NMDE Interactive IV

Project 1: Interactive Infographic

Introduction

- Using factual data and its graphic form you will develop an interactive infographic that inform, entertain, or/and persuade the audience.
- In this project you'll be exploring visual representation of data and examining principles for visualizing numerical information.
- This project is an exploration of the potential of graph forms, graphical translations, imagery, typography, transitions and their advantages beyond just listing raw data.
- Graphs are an effective means for conveying complex information with clarity and immediacy, particularly for understanding changes or comparisons in data.
- You will determine the topic, target audiences and interactive output device(s).
  e.g. tablet, desktop, mobile

Infographic

- An infographic (information graphic) is a compelling way of showing data with color, type, graphics, illustrations, and charts.
- It shows complex data in an entertaining and easy to understand manner in a one page visual summary.
- Infographic can be informative, comparative, statistical, and entertaining.
- An interactive infographic provides the users with some control over the data/visualization displayed.

Requirements

You will create a standalone interactive infographic that could be incorporated into a large web, tablet or mobile experience. This is not a full scale application or website. The focus should be on the display of information design and not on a global UI. Your target audiences are college students.

The interactive infographic must have the following components:

- A data set that informs, compares or/and contrasts a specific topic on a single screen
- Graphical interpretations and representations of the data. Make it visual; avoid being too text heavy.
- Minimum one detail view of a specific data point – e.g. tooltip, popup, expansion, etc.
- Minimum one example of user control over the data – e.g. filter, sort, timeline, etc.
- Animated transitions
- Main title of the infographics: that clearly explains the subject; do not be vague, be direct
- Subtitle or introductory text: short description on infographics. Explaining the subject and the significant points to be conveyed (explain context, situation; conclusion or significance of data)
- Citation: list any and all resources you consult, for topic information or imagery
- This must be intellectually informative and visually engaging
- A key or clear indicators of the data types

Final Deliverable

- **The Design Process Compiled PDF Document must contain (but not limited to):**
  Topic Research & Project Brief: Project brief, Target audience, Data set & source / Device
  Brainstorming, Conceptualization & Exploration: Design Research / Sketches / Wireframes
  Execution: Inspiration board / Visual Design
- **Standalone Prototype (Animated or Interactive)**
  Turn in "mp4" file instead of "MOV" for smaller file size
  File size: No larger than 50MB (but make sure you have a good quality demo)
- **Animated Prototype Requirements**
  1. Introduction part may include followings (combination and order is optional, not limited to these):
     Title or logo, Tag line or Introductory text of what it is about
     (If you have an introduction screen(s) of your information including above content, then do as you planned.)
  2. Ending part may include followings (combination and order is optional, not limited to these):
     Logo or Title, Tag line or Short text line of what it is, Designer Name and Credit

NMDE Interactive IV

Project 1: Interactive Infographic

Timeline

Week 1
Lecture - Aug 24: Project 1 introduction
Lab - Aug 26 / 28: Bring P1 research, brainstorm, sketches, inspirations to lab

Week 2
Lecture - Aug 31: DUE P1 Project Brief includes project goal, data set, message, sketches of data explorations (PDF submitted via mycourses before 1pm), Bring P1 WIP to class for discussion
Lab - Sept 2 / 4: DUE P1 sketches, inspiration board (typography, color, imagery, graph, icons, etc) & Wireframes V1 (PDF submitted via mycourses before 2pm)

Week 3
No Lecture - Sept 7 Labor Day
Lab - Sept 9 / 11: DUE: P1 inspiration board, Visual Comp V1 (PDF submitted via mycourses before 2pm)

Week 4
Lecture - Sept 14: DUE P1 Moodboard & Visual Comp V2 (PDF submitted via mycourses before 1pm)
Lab - Sept 16 / 18: DUE P1 Moodboard & Visual Comp V3 (PDF submitted via mycourses before 2pm)

Week 5
Lecture - Sept 21: DUE Project 1 Final Visual Comp (PDF submitted via mycourses before 1pm)
Lab - Sept 23 / 25: Working on P1 Prototype

Week 6
Lecture - Sept 28: Project 2 Introduction
Lab - Sept 30 / Oct 2: DUE: P1 Prototype V1 (MP4 file submitted via mycourses before 2pm)

Week 7
Lecture - Oct 5: DUE Final P1 Prototype & Final Design Process Documentation (**Designed PDF Document**)
(Prototype MP4 file & PDF Design document submitted via mycourses before 1pm)

ALL DATES AND TOPICS ARE SUBJECT TO CHANGE VIA EMAILS, CLASS ANNOUNCEMENTS AND MYCOURSES POSTINGS