

- 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	Voir ci-dessous	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%
2. participation in team work and discussion (during the whole course) weighted 25%
3. written analysis 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

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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 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/article/2016-propublica-visual-interactive-storytelling>
<https://www.nytimes.com/interactive/2016/12/28/us/year-in-interactive-graphics.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://www.washingtonpost.com/graphics/national/2016-in-graphics/>
<http://news.nationalgeographic.com/data-points/>
<http://infographicsnews.blogspot.com/>
<http://flowingdata.com/2016/12/29/best-data-visualization-projects-of-2016/>

Forme de l'enseignement:

presentations by the lecturer and the students
group analysis of up to date information graphics
teamwork on a group project (max. 2 students per group)

Schedule:

Monday (December, 11th, 2017)

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, 12th, 2017)

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

afternoon:
how to rate the quality of an infographic
analyse a sample infographic

Wednesday (December, 13th, 2017)

morning:
presentation by Daniel von Burg (Swiss Federal Office) à être confirmé

afternoon:
introduction to practical exercise

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topics and tools
conceptualise, plan and sketch your infographic project

Thursday (December, 14th, 2017)

morning:
practical exercise continued:
design your infographic project

afternoon:
practical exercise continued:
finalize your infographic project
presentation
some notes on how to write your analysis on information graphics
(see evaluation, part 3)