

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Culture visuelle II (5AJ2025)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme</b>	<b>Cours: 2 ph</b>	<b>cont. continu</b>	<b>3</b>

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Printemps

### Equipe enseignante:

Prof. Michael Stoll  
Augsburg University of Applied Sciences  
Department of Design  
[mstoll@hs-augsburg.de](mailto:mstoll@hs-augsburg.de)  
<http://www.hs-augsburg.de/~mstoll/>

### Objectifs:

This course covers the main aspects of infographics as needed for the daily journalistic work. Both journalistic aspects and aspects of designing communication are covered. We will learn about the roots and history of information graphics. We will learn about a widely spread typology of information graphics and the special conditions of visualization.

At the same time we will discuss how information graphics are working: in terms of the theoretical basis, the advantages of using infographics, the elements and methods used for gaining attention and reaching immersion, design and journalistic principles for designing information graphics. Last but not least we will hear about quality factors and the future of information graphics.

By the end of the course, students will be able to:

- analyse and profoundly discuss the quality of information graphics in different mediachannels
- know the keyfactors that suggest the use of information graphics
- plan information graphics projects and choose the right tools from research to design
- lead support a team of infographic artists with the help of sketching and storyboarding 4 full days / 28 lessons
- integrate information graphics with other journalistic languages

### Contenu:

The major components of this course are as follows :

- roots and history of information graphics
- typology of information graphics
- theoretical basis of information design
- methods and principles of information graphics
- quality factors of information graphics
- future of information graphics

### Forme de l'évaluation:

- (1) individual student presentation aspects of information graphics# (during the course) weighted 25%
- (2) participation in teamwork and discussion (during the course) weighted 25%
- (3) written essay on aspects of information graphics (following the course) weighted 50%

### Re-examination

In case you are missing part(1)and/or(2)of the evaluation, these parts will be re-examined as follows (part 3 has to be fulfilled in any case):

- (1a) Mandatory reading: A Practical Guide to Graphics Reporting(see above)
  - (1b) individual student presentation aspects of information graphics# via Skype
  - (1a) and (1b) together: weighted 25%
  - (2) choose, research, plan, sketch and fine-sketch your own infographic from a set of given topics.
- The process, sketches, thoughts and ideas plus the outcome has to be presented to the instructor and an

### Documentation:

There are no mandatory textbooks. The instructor will provide the materials we will use in class at the beginning of the course.

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However, there are some recommended readings, though:

- Ware, Colin (2008): Visual Thinking for Design, New York: Morgan Kauffmann
- Roam, Dan (2008): The Back of the Napkin: Solving Problems and Selling Ideas With - Pictures, New York: Portfolio Hardcover
- McCloud, Scott, Understanding Comics
- George-Palilonis, Jennifer (2006), A Practical Guide to Graphics Reporting: Information Graphics for Print, Web & Broadcast, Focal Press
- Horn, Robert (1998): Visual Language, Global Communication for the 21st Century, - Portland, OR: Xplane, Softcover
- Harrower, Tim (2007): Inside Reporting, A Practical Guide to the Craft of Journalis

### Websites

<http://www.informationdesign.org/>  
<http://simplecomplexity.net/>  
<http://www.datavisualization.ch/>  
<http://infographicsnews.blogspot.com/>  
<http://flowingdata.com/>  
<http://goldensectiongraphics.blogspot.com/>  
Smashingmagazine (compact URL): <http://u.nu/2nr73>

### **Forme de l'enseignement:**

- presentations by the lecturer and the students
- teamwork on a group project (max. 3 students per group)
- group analysis of up to date infographics
- live videoconferencing with an external infographic journalist (via Skype)