

INFORMATION DESIGN CURRICULUM

5 Year Program-Master Degree

Philosophy – emphasis on cognitive strategies that guide interpretation and empower comprehension.

- To break from the fine arts graphic design tradition.
- To break from commercial art.
- To break from the behaviorist tradition.
- To extend historicist and graphic presentation tradition.
- To focus on the presentation of information and the cognitive needs of users.
- To study cognitive processes that inform design.
- To integrate sciences and humanities into design curriculum.
- To integrate new media and information needs into curriculum.

Educational needs – holistic integration of thinking, planning, strategy and production.

- To provide a firm foundation that is based on experience, cognition, and reasoning.
- To integrate conceptual tools, vocational skills, and experimental methods.
- To develop expertise in human factors and communication strategies.

Objectives – focus on:

- Integration with the fields in which information design is used.
- Analytic approaches to design methods and research.
- Training in human communication and human interface.
- Integration of knowledge with experience.

Long term goal – communication design as a research based discipline.

- To develop and customize knowledge to suit communication design as a research based discipline.
- To provide design with a systematic, operational theoretical approach that will support the testability of communicative performance.

Philosophy

Full Program

Sample Course

157 total credits	fall 1	spring 1	fall 2	spring 2	fall 3	spring 3	fall 4	spring 4	fall 5	spring 5	
	FOUNDATION		INFORMATION & PRESENTATION		KNOWLEDGE & MEANING		EXPERIENCE & INTERACTION		DESIGN COMPETENCE		
Theory (lecture/seminar) (3 credit)	Design Orientation • Defining Designer. • Design Problems. • Design in Industry. • Designers and clients. • Design and production. • Design and creativity, innovation. • Design and social goals.	Design History • Communication technologies. • Social problems. • Cultural context.	Cognition, Development, Learning • Cognitive human factors. • Cognitive goals of communication.	Knowledge & Meaning • Theories of communication. • Phenomenology of communication. • Psycholinguistics. • Cognitive semantics. • Cognition, meaning and embodiment.	Introduction to Information Design • Uses and issues of information. • Sender. • Receiver. • Informational linkage. • Correction. • Situational activity & discourse.	Elective Seminar • Area of specialization.	Symbolic Interaction • Social Interaction. • Human Computer Interaction. • Behavioral modeling. • Affect and Affect control.	Philosophy of Science	Knowledge Management • Product design, innovation. • Organizations. • Social and Cultural Settings. • Strategies and goals of communication.	Elective Seminar • Area of specialization.	
Theory (lecture/seminar) (3 credit)	Decoding Images & Text • Reading images. • Anatomy of single images. • Multiples: Groups, sets, sequences, patterns, transformations. • Genres: Fiction-nonfiction, technical writing, screenplay, interview, diary. • Anatomy of texts: pattern, sequence, transformation, narrative. • Organization for information: chunking, clustering, hierarchy.	Perception 1: Sensory-Motor • Symbolic Visualization (syntax & meaning). • Serialization. • Rhetoric. • Narrative & Transformation.	Myth, Ritual, Symbol • Social and Cultural human factors. • Cultural and Communication (cultures, subcultures, institutions, and multicultural communication).	Elective Seminar • Area of specialization.	Information Architecture • Organizational taxonomy. • Explication v. narrative. • Metaphor. • Implicate and Explicit representation. • Concept and experience. • Diagrammatization as rhetoric. • Communication issues (readability, accuracy).	Elective Seminar • Area of specialization.	Ethnography & Sociological analysis • Cultural systems (ethnography). • Field studies. • Culture, beliefs. • Social interaction. • Institutions, roles and goals.	Elective Seminar • Area of specialization.	Management & Consulting • Planning. • Strategic communication.	Thesis Project Cross-disciplinary • Communications. • Technical writing. • Scientific visualization.	
Practicum (laboratory) (3 credit)	Visual Literacy 1 (sensory & abstract) • Visual organization (Gestalt, hierarchy). • Primitives of sensory communication (texture, tactility, sound, movement, color, color strategies). • Sensory cognition. • Abstract Visualization (syntax & meaning). • Non-visual Communication.	Visual Literacy 2 (representational & symbolic) • Symbolic Visualization (syntax & meaning). • Serialization. • Rhetoric. • Narrative & Transformation.	Visual & Text Production • Photo, video. • Writing and editing for fiction-nonfiction, technical writing, video/broadcast, dialogue, interview, information. • Anatomy of texts: pattern, sequence, transformation, narrative. • Organization for information: chunking, clustering, hierarchy.	3D Modelling • Visualization. • Diagrammatization. • Animation.	Design Methods 1 • Research, planning. • Conceptualization. • Scenario building. • Storyboarding.	Design Methods 2 • Prototyping (conceptual, behavioral, sensory). • User testing. • Constructing design briefs.	Design Research 1 • Ethnographic observation. • Market research. • Qualitative research.	Design Research 2 • Formal modeling. • Experiment construction. • Field observation.	Thesis Project Cross-disciplinary • Communications. • Technical writing. • Scientific visualization.	Thesis Project Cross-disciplinary • Communications. • Technical writing. • Scientific visualization.	
Practicum (laboratory) (3 credit)	General Elective • Area of specialization.	Concept Sketching	Typography 1 (letterform) • Letterform (evolution, anatomy). • Human factors (legibility, readability). • Letter construction. • Kerning, spacing, elementary composition.	Typography 2 (static) • Type for print. • Layout. • Symbology. • Diagrammatic intergration of image and text. • Multipage & environmental formats.	Typography 3 (dynamic) • Type for screen, multimedia. • Dynamic text. • Dynamic diagrams (diagrams & narrative).	Web Design 1 • Information architecture. • Static presentation. • Animated information.	Web Design 2 • Dynamic presentation. • Complex organization. • Dynamic structure.	Studio Elective • Area of specialization.	Thesis Project Cross-disciplinary • Communications. • Technical writing. • Scientific visualization.	Thesis development 2 • Prototyping. • User testing.	
Practicum (laboratory) (3 credit)	General Elective • Area of specialization.	General Elective • Area of specialization.	General Elective • Area of specialization.	Tech. Writing • Information presentation. • Structured writing.	General Elective • Area of specialization.	Communication in Time • Multimedia (symbolic & sensory). • Text and Image. • Video. • Sound design. • Exhibition – prototype: (montage, large form narrative).	Interactivity • Interface. • Cognitive ergonomics. • Affectivity (motivation). • Behavioral modeling.	Studio Elective • Area of specialization.	Thesis development 1 • Defining project (need). • Diagnostic research and analysis. • Design development. • Prototyping.	Thesis development 3 • User testing. • Final product. • Design brief. • Final presentation/defense.	
Technical Skills (workshop) (1 credit)	Techniques and Materials (photo, video) • Photoshop • QuickTime • iMovie	Techniques and Materials (traditional) • Collage • Painting • Construction techniques (cut & paste) • Book Binding	Techniques and Materials (letterform, image) • Fontographer • Illustrator • Freehand	Techniques and Materials (layout) • QuarkXpress • InDesign	Techniques and Materials (web) • Dreamweaver • Fireworks • Flash	Techniques and Materials (Multimedia) • Premiere • Director • Shockwave	Techniques and Materials (Multimedia) • Director- interaction				

