

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

## Infography (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  
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### Objectifs:

This course covers the main aspects of infographics as needed for the daily journalistic work. Both journalistic aspects and aspects of designing communication visually 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 media channels
- know the key factors that suggest the use of information graphics
- plan information graphics projects and choose the right tools from research to design
- lead and support a team of infographic artists by sketching and storyboarding information graphics
- 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:

#### Evaluation

- (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):

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(1a) Mandatory reading: Practical Guide to Graphics Reporting (see above)  
(1b) individual student presentation aspects of information graphics via AdobeConnect  
(1a) and (1b) together: weighted 25%  
(2) choose, 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 external infographic journalist via AdobeConnect: weighted 25%

### Documentation:

There are no mandatory textbooks. The instructor will provide the materials we will use in class at the beginning of the course. However, there are some recommended readings:  
Ware, Colin (2008): Visual Thinking for Design, New York: Morgan Kaufmann  
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 Journalism

### 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  
group analysis of up to date infographics  
teamwork on a group project (max. 3 students per group)  
live videoconferencing with an external infographic journalist (via AdobeConnect)  
Tuesday (February, 25th, 2014)

am introduction to the course:  
structure, topics, aims

pm trends in infography:  
Switzerland, Europe, worldwide  
how to stay informed:  
important newspapers/magazines  
whom to follow: weblogs, twitter, facebook  
history of infography:  
roots of a young profession

Wednesday (February, 26th, 2014)

am/pm a systematic approach to infographics:  
spanning the field from triggers to effects and aims  
evening get you a newspaper or magazine containing infographics

Thursday (February, 27th, 2014)

am presentation by Daniel von Burg, Swiss Statistical Office, Neuchâtel (tbc)

pm analysis of infographic examples  
based on what you learnt so far (tue, wed, thu morning)

Friday (February, 28th, 2014)

am some notes on how to write the essay, following the course

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## **Infography (5AJ2025)**

do-it-yourself-infographic: conceptualise, plan and sketch an infographic, based on given topics and on what you learnt so far.

pm do-it-yourself-infographic: conceptualise, plan and sketch an infographic, based on given topics and on what you learnt so far.  
introduction on how to work with adobe connect

Tuesday (March, 4th, 2014)

am online presentation by infographic professionals, i.e.

Jan Schwochow, GoldenSectionGraphics, Berlin (tbc)

Gert K. Nielsen, Copenhagen (tbc)

Max Nertinger, KircherBurkhardt, Berlin (tbc)

Kaitlin Yarnall, National Geographic Magazine, Washington (tbc)

pm online presentations by the students

do-it-yourself-infographic

q&a, final critique