

2007 SPRING SEMESTER
59 Carroll Hall
Tuesday and Thursday
03.00-04.50p.m.

Alberto Cairo Assistant professor
79 Carroll Hall
(919) 8435841
cairo@email.unc.edu
www.albertocairo.com
Office Hours Monday and
Wednesday, 11.00 a.m.-12.00 p.m.
and by appointment

JOMC487

Information Graphics

The Art of Charts, Maps and Diagrams



Infographics are the result of using the rules of Information Design (one of the branches of Graphic Design) for telling news stories. They are the best way to convey statistical information, locating a place or explaining complex processes and procedures.

JOMC487 will provide you with the skills to create clear, accurate, informative and visually attractive Information Graphics using the most common tools in newsrooms worldwide.

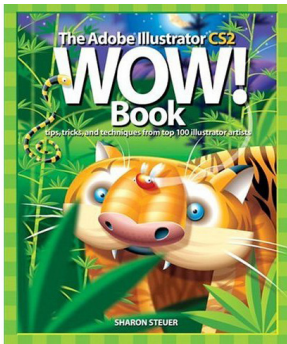
Description and policies

Course description

In **Information Graphics** you will learn to use the principles of visual representation of data, design and illustration intended to convey information and basic cartography for news.

During this class you will learn advanced techniques with **Illustrator**, the main vector-based drawing software, **Flash** and **Photoshop**. You will master these by completing class exercises and creative assignments. Therefore, attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you miss class, it is your responsibility to make up the work.

I expect that you will conduct yourselves within the guidelines of the Honor System. All work must be completed with the high level of honesty and integrity that this University demands.

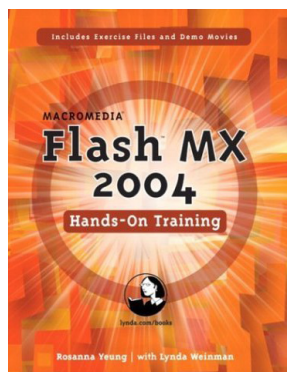


Required reading

No book is required for this course. I will give you several articles that will give you more information about the content covered in class.

Strongly recommended

The Adobe Illustrator CS2 WOW! Book
Sharon Steuer - Peachpit Press (2005)



Suggested readings

Macromedia Flash MX 2004 Hands-on Training
Rosanna Yeung - Peachpit Press (2003)

Items to purchase

CDs and USB stick
For submitting exercises and to back up your files.

Sketchbook, pencils and pens
Any assignment must be sketched before you start working with the computer.

Assignments and grading

Grading

This is a project-oriented course. Therefore, the grading will be based on **two exercises and three projects**.

Components

	Value
Information Design Exercise	50
Maps/Charts Exercise	50
Project 1: Visual Explanation	200
Project 2: Special Olympics Sports I	350
Project 3: Special Olympics Sports II	350
Total	1,000

Scale

Points	Grade
950-1,000	A
920-949	A-
890-919	B+
840-889	B
800-839	B-
770-799	C+
730-769	C
700-729	C-
680-699	D+
630-679	D
600-629	D-
599 and below	F

Notes

Please be aware that I reserve the right to raise grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

It will be good to participate in bringing examples of newspaper infographics to class for further discussion. The main goal of this course is that you create a small and compact infographics portfolio but it is also intended to provide you with the skills for being aware of the virtues and flaws of everyday visual explanations.

Assignments and grading

Grading criteria: In-lab exercises and projects

During the course we will be completing several **lab exercises** with Illustrator, Flash and Photoshop. Two of them will be graded but the others will not. The exercises are intended to give you a better understanding of information design and to get you ready for the **three projects**. We will do in-class reviews both of exercises and projects.

Be prepared to work on **projects and exercises** out of class. You will be able to work during sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. And remember that I will be available to help you.

