

2020 Design Thinking for Communication

디자인 사고와 커뮤니케이션

<http://hwajunghong.com/2020dt4c> (under construction)

<https://2018dt4c.tumblr.com> (class blog)

Instructor:	Hwajung Hong
Email / Website:	email: hwajunghong at snu
Office:	64-409
Office Hours:	before&after class, or email for an appointment.
Location:	64-302
Time:	13:00 – 17:00 (Tue)

Overview

This course introduces **basic concepts, methods and procedures of information design with focus on the visual representation of data**. Students will be introduced to the bright world of information visualization where the intersection of text and image, perception and cognition, beauty and function, logic and emotion enables us to create splendid visions, to reveal what hides behind the data and to address effective messages. In this class, students will explore conceptual and visual solutions, and on the creative process of organizing, visualizing and communicating information.

Learning Objectives

The main objective of this course is to **transform raw data into meaningful information through a combination of statistics, technology, research, and design**. In this class you will learn how to design successful charts, diagrams, and maps, how to arrange them to compose cohesive storytelling pieces, and how to choose the most appropriate tools in order to present those stories. We will also learn how the principles of graphic design and of interface and interaction design apply to the visualization of information. The course will have a theoretical component, as we will cover the main rules of the discipline, and also a practical one: to design basic infographics and (big) data visualizations.

Specifically, you will learn:

- How to analyze and critique infographics and visualizations in newspapers, books, TV, etc., and how to propose alternatives that would improve them.
- How to plan for data-based storytelling through charts, maps, and diagrams.
- How to design infographics that are not just attractive but, above all, informative, deep, and accurate.
- How to make visualization representations to explore, make sense of, and communicate data.
- How to collect data relevant to our everyday lives and convert it as meaningful information through ‘programming’.
- The basic principles of graphic design, applied to infographics and visualizations.
- How to use Adobe Illustrator / Photoshop / Processing and other graphic generation tools

Assignments / Projects

You will perform exercises and activities to practice what you learn, attend to lectures to gain new information/perspectives, engage in projects to learn through making, conduct readings to balance

theory and practice, participate in critiques to verbalize your views and consider alternate perspectives, join in discussions to develop shared understanding, give presentations to communicate your thinking, complete tutorials and learn software (Adobe Creative Suite). Ultimately, you will create:

- Icons, diagrams, charts, and graphs
- Infographics poster: visual storytelling of a data set
- Data visualizations

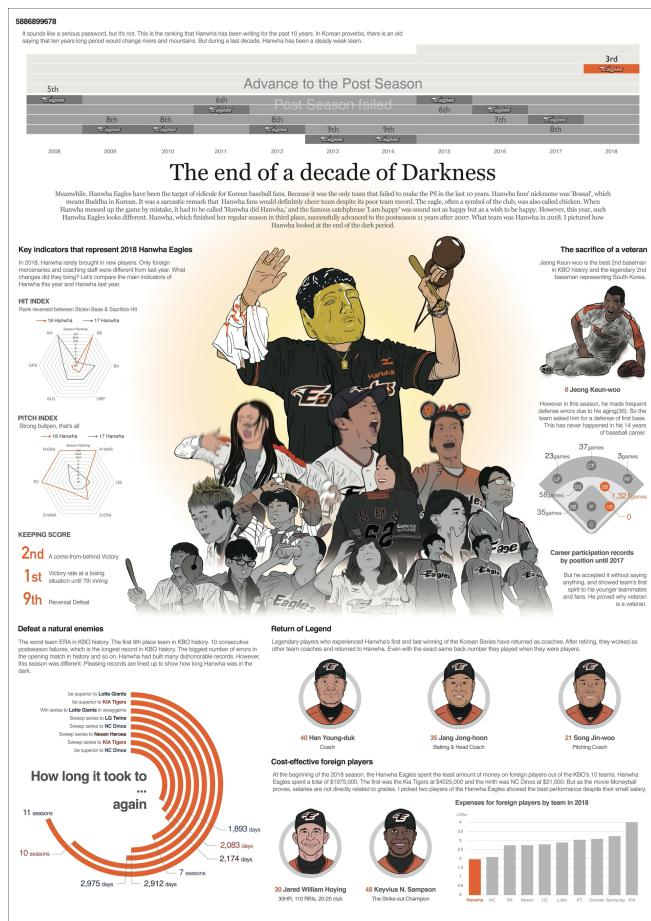
Coffee Beans

Handpicked, just for you.

