Level 4
Unit Code	USE18106
Credit Value	30
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	120
Supervised access to resources		Preparation for Assessment	30
		Unsupervised Access to Resources	60
Total			300

Unit Description

This unit introduces you to the principles of information design and data visualisation. You will develop data literacy skills, including sourcing, formatting, editing, and authoring data for a final deliverable. You will learn about chart literacy and appropriate graphic forms to communicate and reveal insight in relation to audience. The use of narrative and interaction will be explored as methods of audience engagement. (Originate Principle)

Concepts will be developed inline with an understanding of audience and the context of display or experience. This unit offers a culmination of previously acquired knowledge on the program from *Design, Systems and Process*, and *Coding, Figures and Visuals*, and *Exploring Experience* units, demonstrating a synthesis of skills pertaining to design, code, and UX. This unit exploring the potential of data gathering and visualising and its application in the creative industry and business sector. (Advocate Principle)

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

- Data literacy and understanding how data can be found, created and utilised
- Visual literacy and chart type suitability for different data sets
- Code generated visualisations, and experimentation with data and technology
- Exploring output forms for data visualisations in digital and analog, and as flat and multi-dimensional/variate representations

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- The use of interaction and narrative to reveal insights, trends, stories in relation to an audience

Unit Aims

To introduce data literacy and awareness of ways of using data

To increase chart literacy and understanding of appropriate forms, formats and mediums to communicate data, information, and insight

To acquire skills using code to source and/or render data, and explore the potential of code-driven visualisation and interaction

To develop an awareness of designing with information for a specific audience and context

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.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

Briefings
Lectures
Project work
Seminars
Workshops
Group work
Online activity
Individual Presentations and critiques
Self-directed independent study

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief.

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Portfolio of work with supporting physical and digital material detailing project research, process and development.	Unit assessed holistically (100% of 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.

- Evidence data literacy and an awareness of ways of using data (L01)
- Show an understanding of forms, formats and mediums appropriate to communicating data, information and insight (L01, L05)
- Demonstrate skills using code to source and/or render data (L01, L02)
- Evidence exploration of code-driven visualisation and interaction (L02, L05)
- Show an awareness of designing with information for a specific audience and context (L02, L05)

Essential Reading list

1. Heller, Steven (ed.) (2014) *Raw Data: Infographic Designers' Sketchbooks*, London: Thames & Hudson
2. Kirk, Andy (2016) Data Visualisation: A Handbook for Data Driven Design, Los Angeles: Sage
3. Klanten, Robert (2008) *Data Flow: Visualising Information in Graphic Design*, Berlin: Gestalten
4. Richardson, Andrew (2016) *Data-driven Graphic Design: Creative Coding for Visual Communication,* London: Fairchild Books
5. Tufte, Edward (1983) *Visual Display of Quantitative Information,* Cheshire, Connecticut: Graphics Press
6. Yau, Nathan (2013) *Data Points: Visualization That Means Something,* Indianapolis: John Wiley & Sons