

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Infographic Design	VCDE307	V	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	Yes	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		-		-	

Language of Instruction	English
-------------------------	---------

Course Instructor(s)	Assist. Prof. Dr. Mehdi Nourani	E-mail: mehdi.nourani@arucad.edu.tr Titan Building -TI OFF 18
Course Objectives	The aim of this course is to provide education on the design logic of detailed and illustrative graphic works that are prepared to enable easy understanding of intensive data in terms of content and meaning. During the lessons, different applications will be carried out on the visualization of large amounts of data that are difficult to perceive in text form with the help of graphic elements and illustrations.	
Course Learning Outcomes	At the end of this course students will develop the necessary skill to transform large amounts of intensive data into clear and aesthetically beautiful graphic visualisations, called infographics. They will learn to create easily perceivable special graphic visuals by means of utilising design elements, design principles, typography and illustrations. They will learn to classify and simplify data and create hierarchy for efficient perception and effective communication.	
Course Content	<ul style="list-style-type: none"> • Introduction to Infographic Design • Content analysis and research for Information Design. • Briefing and debriefing. • Target audience and communication needs. Checklist. • Data collection. • Data classification and hierarchy. • Planning structures, prototyping and testing phases. • Design Toolkit: Utilising visuals, illustrations, typography, design elements and design principles. • Illustration and visual storytelling for infographics. 	

COURSE OUTLINE/SCHEDULE			
Wee	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation

1	Introduction to Infographic Design. A specialized area of Graphic Design, Visual Communication and data management.	T	
2	Editorial Infographics design illustration infographic , for subjects of general knowledge and interests; environmental subjects, entertainment technologies, sports, arts and crafts. Ex: Eco systems, planets, use of digital camera, scale models, etc. Briefing and research.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
3	De-briefing process. Data collection, classification, planning structures. Visual design and prototyping (sketching) phase.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
4	Utilising Design Toolkit and putting the information together. Rendering illustrations and Visual storytelling.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
5	Editorial Infographics design illustration infographic , Operational and technical process description and manual design. How does the case subject operate in terms of labour and related technology. Ex: Offset print production from digital file to print production. Briefing and research.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
6	Iconic infographic for subjects of general knowledge and interests; environmental subjects, entertainment technologies, sports, arts and crafts. Ex: Eco systems, planets, use of digital camera, scale models, etc. Briefing and research.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
7	De-briefing process. Data collection, classification, planning structures. Visual design and prototyping (sketching) phase. Utilising Design Toolkit and putting the information together. Rendering illustrations and Visual storytelling.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
8	Midterm	T/P	-----
9	ISOMETRIC 3D ILLUSTRATION Infographic design for wayfinding, maps, directory and content information for public areas. Ex:	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing.

	Airport, public transportation, museums, theme parks, etc. Briefing and research.		Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
10	De-briefing process. Data collection, classification, planning structures. Visual design and prototyping (sketching) phase.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
11	Utilising Design Toolkit and putting the information together. Rendering illustrations and Visual storytelling.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
12	Preparation for portfolio presentation. Class discussion and putting all three projects to test. Applying works in their related media; print and mock-up production for all three projects.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
13	Preparation for portfolio presentation. Final corrections in all three projects according to the feedbacks.	T/P	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing. Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i> . Mulgrave, Victoria, Australia: The Images Publishing Group.
14	Portfolio presentation of all projects from scratch	T/P	----
15	Final	---	---

Required Course Material(s) / Reading(s)/ Text Book(s)	Wang, K. (2015). <i>Infographic design in media</i> . Mulgrave, Victoria: Images Publishing.
Recommended Course Material(s)/ Reading(s)/ Other	<ul style="list-style-type: none"> Liu, Y. & Dong, Z. (2015). <i>Visual storytelling: infographic design in news</i>. Mulgrave, Victoria, Australia: The Images Publishing Group. Katz, J. (2012). <i>Designing information: human factors and common sense in information design</i>. Hoboken, New Jersey: John Wiley & Sons.

	<ul style="list-style-type: none"> Baer, K. & Vacarra, J. (2008). <i>Information design workbook: graphic approaches, solutions, and inspiration + 30 case studies</i>. Beverly, Mass: Rockport.
--	---

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
	1	2	3	4	5
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.				<div></div>	
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					<div></div>
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				<div></div>	
Create an understanding of the impact and importance of visual culture in its diverse global forms.					<div></div>
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).				<div></div>	
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.				<div></div>	

Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.				
Have an understanding of different eras of visual communication and its historical development.				
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.				
Understand visual cultures within a variety of past societies and contemporary and future design trends.				
Develop the knowledge of below and above the line visual design in a commercial context.				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		22	22
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		33	33
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

Note: Maximum similarity level is 20% in written assessments.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University. Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

Note: 70% attendance to courses is compulsory. Health reports are belonging to 30% absenteeism right.

PREPARED BY	Assist. Prof. Dr. Mehdi Nourani
UPDATED	22.09.2023
APPROVED	