There are several expectations that you should meet in order to get a high grade. These are the general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Spatial organization, structure of the elements, informative value of the display.
3. Thoughtful use of color or grays
4. Thoughtful choice of type.
5. Aesthetic design choices in general
6. Creativity

Out of class exercises

I will be happy to review other out of class exercises. We can do it during office hours or by appointment if you are interested. However, it is very important for you to remember that **these exercises will not be considered whatsoever for your final grade.**

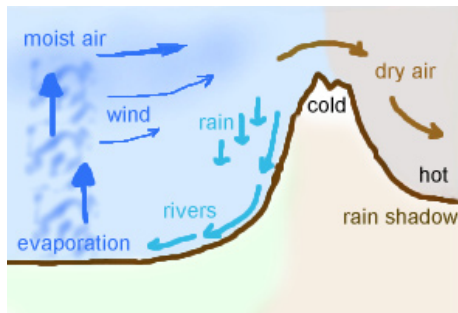
Course calendar

		<i>Discussion</i>	<i>Practice</i>
<i>January</i>	Thursday 11	Introduction to the course, orientation to the lab, setting goals, complete student survey	---
	Tuesday 15	Information Design I	In-lab exercise
	Thursday 18	Information Design II	In-lab exercise
	Tuesday 22	---	In-lab exercise
	Thursday 25	---	Information Design Exercise
	Tuesday 29	Statistical Charts and Maps I	In-lab exercise
<i>February</i>	Thursday 1	Statistical Charts and Maps II	In-lab exercise
	Tuesday 6	Statistical Charts and Maps III	Map/Charts Exercise
	Thursday 8	Guidelines for the First Project	<i>First project</i>
	Tuesday 13	---	<i>First project</i>
	Thursday 15	---	<i>First project</i>
	Tuesday 20	---	<i>First project</i>
	Thursday 22	---	<i>First project</i>
	Tuesday 27	---	<i>First project</i> <i>Due at the end of class</i> First project
<i>March</i>	Thursday 1	Building an Online Infographic I	In-lab exercise

Course calendar

		<i>Discussion</i>	<i>Practice</i>
	Tuesday 6	Building an Online Infographic II	In-lab exercise
	Thursday 8	Building an Online Infographic III Guidelines for the Second and Third Projects	In-lab exercise
	Tuesday 13	SPRING BREAK	---
	Thursday 15	SPRING BREAK	---
	Tuesday 20	---	<i>Second and Third Projects</i>
	Thursday 22	---	<i>Second and Third Projects</i>
	Tuesday 27	---	<i>Second and Third Projects</i>
	Thursday 29	---	<i>Second and Third Projects</i>
<i>April</i>	Tuesday 3	---	<i>Second and Third Projects</i>
	Thursday 5	---	<i>Second and Third Projects</i>
	Tuesday 10	---	<i>Second and Third Projects</i>
	Thursday 12	---	<i>Second and Third Projects</i>
	Tuesday 17	---	<i>Second and Third Projects</i>
	Thursday 19	---	<i>Second and Third Projects</i>
	Tuesday 24	---	<i>Second and Third Projects</i>
	Thursday 26	---	<i>Second and Third Projects</i> <i>Due at the end of class</i> Second and Third projects

Project 1

*Visual Explanation*

The newspaper you work for is going to publish a story about the rain shadow effect. The editor asks you for an infographic to provide some background information.

A rain shadow is a dry region on the surface of the Earth that is leeward or behind a mountain with respect to the prevailing wind direction. Many graphics have been produced about this topic, and we will see some of them. However, none of them works well enough. The infographic will include a diagram explaining the effect and a map showing what areas in the world are affected by it.

This project is due on February 27th at the end of class

Project 2 and Project 3

*Special Olympics Infographics*

Each student will produce two animated infographics about the different competitions of the Special Olympic Games 2007, that will take place in Shanghai (October 2nd-11th). Every animation will explain one of the disciplines in great detail. We will discuss the guidelines of these projects in class.

Both projects are due on April 26th at the end of class