NMDE Elements II

Project 2: Visual Explanation Infographic

Introduction

- You are to create an online infographic design that explains an idea, a process, relationships, or a complex concept to the audience and can be easily sharable via social medias.
- Gather the data and present it in a visually compelling way to reach its audience.
- Visual explanation designs use illustrations, diagrams, and icons to explain their topic to the audience.
- This must be intellectually informative and visually engaging.
- As you work, carefully consider the various graphic design principles and principles for visualizing numerical information.

Infographic

- An infographic 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.

Target Audience

For this project your target audience is **college students**. Remember that you are not designing for yourself; you are designing to communicate to others. Take the audiences needs, skills, and abilities into account when developing your design.

Final Project Submission

- Layout dimension: 1000 pixels wide (vertically tall format only)
- Resolution: 72 ppi & RGB color (only for on screen viewing)
- Final Project file: Name your review file (JPG) and source file (AI/PSD) as "Project2-final".
- Final project files (Ai/PSD & JPG files): submit both final project source file (AI/PSD) and review file (JPG) into mycourses dropbox "Project 2" and labeled files as "Project2-final".
- Exploration project files (Ai/PSD file): submit to the "Project2-explorations" mycourses dropbox and labeled files as "Project2-explorations"

Design Requirements

- Information delivery: turn complex information into a visually stimulating, easy to understandable and cohesive design that tells a story and that doesn't miss a single opportunity to visualize data.
- Make it visual; avoid being too text heavy
- Main title of the infographic: that clearly explains the subject; do not be vague, be direct
- Introductory text: short description on infographic. Explaining the subject and the significant points to be conveyed (explain context, situation; conclusion or significance of data)
- Graphic form: effectively support your message/story telling. It should accurately reflect the numerical data you are communicating.
- Citation: list any and all resources you consult, for topic information or imagery
- Harmony: graphic form (data) harmoniously integrated with non-typographic and typographic elements
- Accuracy, honesty: solution should accurately and honestly reflect the statistical information
- Grid system: a strong grid that gives structure, coherence, unity and elegance

Warning: Do not let any visual treatment, technique or device distort or falsify information, eclipse or marginalize the data, or promote itself over the data. Maintain statistical honesty and integrity. Any visual treatment should enhance, fortify, support and reinforce the data, not compete with the data.

Resources

http://visual.ly/view#feature_type=true&
http://magazine.good.is/infographics
https://www.pinterest.com/macfun/infographics/
https://www.pinterest.com/hjnae/info-graphic/
https://www.pinterest.com/donbull/infographics/
https://www.flickr.com/photos/gdsdigital/
http://www.dailyinfographic.com/

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Process

1. **Research and select your topic.** Be creative, innovative and execute your vision in a professional.
   Historical or statistical information / Natural processes / Man-made processes /
   Structures or machines / How to instructional guide
   e.g. How does xyz work, How to make xyz, How xyz are made, What is xyz, How does xyz happen(ed), How does xyz affect us, Why does xyz happen, etc.

2. **Research infographic design.** After you determine your message & story, research Infographic design. Also **look for inspiration** for your design solution.

3. **Review your research on Infographic design** to see how they deliver their message/story: what forms of data graphics, layout, typography, and color are used. Analyze their ways of story telling: a compelling way of showing data with color, type, graphics, illustrations, and charts.

4. **Concept, Idea & Story Development, Sketches:** Brainstorm & Sketch how to effectively create and deliver your message; think about composition- structuring words and data graphics. Organizing an infographic in a way that makes sense and that keeps the viewer interested. At the beginning of the infographic, introduce the topic. From there, explain with visualized data. Finally, end the infographic with a conclusion if appropriate.

5. **Explore options** for the translation of your raw information (Sketches & Computer outputs) into the graphical forms

6. **Narrow and edit your ideas or directions** that communicates the most effectively.

7. Move to the computer to **create your full design vision & iterations!**

Timeline

Week 6
Lecture - Sept 28: Project 2 introduction
Lab - Sept 30 / Oct 2: Bring P2 Topic Research & Factual info and Chosen Topic

Week 7
Due by Monday Oct 5, 10am: P2 Process V1 PDF (Project goal, Topic Research, Chosen Topic, Story Organization, Infographic Topic Related & Inspirational Design Research, Sketches V1)

Week 8
Due by Tuesday Oct 13, 10am: P2 Process V2 PDF (Story V2, Design Research (Visual Elements), Data Explorations Sketches, Illustrator Graph Explorations, Layout Sketches)

Week 9
Due by Monday Oct 19, 10am: P2 Process V3 (Mood boards, Visual Composition V1)
PDF: Moodboards (Name it "P2-Moodboards.pdf")
AI/PSD & JPG: Infographic Visual Composition V1 (Name it "P2-VisualComp-V1"), Use grid system and in Black & White

Week 14
Due by Monday Nov 23, 10am: P2 Final Infographic & explorations
AI/PSD & JPG: Infographic Visual Composition (Name it "Project2-final"& "Project2-explorations")