

**2015 FALL SEMESTER**

59 Carroll Hall

Mondays and Wednesdays

11:15

Terence Oliver Associate Professor

76 Carroll Hall

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**Office Hours**

Mondays and Wednesdays

1:45 p.m. to 3:00 p.m. and

by appointment

JOMC484

# Information Graphics



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.

JOMC484 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.

When confronted with an excel spread sheet populated with many rows and columns of numbers, we can make little sense of any patterns in the numbers. But when those same numbers are converted into a graph, the patterns are readily apparent.

Implicit in each of this example is the recognition that we learn and gain understanding more readily through pictures or visual representations than text alone. In this course, we will discuss the cognitive basis of visual perception, how it relates to visual design principles and how to apply those principles to the design and production of informational graphics in a journalistic context.



Nigel Holmes, "Wordless Diagrams"

**Honor Code:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Seeking Help:**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**Diversity:**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

**ACCREDITATION**

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last seven bullet dots under "Professional values and competencies" in the link above.

## Assignments and grading

### *Grading*

Grading will be based on exercises and four projects. The grading scale is below. No final exam will be given.

<i>Components</i>		<i>Scale</i>	
	Percent of total	Points	Grade
Three exercises	15%	93-100	A
Project 1:	20%	90-92	A-
Project 2:	20%	87-89	B+
Project 3:	20%	83-86	B
Project 4:	25%	80-82	B-
		77-79	C+
		73-76	C
	100%	70-72	C-
		67-69	D+
		63-66	D
		60-62	D-
		59 and below	F

### **Items to purchase**

Backup tools

USB flash drive or portable hard drive. Remember that you are responsible for backing up your work.

No deadline will be extended due to loss of files.

You will need a sketch book or paper for roughly sketching your ideas.

### *Attendance Policy*

Each student will be allowed two unexcused absence. Additional unexcused absences will result in a 5% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade.

In addition, every five late arrivals will result in a 5% reduction in your final grade.

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## Assignments and grading

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### *Grading criteria*

These are the main general grading criteria I will be using for the projects:

1. Every project must be completed on time
2. Overall spatial organization, structure of the elements on the page
3. Informative use of color or grays
4. Thoughtful choice of type
5. Aesthetic design choices in general
6. Creativity
7. Research and parsing of the research for clear communication

## Course calendar

**NOTE: This schedule is a guide and may change depending on the classes' progress and needs**

		<i>Discussion</i>	<i>Notes</i>
<i>August</i>	Wednesday 19	Introduction to the course, orientation to the lab, and setting goals.	
	Monday 24	Reviewing of basics, history and discussion. Pen tool review.	Internet research due
	Wednesday 26	Maps and charts	Exercise one due
	Monday 31	Maps, charts, deadline and breaking news discussion	
<i>September</i>	Wednesday 2	Building big infographics and enterprise	Exercise two due
	Monday 7	Project 1 info	
	Wednesday 9	<b>NO CLASS: Holiday</b>	
	Monday 14	Project 1	
	Wednesday 16	Project 1	
	Monday 21	Project 1 prelim	
	Wednesday 23		Project one due
	Monday 28	Project 2	
	Wednesday 30	Project 2	
<i>October</i>	Monday 5	Project 2	
	Wednesday 7	Project 2	

## Course calendar

		<i>Discussion</i>	<i>Notes</i>
	Monday 12	Prelim	
Fall break starts at 5pm	Wednesday 14	Project 2	
	Monday 19	Project 2	
	Wednesday 21	Project 2 due / Critique and talk	
	Monday 26	Project 3	
	Wednesday 28	Project 3 Stephanie Willen Brown visit???	
<i>November</i>	Monday 2	Project 3	
	Wednesday 4	Project 3	
	Monday 9	Project 3 due	
	Wednesday 11	Project 4	in-class deadline exercise
	Monday 16	Project 4	
	Wednesday 18	Project 4	
	Monday 23	Project 4	
	Wednesday 25	Thanksgiving Break	
<i>December</i>	Monday 2	Project 4 due	