

DES554 Information Design for Social Good

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

Living in the age of data and constantly bombarded by a huge amount of information daily. The ability to distil, translate and present masses of data into meaningful visualisations and effective visual presentations that improve the overall reading and viewing experiences, communication, comprehension, and decision-making would require the conceptual understanding of information design principles, methods, and techniques. In DES554 Information Design for Social Good, students will examine the way how human process and encode textual and visual information, apply the visualisation process and techniques in conceptualising and designing visual narratives, explore the fundamental practices of structuring and representing information visually using graphs, tables, charts, diagrams, maps, etc., and learn to translate complex information and relevant research findings into digestible visual narratives that stimulate attention and engagement.

Note: DES554 requires research concepts and skills covered in DES541 Design Inquiry: Analysis and Synthesis. Students are required to complete or register for DES541 in the same semester (if available). The coverage of research skills in this course will be brief to give room for more important concepts and topics on information design.

Topics:

- An overview of information design
- History of information graphics and visualisations
- Fundamental concepts and principles of information design
- The rhetorical appeals in design
- Learning styles, visual perception, and cognition
- Typology of information graphics and visualisations
- Importance of effective visual narratives
- Anatomy of information graphics and visualisations
- Design and production process
- Structure and visualization of information: Charts, maps, and diagrams
- Evaluation of information graphics and visualisations
- Future of information graphics and visualisations

Learning Outcome:

- Propose a process to solve information and communication design challenges.
- Discuss the typology of information graphics and visualisations.
- Examine the quality of effective information graphics and visualisations.
- Recommend appropriate visualisation and presentation methods and techniques for a design challenge.
- Assemble a comprehensive set of data and information through multiple sources.
- Create meaningful information graphics and visualisations, and effective visual presentations in response to communication problems and target audiences.
- Critique information graphics and visualisations using appropriate information design principles and visual language.
- Formulate and conduct design experiments and usability tests for the information prototypes.
- Prepare appropriate design documentation that captures and organises the design inquiry process, rationale and outcome.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	50
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.