

- 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 et communication, orientation journalisme</b>	<b>TP: 1 ph Atelier: 2 ph</b>	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

Prof. Michael Stoll  
Augsburg University of Applied Sciences

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### 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 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:

Rendgen, Sandra with Contributions by David Rumsey, Michael Friendly, Michael Stoll, Scott Klein (2019): History of Information Graphics, TASCHEN  
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

### Forme de l'enseignement

presentations by the lecturer and the students

URLs
<ol style="list-style-type: none"> <li>1) <a href="http://graphics.wsj.com/">http://graphics.wsj.com/</a></li> <li>2) <a href="http://infographicsnews.blogspot.com/">http://infographicsnews.blogspot.com/</a></li> <li>3) <a href="http://visualoop.com/">http://visualoop.com/</a></li> <li>4) <a href="http://www.5wgraphics.com/">http://www.5wgraphics.com/</a></li> <li>5) <a href="http://www.johngrimwade.com/blog/">http://www.johngrimwade.com/blog/</a></li> <li>6) <a href="http://www.morgenpost.de/interaktiv/">http://www.morgenpost.de/interaktiv/</a></li> <li>7) <a href="http://www.washingtonpost.com/graphics/">http://www.washingtonpost.com/graphics/</a></li> </ol>

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## Infography (5AJ2025)

group analysis of up to date information graphics  
teamwork on a group project (max. 2 students per group)

Schedule:

Monday (December, 16, 2019)

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, 17, 2019)

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, 18, 2019)

morning:

presentation by Daniel von Burg (Swiss Federal Office) to be confirmed

afternoon:

introduction to practical exercise (you are going to work on a collaborative project, set up together with Journalisme de données)

topics and tools

conceptualise, plan and sketch your infographic project

Thursday (December, 19, 2019)

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)

topics and tools

URLs	<ol style="list-style-type: none"> <li>1) <a href="http://graphics.wsj.com/">http://graphics.wsj.com/</a></li> <li>2) <a href="http://infographicsnews.blogspot.com/">http://infographicsnews.blogspot.com/</a></li> <li>3) <a href="http://visualoop.com/">http://visualoop.com/</a></li> <li>4) <a href="http://www.5wgraphics.com/">http://www.5wgraphics.com/</a></li> <li>5) <a href="http://www.johngrimwade.com/blog/">http://www.johngrimwade.com/blog/</a></li> <li>6) <a href="http://www.morgenpost.de/interaktiv/">http://www.morgenpost.de/interaktiv/</a></li> <li>7) <a href="http://www.washingtonpost.com/graphics/">http://www.washingtonpost.com/graphics/</a></li> </ol>
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