

MODULE DESCRIPTOR

MODULE TITLE	INFORMATION DESIGN		
MODULE CODE	GR2XXX (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To introduce students to the principles, theories, and historical context underpinning information design within the broader field of graphic design.
- To develop students' analytical skills to critically evaluate and assess various forms of informational content and visual communication.
- To provide practical experience in applying information design principles to real-world projects across different media platforms and contexts.
- To cultivate students' proficiency in using graphic design software tools and techniques to create effective and visually engaging information designs.

MODULE CONTENT

Indicative syllabus content:

This module delves into the multifaceted realm of information design, exploring its definition, historical evolution, and fundamental principles. Students will examine the role of information design within the broader context of graphic design, tracing its development and significance over time.

Key topics covered include the basic principles of information design, essential concepts such as hierarchy, clarity, and readability, and the application of design processes to information design projects. Through hands-on activities and projects, students will learn to visualize information effectively, utilizing pictograms, charts, graphs, diagrams, and maps to convey complex data and concepts for digital media display applications and information displays in a clear and engaging manner.

Additionally, the module will explore the use of public information symbols and safety signs, examining their design principles and the role they play in enhancing public communication, comprehension and safety. Students will also delve into the fascinating world of wayfinding and signage systems, understanding how design principles are applied to create intuitive navigation solutions in various environments (both physical and digital).

By the end of the module, students will have gained a comprehensive understanding of information design principles and practices, equipping them with the skills to create impactful and visually compelling information designs across different media platforms and contexts.

INTENDED LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

- Evaluate the effectiveness of visual communication components in conveying intended messages across diverse contexts and audiences.
- Determine the technical specifications and constraints of different communication media to optimize visual message delivery.
- Apply interdisciplinary perspectives and methodologies to address complex information design challenges effectively.
- Design innovative and compelling information solutions that capture audience attention and align with communication objectives.

TEACHING METHODS

The module will be delivered through a blend of lectures, presentations, group discussions and critiques, aimed at fostering students' understanding and appreciation of information design. For this module, students will participate in a variety of learning and teaching activities designed to provide a comprehensive understanding of information design principles and their applications:

Lectures: These sessions will cover the theoretical foundations of information design, including its historical context, key terminology, and principles of design.

Practical Workshops: Supported lab sessions will allow students to engage in hands-on experimentation with information design. Structured discussions and critiques will provide opportunities for peer feedback and collaborative learning.

Guest Lectures and Workshops: The teaching team will arrange guest lectures and workshops by professional designers to provide insights into real-world applications of information design.

Formative Assessment Tasks: Throughout the module, students will work on formative assessment tasks designed to reinforce their understanding of information design concepts and techniques.

Throughout the module, students will be expected to actively engage in discussions, workshops, and hands-on exercises, both individually and collaboratively. Participation in these activities will be vital for developing their comprehension and application of information design.

Student preparation and involvement will be key components of the learning process, requiring them to explore and apply information design theories and techniques while honing their communication and creative skills. Assessments will provide opportunities for students to demonstrate their grasp of information design fundamental principles and their ability to apply them in practical contexts.

Regular attendance at scheduled sessions is mandatory, as participation in workshops not only enriches individual learning experiences but also contributes to the collective learning journey of the class.

ASSESSMENT METHODS

This module is assessed through one Individual Portfolio and one Exam.