FALL 2012

LCC 3705 Principles of Information Design

Instructor: Christopher Le Dantec
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Office Hours: TBD
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Class Meetings: Monday/Wednesday/Friday, 10:05-10:55AM
Location: Skiles 318

Course pre-requisites:

Course Description

(Undergraduate Semester level CS 1315 Minimum Grade of C or Undergraduate Semester level CS 1301 Minimum Grade of C or Undergraduate Semester level CS 1321 Minimum Grade of C or Undergraduate Semester level CS 1371 Minimum Grade of C) and (Undergraduate Semester level LCC 2100 Minimum Grade of C or Undergraduate Semester level LCC 2700 Minimum Grade of C or LMC 2700 Minimum Grade of C or Undergraduate Semester level LCC 2850 Minimum Grade of C).

In this course we will study and explore the principles, practices and genres of contemporary information design. Specifically, this course emphasizes the design and use of computational media to organize and communicate complex data in forms such as interactive kiosks, animated visualizations, interactive maps, and large-scale displays in public space. In addition to studio-based projects, this course will include discussions of readings and projects from the fields of art, design, human-computer interaction, and science and technology studies.

Learning Outcomes

After taking this course you should be able to:

- Gather, analyze and abstract data for manipulation and presentation using digital media

- Create effective and compelling information design artifacts using digital media

- Contribute to the development of new genres and forms of digital media

- Create digital artifacts with an awareness of history, audience, and context

- Appreciate and evaluate future trends in the development of digital media

- Be able to work effectively in teams to accomplish a common goal

Readings & Texts

The following books are required for the class. Content from the books is not guaranteed to be covered during class lectures. It is your responsibility to complete the reading and to integrate the concepts into the homeworks and projects.

Books are (or should be) available at the Engineer's Bookstore.

- Edward Tufte. Envisioning Information. ISBN 978-0961392116

- Nathan Yau. Visualize This: The FlowingData Guide to Design, Visualization, and Statistics. ISBB 978-0470944882

- Ronnie Lipton. Practical Guide to Information Design. ISBN 978-0471662952

Additional reading will be available via the class' T-Square site.

Class Resources

Despite there being no exams drawing on this material, these are essential references for information design and will serve you for the rest of your time in school and beyond.

Christian Leborg. Visual Grammar. ISBN 978-1568985817
Ellen Lupton. Thinking with Type. Second edition. ISBN 978-1568989693
Edward Tufte. The Visual Display of Quantitative Information. ISBN 978-0961392147
Edward Tufte. Visual Explanations. ISBN 978-0961392123
Richard Saul Wurman, Information Anxiety 2. ISBN 978-0789724106

We will not spend time in class learning Adobe Illustrator, Adobe InDesign, or Adobe Photoshop. If you are new to these tools, it would be prudent to invest in these books or similar resources:

Adobe Illustrator CS5 Classroom in a Book. ISBN 978-0-321-70178-7
Adobe InDesign CS5 Classroom in a Book. ISBN 978-0-321-70179-4
Adobe Photoshop CS5 Classroom in a Book. ISBN 978-0-321-70176-3

Grading

The total grade for the class will be based upon the following factors and weights:

Participation: 10%
Homeworks: 40% (10% each)
Projects: 50% (Project 1, 15%; Project 2, 35%)

Participation & Attendance

Class attendance and participation is mandatory. Participation in class discussion and in design crits are imperative because they allow you to explore content and design process collaboratively. Participation in class also challenges you to continuously question, refine, and articulate your own ideas and interpretations.

Missing more than 2 classes will result in a loss of 1 letter grade.

Please note that there are three kinds of absences that will **not** be counted against your participation grade **provided that** you provide appropriate documentation within one week of the absence:

- If you have a family emergency and provide me with a note from the proper authority.

- If you have a GT extracurricular activity and provide me with a note from your coach or advisor.

- If you have an internship or job interview and provide me with documentation from the company in question (the invitation to the interview is ideal in this case).

Students with Disabilities

Students should self-report to the Access Disabled Assistance Program for Tech Students at:
220 Student Services Building
Atlanta, GA 30332-0285
404.894.2564 (voice) or 404.894.1664 (voice/TDD)
www.adapts.gatech.edu/guidebook.html

Scholastic Dishonesty and Academic Misconduct

This class abides by the university's policies relating to plagiarism, scholastic dishonesty, and academic misconduct. Per the Georgia Tech Code of Conduct, plagiarism is defined as:

- Unauthorized Access: Possessing, using, or exchanging improperly acquired written or verbal information in the preparation of a problem set, laboratory report, essay, examination, or other academic assignment.

- Unauthorized Collaboration: Unauthorized interaction with another Student or Students in the fulfillment of academic requirements.

- Plagiarism: Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating the authorship.

- False Claims of Performance: False claims for work that has been submitted by a Student.

- Grade Alteration: Alteration of any academic grade or rating so as to obtain unearned academic credit.

- Deliberate Falsification: Deliberate falsification of a written or verbal statement of fact to a Faculty member and/or Institute Official, so as to obtain unearned academic credit.

- Forgery: Forgery, alteration, or misuse of any Institute document relating to the academic status of the Student.

