

# INFORMATION *in Society* DESIGN

## PHOTO WEB LOG

Information Design Blog | Task Schedule and Assignment Description

**Due:** Each week, according to schedule

**Deliverable:** Blog entry, online

**Value:** 60 points, 60% of overall grade (10 points each)

**Assignment**—After each reading during the course, you are expected to complete a task outlined below. Each task requires you to take pictures of some information design element and reflect on the readings in short, but descriptive text in a blog that you create. **Important:** Images must be your own (not taken from internet) and must be of somewhere outside of Westminster's campus.

### Blog Entry #1 (May 8)

Post two pictures: 1) of a thing inside your home that you have a particular emotional attachment to, and 2) of a place that you go to often that you feel has good wayfinding design. In roughly 100 words per picture, write about how the thing and the place make you feel and why it is you believe they make you feel that way.

### Blog Entry #2 (May 13)

Using Google Maps to locate a city image, or using an existing map of an organization, post two pictures (one original, and one Photoshopped). Identify how you would map the city (as a connector model, landmarks model, districts model, or streets model). In roughly 100 words, explain why you feel this model best organizes the city or organization. Also, post two pictures of a similar object (like two different computers) and explain in roughly 100 words why you think the more attractive object works better.

### Blog Entry #3 (May 15)

Post 12 pictures, 3 of each type of sign: Identification, Directional, Orientation, and Regulatory. In 25 words or less for each image, explain where you found the sign and why it is that type of sign. Also, post one image of an object that is designed in such a way that you experience a great emotion of some kind. In roughly 50 words, explain what that emotion is and why the design evokes it.

### Blog Entry #4 (May 20)

Post 3 pictures of wayfinding branding. All three images must be of objects, images, or signs branding the same thing, but are distinct in some way. Explain in 100-ish words why the wayfinding branding is or is not successful. Also, post 3 pictures of different typography. In roughly 50 words for each typography photo, explain why you feel the typography choice is or is not effective for its intended message. Also, post 3 pictures (one per type) that describe each design type: visceral, behavioral, and reflective. In roughly 50 words for each, explain why that object's design fits its type for its user.

### Blog Entry #5 (May 22)

Post two pictures in which color is used for wayfinding purposes. Post two pictures in which symbols are used for wayfinding purposes. Post four pictures of 3-dimensional wayfinding objects. Explain in roughly 25 words for each image why the design is or is not effective. Post one picture of an object designed for fun and pleasure. In roughly 50 words, explain what makes the design give pleasure.

### Blog Entry #6 (May 29)

In a reflective essay between 300 and 400 words, consider what Norman describes about people places and things. Reflect on the readings from the two books in the course and make an argumentative summary of the value you see in information design in society. Post a picture if you'd like.