

2014 FALL SEMESTER

59 Carroll Hall

Mondays and Wednesdays

11 a.m. to 12:50 p.m.

Terence Oliver Associate Professor

76 Carroll Hall

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Office Hours

Mondays and Wednesdays

1:30 p.m. to 2:30 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.

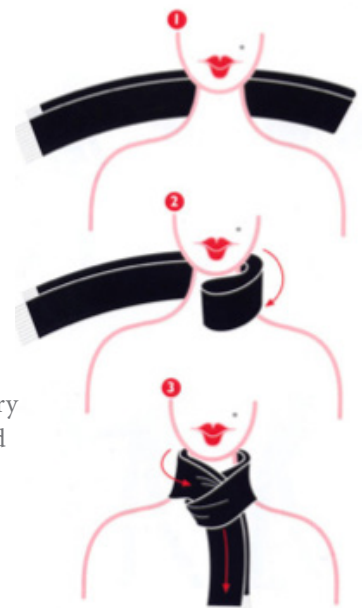
When confronted with an excel spread sheet populated with many rows and columns of numbers, we can make little sense of any patterns in the numbers. But when those same numbers are converted into a graph, the patterns are readily apparent.

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.

You are expected to conduct yourselves within the guidelines of the UNC-CH Honor Code. All work must be completed with the high level of honesty and integrity that this University demands.

Core Values

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.
- Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency:
- Contribute to knowledge appropriate to the communications professions in which they work.



Assignments and grading

Grading

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

Components

	Percent of total
Three exercises	15%
Project 1:	20%
Project 2:	20%
Project 3:	20%
Project 4:	25%
	100%

Scale

Points	Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 and below	F

Items to purchase

You will have to print in color at least one time this semester.

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.

Assignments and grading

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

Detailed guidelines and specific grading criteria for the projects will be provided in class.

Three things that you want to avoid and that could have a negative impact on your grade:

- 1) Coming to class late.
- 2) Texting on and updating on your phone.
- 3) Checking email, writing emails and going on Facebook in class.

Course calendar

		<i>Discussion</i>	<i>Notes</i>
<i>August</i>	Wednesday 20	Introduction to the course, orientation to the lab, and setting goals.	
	Monday 25	Reviewing of basics, history and discussion. Pen tool review.	Internet research due
	Wednesday 27	Maps and charts	Exercise one due
<i>September</i>	Monday 1	NO CLASS: Holiday	
	Wednesday 3	Maps, charts, deadline and breaking news discussion	
	Monday 8	Building big infographics and enterprise	Exercise two due
	Wednesday 10	Project 1 info	
	Monday 15	Project 1 Stephanie Willen Brown visit???	
	Wednesday 17	Project 1	
	Monday 22	Project 1 prelim	
	Wednesday 24		
	Monday 29		Project one due
<i>October</i>	Wednesday 1	Project 2	
	Monday 6	Project 2	
	Wednesday 8	Project 2	

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

Course calendar

		<i>Discussion</i>	<i>Notes</i>
	Monday 13	Prelim	
Fall break starts at 5pm	Wednesday 15	Project 2	
	Monday 20	Project 2	
	Wednesday 22	Project 2 due / Critique and talk	
	Monday 27	Project 3	
	Wednesday 29	Project 3	
<i>November</i>	Monday 3	Project 3	
	Wednesday 5	Project 3	
	Monday 10	Project 3	
	Wednesday 12	Project 3 due	
	Monday 17	Project 4	in-class deadline exercise
	Wednesday 19	Project 4	
	Monday 24	Project 4	
	Wednesday 26	Thanksgiving Break	
<i>December</i>	Monday 1	Project 4	
	Wednesday 3	Project 4 due	

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