

- Faculté des sciences économiques
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Infography (5AJ2025)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	écrit: 2 h	3

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

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

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Objectifs:

This course is about information graphics, as it is used in a journalistic context. The 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 a widely used typology of information graphics and the special conditions of visualization in each part of the field (data graphics, object graphics and spatial graphics). 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, also design and journalistic principles for designing information graphics. Last but not least, we will hear about quality factors and the future of information graphics.

All parts of the course are illustrated with examples from major news outlets, like Die Zeit, NZZ, The Washington Post, New York Times and National Geographic Magazine. The course will also contain a part on the rich history 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 and also integrate information graphics with other journalistic forms.

Contenu:

The major components of this course are as follows:

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

Forme de l'évaluation:

1. individual student presentation on information graphics (during the course) weighted 25% currently planned for Wednesday afternoon (December 14th, 2016)
2. participation in team work and discussion (during the whole 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 (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.

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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 that will be used 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
George-Palilonis, Jennifer (2006), A Practical Guide to Graphics Reporting: Information Graphics for Print, Web & Broadcast, Focal Press
Harrower, Tim (2007): Inside Reporting, A Practical Guide to the Craft of Journalism
Meirelles, Isabel (2013): Design for Information

Websites

<http://www.5wgraphics.com/>
<http://visualoop.com/>
<http://graphics.wsj.com/>
<http://www.morgenpost.de/interaktiv/>
<https://www.propublica.org/series/hell-and-high-water>
<http://www.nytimes.com/interactive/2015/us/year-in-interactive-storytelling.html>
<http://www.nationalgeographic.com/new-york-city-skyline-tallest-midtown-manchattan/>
<http://www.washingtonpost.com/graphics/national/2014-in-graphics/>
<http://www.washingtonpost.com/graphics/national/2015-in-graphics/>
<http://news.nationalgeographic.com/data-points/>
<http://www.datavisualization.ch/>
<http://infographicsnews.blogspot.com/>
<http://flowingdata.com/>

Forme de l'enseignement:

presentations by the lecturer and the students
group analysis of up to date infographics
teamwork on a group project (max. 2 students per group)
live videoconferencing with an external infographic journalist (via AdobeConnect)

Schedule:

Monday (December, 12th, 2016)

morning:

introduction to the course: structure, topics, aims

afternoon:

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

Tuesday (December, 13th, 2016)

morning:

systematic introduction to infographics and its subfields: spanning the field from triggers to effects and aims

afternoon:

excursion/fieldtrip to Zurich to learn about the life and work of Swiss scientific illustrator Konrad Gessner (<http://www.gessner500.ch/>), we will leave from Neuchâtel Gare so that we will arrive in Zurich about 2.30 pm. Our guide, Dr. phil. Urs Bernhard Leu, oversees the historic print collection at the Zentralbibliothek Zurich and is one of the main organisers of the activities regarding Gessner. Urs Leu first will give us a guided tour to the most important locations regarding Konrad Gessner, later we will be able to explore some original Gessner prints at the Zentralbibliothek Zurich and finally we will attend Urs Leu's public lecture about Konrad Gessner.

Please note: We probably won't return to Neuchâtel before 10pm this day. For this reason, there will be no class Wednesday morning!

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Wednesday (December, 14th, 2016)

morning:

no class, get you a magazine or newspaper, containing a large infographic.

afternoon:

analysis of collected infographic examples based on what you learnt so far

Thursday (December, 15th, 2016)

morning:

do-it-yourself-infographic: conceptualise, plan and sketch an infographic

afternoon:

do-it-yourself-infographic: conceptualise, plan and sketch an infographic

presentation

notes on how to write the essay on information graphics (see evaluation, part 3)