GVC405 - INFORMATION DESIGN

Course Title	**INFORMATION DESIGN**
Course Code	**GVC405**
Course Type	Required
Level	Bachelor
Year / Semester	4th Year / 7th Semester
Teacher's Name	Savvas Xinaris, Costas Matzalos

ECTS	6	Lectures / Studio / week	3	Laboratories / week	

Course Purpose	This course aims to lead-in participants to understand what is visual information, its role in design and the usefulness in presenting information in efficient and effective ways. The objectives of the course are to: • Distinguish different types and forms of visual information • Identify various visual information systems and breakdown its content and context • Study and evaluate the systems for structuring and communicating visual information • Prepare the content for producing project work through theoretical study, practical applications and experimentations • Organize and present applications of visual information that demonstrate uniformity in their structure.
Learning Outcomes	Upon completion of the course students should be able to: • Identify and stress the role of communication in the design process.

	• Comprehend the analysis of the communication model with reference to visual communication.
	• Assimilate and apply complex design solutions required for the implementation of the information content, in relation to its purpose and users.
	• Evaluate design solutions in terms of appropriateness, assimilation and information effectiveness.
	• Assimilate a capacity for analysis and synthesis of a problem and its possible solution.
	• Acquire skills required for the importance of semantics - meaning in language and connotations of words or images - and semiotics - signs, words or images - in communicating information clearly towards specific target audiences.

Prerequisites	GVC310	Corequisites	-

Course Content	This course aims to lead-in participants to understand what is visual information and its role in design. Further to that, this course demonstrates the usefulness in presenting information in efficient and effective ways. Students will learn, understand and implement design on the subjects of information architecture, data visualisation, infographics, technical/instructional illustrations and cartography.
	Information design course primarily focus on the role of semiology and visual language for designing information. It stresses the importance of collecting information by observation, qualitative and quantitative research and explains these research methods. Furthermore, this course extensively study and research on the use of various design categories ranging from signage design, wayfinding systems, visualisation of data, indexing and visual identity.
	Problem analysis, research methodology alongside with time management, project development and evaluation are also aspects covered by this course.

	Completed project work is presented in visual information manuals. From the identification of the problem to the proposed solution these manuals demonstrate the structure and the process of the project.
Teaching Methodology	This course is delivered through a series of lectures and presentations followed by extended project briefings, demonstrations and/or discussions that pivot around the course content. Also, in-class studio work, group critiques, workshops, exercises and experimentations. Other learning activities include personal research and project analysis through one-to-one tutorials. Continuous assessments and evaluations encourage a process of critical thinking and analysis that aims to well-founded decision making and reasoning.
Bibliography	Bibliographical References: - Kim Baer, *Information Design Workbook: Graphic approaches, solutions, and inspiration + 30 case studies,* Rockport (2010) - Jason Lankow, Josh Ritchie, Ross Crooks, *Infographics: The Power of Visual Storytelling,* John Wiley & Sons, Inc. (2012) - Chris Calroi, David Vanden-Eynden, *Signage and Wayfinding Design.* - John Wiley & Sons, Inc. (2015) - Timothy Samara, *Making and Breaking the Grid: A Graphic Design Layout Workshop,* Rockport, 2005

	- David Crow, *Visible Signs: An Introduction to Semiotics,* Boolmsbury (2015) Visual contemporary references on magazines and web blogs like: Eye Magazine, Creative Review, +design, Grafik https://designobserver.com http://indesignsecrets.com/ www.layersmagazine.com
Assessment	Overall, the course is evaluated as follows: - **Final Assessment 34%** - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% - **Course work 66%** Interim Critique 33% Final Critique 33% *Specific requirements for given projects and the assessment criteria are written down on project briefs that are handed out to students*
Language	English