Body Light Medium Heavy
Taste Bitter Acid Sweet



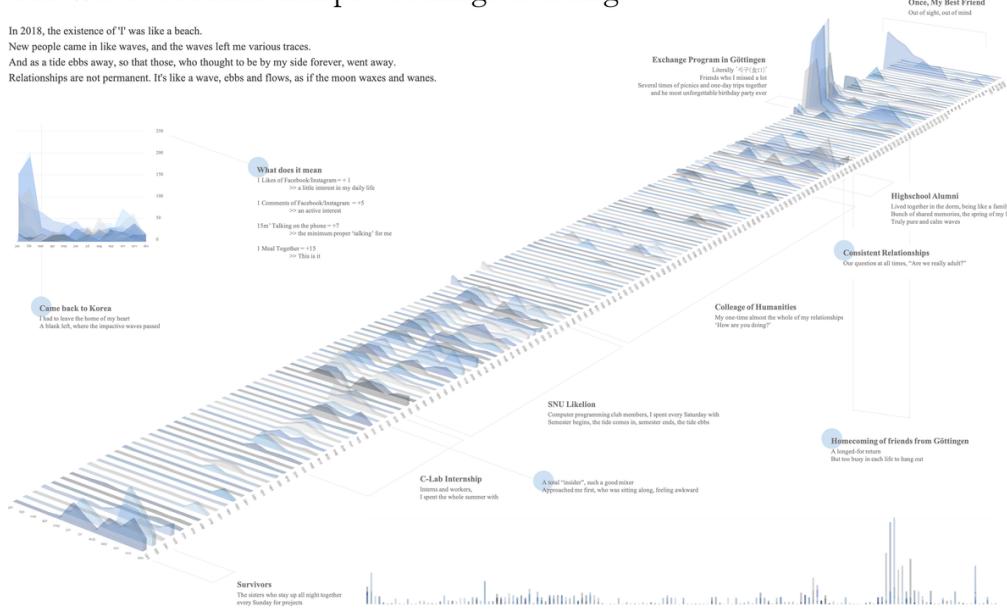
P1: Small multiples by 박용훈



P2: Infographics by 백승호

The Waves of Relationships : Comings & Goings

In 2018, the existence of 'I' was like a beach.
 New people came in like waves, and the waves left me various traces.
 And as a tide ebbs away, so that those, who thought to be by my side forever, went away.
 Relationships are not permanent. It's like a wave, ebbs and flows, as if the moon waxes and wanes.

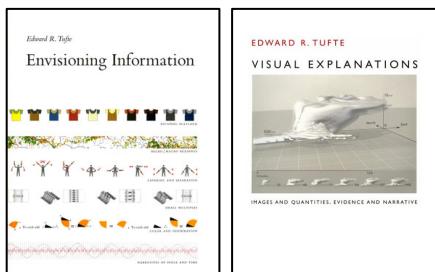


P3: Data visualization by 정영록

Assessment

- Individual projects (Interim assignments: 10%, Major projects: 60%)
- Reading assignments: 15%
- Online participation: 10%
- Attendance: 5%

Texts



(Required) Envisioning information / Edward R. Tufte

(Required) Visual explanations : images and quantities, evidence and narrative / Edward R. Tufte

(Recommended) [The information Design Bookself](#)

(Recommended) Infographics : the power of visual storytelling / Jason Lankow, Josh Ritchie, Ross Crooks

(Recommended) 좋아 보이는 것들의 비밀, 인포그래픽: 정보로 소통하는 비주얼 스토리텔링 / 김묘영

Adobe illustrator tutorial

- <https://helpx.adobe.com/illustrator/tutorials.html>
- <https://www.udemy.com/adobe-illustrator-training/learn/#/>

Data visualization tools tutorial

- [Processing](#)
- [p5.js](#)

- [D3.js](#)
- [nodebox](#)

Schedule

Week	Content	Assignment
1	Overview of Information Design	
2	Infographics: Introduction	
3	Infographics: Graphic Tools	<i>A1 Due</i>
4		
5	Infographics: Planning	<i>P1 Due</i>
6	Infographics: Sketching	
7		
8	Visual Perceptions and Guidelines	
9	Data Visualization: Overview	<i>P2 Due</i>
10	Data Visualization: types & techniques	
11		
12	Data Visualization: tools & the basics of processing	
13	Data Visualization: drawing data	
14	Web Portfolios	
15	Final Remarks	
16	Exhibitions	<i>P3 Due</i>

Late Policy

Assignments are due at the start of class on the day they are due. Late assignments will be penalized at a rate of one grade step per day. Assignments more than one week late will not be accepted. Presentations may not be late. Reading assignments may not be late either; they serve to energize class discussion.

Honor Code

This class abides by the SNU Honor Code. All assigned work is expected to be individual, except as an approved part of group projects. You are encouraged to discuss the assignments with your classmates; however, what you hand in should be your own work.