ART 291 Computer Graphic Design I

Project 1: Information Graphics

ASSIGNMENT

Your assignment is to design an information graphic. You may choose the content for the assignment but the content must be based on actual data that you collect during your research. You will review and analyze data and design an engaging, effective, and meaningful message that conveys your chosen concept.

This research must include data and the resource for the data must be documented. Include the data source as part of your information graphic and your Design Brief.

After completing the research about your topic and learning to use Illustrator drawing and graph tools you will develop your concept by storyboarding your ideas on unlined paper. Once you have completed all the preliminary steps you will develop your information graphic using Adobe Illustrator.

OBJECTIVES

1. To create an information graphic based on data to reveal a concept of your choice.
2. To develop design skills by evolving initial hand drawings into a final digital composition.
3. To develop software skills by learning to use vector graphics in Adobe Illustrator.

About information graphics or infographics

Information graphics or infographics are graphic visual representations of information, data or knowledge. These graphics present complex information quickly and clearly, such as in signs, maps, journalism, technical writing, and education. With an information graphic, computer scientists, mathematicians, and statisticians develop and communicate concepts using a single symbol to process information.
Today information graphics surround us in the media, in published works both pedestrian and scientific, in road signs and manuals. They illustrate information that would be unwieldy in text form, and act as a visual shorthand for everyday concepts such as stop and go.” *Mashable*

Every picture tells a story, as they say, but sometimes it takes a clever combination of words and pictures to tell a story quickly, concisely and in an entertaining fashion. *Creative Bloog*

**Design/Composition Considerations**

1. The composition may be either horizontal or vertical and determined by your concept and storyboard.

   *This design should include the following principles of design:*
   a. **Unity** – does your design have unity through repetition, continuation or proximity?
   b. **Emphasis** – does your design have a focal point?
   c. **Balance** – is your design symmetrical, asymmetrical or crystallographic?
   d. **Scale** – does your composition include small to large elements to create drama?

**Software for Information Graphic: Illustrator**

**Size:** Determine the size based on your concept and storyboard.

**Illustrator Tutorials**

*Drawing tutorials and data (graphs, charts) tutorials completed in Illustrator.* **Note: These tutorials will be graded and must be submitted for evaluation.**

*Lynda.com tutorials for drawing*
  - Illustrator CC Essential Training with Justin Seeley
  - Drawing Vector Graphics: Color and Detail with Von Glitschka

Choose Illustrator tutorials that demonstrate both drawing techniques and Illustrator graph techniques. You will need to complete **10 or more** tutorials. Please refer to the urls on the class Links page. You may choose from these sources or find tutorials on your own. You are expected to complete these tutorials in class and to submit them with your final Information Graphic. You may also submit a list of the Lynda.com tutorials you have watched if you watch them in class. You must complete tutorials in Illustrator and not just watch tutorials.
Data Collection

Data collection about your topic and data visualization.

1. Collect both qualitative and quantitative information about your topic.
   - Qualitative data is information collected through user testing or focus groups.
   - Quantitative data is information collected through a survey.
2. Analyze your data to conclude what story you will tell with your information graphic.
3. Determine if your topic is best expressed through data such as a bar chart or pie chart.
   NOTE: extra credit will be given to the creative use of a data chart or graph.

Data Visualization

Pencil storyboards to mockup regions of your layout.

1. Complete a minimum of three storyboard sketches of your concept.
   Be specific with what you draw and make clear notes on the drawing.
2. Storyboards must be scanned and submitted for grading.

Digital Information Graphic in Illustrator

Lynda.com tutorials for information graphics

- Pop Chart Lab's Infographic Poster Design: Start to Finish with Patrick Mulligan and Ben Gibson
- Creating Infographics with Illustrator with Mordy Golding
- Infographics: Planning and Wireframing with Shane Snow
- Infographics: Visualizing Relationships with Shane Snow
- Infographics: Area Bubbles with Shane Snow
- Designing an Infographic with Nigel French

Process

1. Make an Illustrator document that is an appropriate size based on your storyboard.
2. Set up a bleed when making your document. The typical size is 0.125 in.
3. Use guidelines.
4. Based on your storyboard create your composition in Illustrator using the tools and techniques learned from your Illustrator tutorials.
5. Organize your Illustrator document in layer sets. Please label each layer and layer set so that you can identify your objects easily.
6. Use Paragraph Styles where appropriate.

**Bonus points:**
The successful and creative use of the graph tool in Illustrator is worth 5 additional points on your grading sheet.

**PORTFOLIO STATEMENT**
A written Portfolio Statement is required for this assignment. All sections of the Portfolio Statement must be completed with proper sentence structure and the use of design and technical terms.

**GRADING SHEET**
The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and sketches. Your compositions will be evaluated based on the principles of design.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded. Projects are due at the critique deadline.

**REQUIRED ITEMS FOR GRADING**
1. Completed Illustrator tutorials – please submit these and a list of what you watched.
2. Data collection in Excel or Word.
3. Scanned storyboards.
4. Layered Illustrator document of your information graphic.
5. PDF of your Information Graphic.
6. Portfolio Statement (digital only in Microsoft Word or a PDF). *This is the short document about the assignment.*

**DEADLINE**
Please refer to the schedule for deadlines.

**Late Projects:**
1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one-week after the deadline.
3. Projects will only be graded once.
4. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Work not submitted by this deadline will receive a zero.