Assignments

	PROJECT TITLE	PROJECT	CONCEPTS	THEMES	LECTURES, READINGS	SKILLS	MEDIA
1	Visual Organization (abstract)	Assemble abstract forms into a series of compositions. • Make interrelationships decodable. • Analyze according to gestalt principles.	Basic elements of visual language: • Syntax (contrasts, similarities), • Semantics (integration-segregation-relationship).	Gestalt principles of visual groupings: • Closure, Figure-ground. • Similarity, Proximity. • Wholeness, parts. • Negative space, negative shape.	Principles of perceptual thinking: • Integration-segregation. Gestalt Psychology. Bedno's article on symbology methods.	Cut & paste, Drawing, Mailing, Photocopy.	Paper.
2	Visual Organization (representational)	Assemble sentence parts into a series of compositions. • Make interrelationships decodable. • Analyze according to gestalt principles.		Semantic differentials. Concept visualization. Observation & analysis.	Opposed: Measurement of Meaning: Semantics & Narratives of Emotion.		
3	Object Study	Build a series of titled images of an object. • Analyze an object according to semantic aspects. • Describe it, use semantic differential.	Abstract concept visualization. • Semantics. • Narrativity.			Analysis, Naming and Defining, Cut & paste.	Photocopy.
4	Sequential Design & Story telling	Tell a story in 5-7 frames. • Use abstract elements. • Create surprise ending. • Create own text.	Narrativity.		Prince: On formalist Narratology. Ulrich: The Story, a Complete Action.	Drawing, Cut paper, Typesetting.	Paper.
5	Product design	Create a sound producing object. • Design printed instructions on its use.	Interactivity: incorporation of activities into product design: • Ergonomics. • Product semantics. • Self-representation. Sensory semantics and syntax: • Narrativity.	The communicative aspects of all objects and their relation to culture. • Expectation & intuitive interface.	Norman: Psychopathology of Everyday things (1): Product Semantics. Manual design. Pictorial (visual) language.	Designing cognitive & semantic features, Managing interaction, Construction methods, Diagramming, Prototyping.	Unlimited, mixed media, Found objects.
6	Visual Rhetoric (iconic representation)	Create a set of (6) titled images by juxtaposing visuals from 3 sources. • Collect images from everyday experience. • Analyze according to rhetorical devices used (how they mean).	Making meaning through syntax, semantics, and pragmatics: • Visual rhetoric. • Visual & symbolic metaphors. • Tropes.	Signs, symbols, culture and meaning: • Cultural relativity. • Methods of communication.	Scott: Rhetoric as Epistemic. Handbook of Rhetoric. Attribution theory in mixed media. Expectation and Interpretation. Elias: The Symbol theory. Elias: Visual Rhetoric: Package.	Research, Collecting, Analysis, Classification, Cut & Paste, Produce written reports.	Found objects, Paper, Photocopies.
7	Information design	Create a set of (9) symbols for everyday use.	Notational systems: • Directions • Body orientation	Pictorial language. Definition of an object/concept (generality-specificity schema): • Cultural differences. • Cognitive /body universals. • Mimesis.	Norman: Psychopathology of Everyday things (2). Fritzier: Man and his Symbols. Dreyfus: Symbol SourceBook. Tomasa Maldonado.	Designing icons, symbology, Cut & paste.	Drawing materials, Paper, Pinks, Ink, Markers.
8	Homonym, Homophone, Homograph	Create a series of images indicating different meanings of the spoken word RIGHT. • Homographs and homophones.	Text-image juxtapositions. Cross-mode cognition (attribution).	Visual Rhetoric. Visual Semiotics.	Ockers: Semiotics and Graphic Design Education, in Visible Language, 1979.	Cross-mode communication, Montage, Conceptualization, Visual narrative, Cut & Paste.	Paper, Photocopies, Cut & Paste.

Visual Literacy 1

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