- Distortion: Any act that distorts or could distort grades or other academic records.

Course Schedule

What follows is an outline for the semester. As the semester progresses, we may adjust dates and materials; however, unless specifically stated in class, you should assume this schedule is current and accurate.

Week 1	August 20	First day administrivia. Homework 1 out. Reading: Robert Waller, "Making Connections: Typography, Layout, and Language." Edward Tufte, Envisioning Information. ch. 1 and 2
Week 2	August 22	What is information design?
	August 24	Information Architecture I
	August 27	Homework 1 due. Reading: Edward Tufte, Envisioning Information, ch. 3. Ronnie Lipton, *Practical Guide to Information Design*, ch. 1. Kostelnick, R. "Supra-Textual Design: The Visual Rhetoric of Whole Documents," *Technical Communication Quarterly* 5.1 (1996): 9-33. Homework 2 out.
	August 29	Information Architecture II
	August 31	Type and Typography I
Week 3	September 3	Labor day, no class.
	September 5	Homework 2 due. Reading:

Ronnie Lipton, *Practical Guide to Information Design*, ch. 3 and 4.

Red Labor, Know Your Type.

Homework 3 out.

Week 4	September 7	Type and Typography II
	September 10	Homework 3 due. Reading: Ronnie Lipton, *Practical Guide to Information Design*, ch. 5, 6, and 7. Homework 4 out.
Week 5	September 12	Visualization I
	September 14	Visualization II
	September 17	Homework 4 due. Project 1 Design Brief. Critiques.
	September 19	Critiques.
	September 21	Critiques .
Week 6	September 24	Project 1 Drafts due.
	September 26	Interactive Elements I
	September 28	Interactive Elements II
Week 7	October 1	Project 1 Compete Spread due. Reading: Yau, Visualize This, introduction, chapters 1 and 2. Critiques.
	October 3	Critiques.
	October 5	Critiques.
	October 8	Project 2 Design Brief.

Week 8		Reading: Yau, Visualize This, chapters 3, 4, 5. Jakob Jochmann, What Makes a Good Infographic?
Week 9	October 10	Data Sources I
	October 12	Data Sources II
	October 15	Fall break; no class.
	October 17	Project 2 Data Selection & Plan due. Critiques.
	October 19	Critiques.
Week 10	October 22	Project 2: Layout & Sketches due. Reading: Edward Tufte, Envisioning Information. ch. 5 and 6
	October 24	Maps and Mapping I
	October 26	Maps and Mapping II
Week 11	October 29	Project 2: Interactive Layout due. Reading: Yau, chapters 8 and 9.
	October 31	Trends in Art, Mapping, & Visualization
	November 2	Information Design in Space.
Week 12	November 5	Project 2: Design Integration due.
	November 7	Critique.
	November 9	Critique.
Week 13	November 12	Project 2: Design Revision due.

	November 14	Inventing the Future I
	November 16	Inventing the Future II
Week 14	November 19	Work day.
	November 21	Thanksgiving; no class.
	November 23	Thanksgiving; no class.
Week 15	November 26	Work day.
	November 28	Work day.
	November 30	Work day.
Week 16	December 3	Final Presentations.
	December 5	Final Presentations.
	December 7	Final Presentations.

Class Policies

General Class Policies

It is important to keep in mind that this class focuses on the principles and processes of information design, not on technical skills; it is therefore up to you to develop and/or hone your facility with Adobe Illustrator, InDesign, and Photoshop.

Students whose work meets all criteria outlined for an assignment will receive a grade of C; students whose work meets all criteria and shows additional sophistication, thoughtfulness, research and creativity will receive a grade of B; students whose work meets all criteria and goes well beyond the expected in terms of sophistication, thoughtfulness, research, and creativity will receive a grade of A; students whose work fails to meet to all criteria outlined for an assignment will receive a grade of D or F.

Two points will be deducted for all typographic, spelling, and grammatical errors in all writing assignments.

Late assignments will not be accepted. Presentations must be given on the designated day.

Lectures will not be posted. It is your responsibility to take notes and remain attentive in class.

If you have questions or concerns about this or any other course policies stated in this syllabus, class assignments, email correspondence, or announced in class, please speak with me in class, during office hours, or via email as soon as possible so that we can discuss your concerns.

Debate, Diversity, and Respect

In this class, we will present and discuss a diversity of perspectives. Although you may not always agree with others' perspectives, you are required to be respectful of others' values and beliefs. Repeated inappropriate or abusive comments and/or behavior will be cause for

disciplinary action. If you feel that your perspectives are being ignored or slighted, or you in anyway feel uncomfortable in the classroom, please contact me immediately.

The Communication Center

The Communication Center is located in Clough Commons, Suite 447. It is an excellent resource for any student (undergraduate or graduate) who wants help with a communication-related project. You can visit the center for help at any stage of the process for any project in any discipline. The knowledgeable and friendly tutors are available to help you develop and revise your projects. They are not available to "fix" your projects. Please do not ask the tutors to proofread or edit your projects.

For information on making an appointment please visit their**website**. If you need assistance with the appointment system, you can call 404-385-3612 or stop by the center.

All services are free and confidential.