



UNIVERSITI TEKNOLOGI MARA

GDG686: INFORMATION DESIGN

Course Name (English)	INFORMATION DESIGN APPROVED
Course Code	GDG686
MQF Credit	3
Course Description	This course will expose students to both theory and the practice of information design. This course is designed to introduce students to the use of design thinking and graphic design for organizing and presenting data and information from different sources in interdisciplinary environment. Students will learn how to translate data to visual representations that aim at disseminating, documenting, and preserving knowledge in order to improve information communication and reception for different audiences and spaces.
Transferable Skills	-Independent and Critical Thinker -Creative and Innovative
Teaching Methodologies	Lectures, Studio, Case Study, Tutorial, Reading Activity, Presentation
CLO	CLO1 To analyze and outline elements and methods that constitute a viable information design project, including concept and design development, design context, audience/user profile, technical requirements, project planning and project management. CLO2 To practice effective design solutions in visual communication for design project, through planned, systematic research collection, analysis and interpretation of information. CLO3 Student able to express advanced understanding of design process and concept development in information design for print and/or multimedia design.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Course/ Concept for information design 1.1) n/a	
2. Genres of consumer/ information graphics; preview of design guidance 2.1) n/a	
3. The design process 3.1) n/a	
4. The design of info graphics and data visualization 4.1) n/a	
5. Patterns and patterns libraries 5.1) n/a	
6. Longer documents 6.1) n/a	
7. Hyper text and multimedia 7.1) n/a	
8. Studio Study 1: Self-directed work/ relational investigation 8.1) n/a	
9. Studio Study 1: Self-directed work/ relational investigation 9.1) n/a	
10. Studio Study 2: Self-directed work/ ideation 10.1) n/a	

11. Studio Study 2: Self-directed work/ ideation 11.1) n/a
12. Studio Study 2: Self-directed work/ prototype 12.1) n/a
13. Studio Study 2: Self-directed work/ presentation 13.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO1
	Assignment	n/a	30%	CLO2
	Presentation	n/a	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Edward Tufte 1990, <i>Envisioning Information</i>, 1 Ed., Graphics Press Cheshire • Edward Tufte 1997, <i>Visual Explanantion</i>, 1 Ed., Graphics Press Cheshire • Kim Baer, <i>nformation Design Workbook: Graphic Approaches, Solutions, and Inspiration + 30 Case Studies</i>, Rockport [ISBN: 1592536271] • Isabel Meirelles 2013, <i>Design for Information</i>, Rockport Pub [ISBN: 1592538061] • Andy Kirk 2016, <i>Data Visualisation</i>, Sage Publications Limited [ISBN: 1473912148]
	Reference Book Resources	<ul style="list-style-type: none"> • Jesse James Garrett 2003, <i>The Elements of User Experience</i>, Peachpit Press [ISBN: 9780735712027] • Katharine A. Harmon 2004, <i>You Are Here</i>, Princeton Architectural Press [ISBN: 9781568984308] • Robert Jacobson 2000, <i>Information Design</i>, MIT Press [ISBN: 9780262600354] • Peter Wildbur 2001, <i>Information Graphics: Innovative Solutions in Contemporary Design</i>, Thames & Hudson New York [ISBN: 9780500280775] • Shedroff, N 2001, <i>Experience Design 1: A manifesto for the creation of experiences</i>, New Riders New York • Philip B. Meggs 1998, <i>A history of graphic design</i>, John Wiley & Sons Inc [ISBN: 9780471291985] • Edward Tufte 1990, <i>Envisioning Information</i>, Graphics Press USA [ISBN: 0961392118] • Edward Tufte 1997, <i>Visual Explanation</i>, Graphics Press [ISBN: 0961392126]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	