

**ART 483A Fall 2015**

**Instructor: Prof. Yoon Han**

# 1. Infographic design

## *Visualize Yourself*

You will create one page poster about yourself. This infographic poster will include your basic information and a timeline of significant events that have affected you and/or other people in your network.

This poster should:

- Engage viewers and encourage exploration of its complexity
- Help you and others discover patterns among the relationships in your life
- Present an aesthetically appealing composition

### **Purpose**

To give you experience:

- Creating a time-based information visualization
- Visually connecting significant events and the people involved
- Grappling with issues specific to visualizing time-based data

### **Step 1. Gather your data.**

Write up your basic information and a list of 10-20 significant events that have happened during your life, each one involving at least one of your network/people and a numerical data.

#### **1) Your basic information should include:**

-Your name

-Background information (e.g. nationality, gender, age, location, and other information you want to add...)

**2) Your significant events should include:**

- A brief title
- Start Date
- End Date
- Duration
- A list of the people in your network who were involved in or affected by this event (including you)
- Any numerical data that are related to this event (if you have any)

**Step 2. Store all the data into a spreadsheet**

Your final data set will be a spreadsheet with the information above on 10-20 events. You need to enter your data in Microsoft Excel and save it as a CSV file.

**Step 3. Visualize your data**

First, Doodle your visualization on a piece of paper. Organize your data and plan how to Then move on to the Computer screen.

Create a single, multivariate map of your timeline data set. The final infographic map must depict all your event data. It should use color, and must be 17 inch x 22 in or larger. You can choose either horizontal or vertical orientation. Your final design must be in scalable, vector form, so I strongly recommend you use Adobe Illustrator for this project. Your name will be a title of this poster.

**Final Deliverable:**

**\* Note: Please create a folder named your "YourFirstName-LastName-Project-1" and put all three files in the folder. And then, compress it and make a ZIP file. And submit the ZIP file.**

- **1 Single PDF file – Final infographic poster design with a size of 17 inch x 22 inch or larger** (either Landscape or Portrait)
- **1 CSV file (your original spreadsheet file)**
- **1 Single PDF file containing:**
  - Your name
  - Course name
  - Title of your work
  - 2-3 paragraphs of your creative process

## Infographic design (Final)

Based on what you've created in the first infographic design, create **three pages infographic brochures** with a dataset of yourself and your network.

### Step 1. Data Proposal

On top of your previous data from project 1, your new data will include information about **relationships between you and the other people in your life**. You can get to choose who to include and who to exclude from your data set. For example, you might want to include only family members, or only friends, or both, plus casual acquaintances, classmates, coworkers, and so on.

You must have between **25 and 50 people** in your final data set, including yourself.

For each person, you must include the following data:

- Name
- Relationship to you
- Current geographic location
- When you first met the person (or how long ago)
- The names of all the other people in your data set that this person would consider to be part of his or her own social network

That's 5 pieces of data for each person. You should propose 3 more additional pieces of data on top of it. Thus, total **8 pieces of data** will be given for each person. We can brainstorm ideas together in class.

Your data proposal should be a **single CSV document**. Create a spreadsheet table for organizing your data. It should have one row for each person, and at least one column for each of the 8 pieces of information you will include.

## **Step 2. Visualization**

You will create two different, multivariate maps of the data set. Each map should be designed to emphasize one or two different aspects of the data.

Your brochure should follow this format:

- The first page should be the poster design from Project 1. (About yourself)
- The second page should visualize the different **kinds of relationships**. (*you need to use at least 4 dimensions of your data set*)
- The third page should be a **geographic relationships** (Map-based infographic design) (*you need to use at least 4 dimensions of your data set*)

The second and third page must use a visual system that accounts for at least 4 of your columns of data – meaning, each will be a multivariate visualization, showcasing at least 4 dimensions of your data set. Each of your 8 columns must be used at least once on one of your maps.

If you need additional pages due to the larger amount of data, no problem.

Final design should use color, and must be 17 inch x 22 in or larger. You can choose either horizontal or vertical orientation. Your final design must be in scalable, vector form, so I strongly recommend you use Adobe Illustrator for this project.

## **Final Deliverable:**

1. **Hard Copy of Three pages of data maps.** Please resize your work and print in 11x17 size (either horizontal or vertical) you can print multiple pages to print longer size. (you can use a printer at the library)

## 2. **Electronic Submission**

\* **Note: Please create a folder named your "YourFirstName-LastName-Project-2" and put all three files in the folder. And then, compress it and make a ZIP file. And submit the ZIP file.**

Your folder should include:

- 1 Single PDF file of your original design (three pages)
- 1 CSV file (your original spreadsheet file)
- 1 Single PDF file containing:
  - Your name
  - Course name
  - Title of your work
  - 2-3 paragraphs of your creative process

## 2. Individual Project (Final)

Please submit a Final Version of Your Individual Project in **both Hard Copy and Electronic Files**. (No need to print out for website design)

Electronic Files should include **1) Your original design file 2) A short written description about your work (this should include your name, class name, the title of your project, 1-2 paragraph of your design concept and work process)**

You should present your work professionally at this moment. Here are more specific details on the submission for each work type:

### **Branding Design**

Print out your logo design and stationery design (or other types of design) in a high-quality and appropriate size of paper. The business card should be printed and cut in an actual size of the card. Other stationary design should be cut and printed in appropriate sizes. Thus, all your branding elements should look like a professionally prepared design collection. Along with the hard copy, upload all of your electronic files (e.g. PDF file of logo design and stationery design) to the class website by compressing it as a ZIP file. Attachment of high-quality photographs of all your branding design is a plus.

### **Packaging Design**

Print out your packaging design in a good quality of paper in color, and it should be folded and bound in a very clean format, so that it should look an almost real, finished looking packaging design. All the labels should be well-attached on the actual product. A collection of your package design should look like a professionally prepared design collection. Along with the hard copy, upload all of your electronic files (e.g. PDF file of logo design and stationery design) to the class website by compressing it as a ZIP file. Attachment of high-quality photographs of all your branding design is a plus.

### **Magazine Design**

Print out all the pages in a good quality of paper in color and bind it a good shape. Double-sided printing is ideal. Your magazine should have a spine design, front and back covers as well. All the pages should be printed out well without any missing information. Binding should be firmly done, so it should not de-attach easily. Along with the hard copy, upload all of your electronic files (e.g. export your Indesign file into a PDF file) to the class website by compressing it as a ZIP file.

### **Poster Design**

Print your poster in at least 18x24 size in Color, high quality of the paper. Along with the hard copy, upload an electronic file of your poster design in a single PDF file to the class website.

### **WebSite Design**

Submit either 1) all your website design files (including HTML, CSS and other files) as a compressed ZIP file or 2) a URL of your website design.

Submit a short written description as well.

Due on **1PM, Thursday, October 29th, 2015**

***(Late submission will not be accepted)***