

ASSIGNMENT SHEET

DESN 240 – Illustration II

INFOGRAPHIC DESIGN PROJECT

ASSIGNMENT:

Create a contemporary style infographic that expresses a specific location based data using the provided data regarding the hurricanes that have made U.S. landfall between 1851-2012. This is the type of infographic that would be used as a full-spread graphic in a magazine, such as National Geographic or Time. The infographic must be functional in the respect that it visually communicates, in an interesting and appealing manner, one important aspect of the data. The data is broken into several data sets as options from which to choose. The ultimate goal is to turn numbers into graphics in a clear concise manner that is visually compelling.

COLOR / SIZE:

CMYK full color / 16" x 10"

METHOD:

1. Look at examples of infographics to get an idea of what they are, how they are used and how they function, along with the style that is typically used.
2. Study the data provided and gain an understanding of what it is telling you. Look at all of the options. Pick one of the five sets of data to work with. You are encouraged to research the subject beyond the provided data for inclusion in the project. Highlight the data that will be used in the graphic to make it easier to find. The five options are:
 - The mapping of every hurricane between 1851-2012. Suggested map strategies: mapping trajectories, highlighting most hit regions) – Option 1
 - Intensity information of all recorded hurricanes (icon based city highlighting, picking the 5-10 most intense & mapping their landfall points, comparing the number of hurricanes in each category) – Option 2 a and Option 2 b
 - Monetary damage of hurricanes (highlighting regions hardest hit, picking top few hurricanes and mapping their impact dollar-wise) – Option 3
 - Yearly averages of hurricanes (a trajectory map of the most frequently hit areas) – Option 4
 - Most deadly hurricanes (focus on by cities—can create a choropleth, focus on worst years—can create a chart with regional highlights of worst-hit areas.) – Option 5
3. Determine the theme of the infographic. A title must be included in the design as a headline. Sketch out basic ideas for how to show the data in a graphic manner. Concentrate on how to communicate the message at this point in the process more than what the graphics will specifically look, then begin determining the overall composition and style of the graphic. Get approval from the instructor before proceeding to the next step.
4. Begin working on the final design in Illustrator. Photoshop may be used to enhance the graphics at the end of the process. Keep the graphics simple and bold. Choose appropriate type styles, colors and graphics.
5. Print the design on 17" x 11" paper and mount to provided index stock for presentation.

THINGS TO THINK ABOUT:

- Ensure that all of the graphics ACCURATELY represent the data in a visual manner
- Keep the information clear and easy to understand
- Go beyond normal bar charts and pie charts in the design – the client could do that themselves
- The capability of effectively designing infographics is currently a very important skill that should be demonstrated in any graphic designer's portfolio – make this project worthy of inclusion in your portfolio!

GRADING

This project will be worth 100 points:

- 25 points will be based on the concept of the design, including creativity of the concept and the graphics' ability to communicate the proper message based on the data.
- 25 points will be based on the visually appeal and impact of the design in the context of a magazine illustration.
- 25 points will be assessed by the techniques used in the production of the design.
- 25 points will be based on presentation of the design and participation in critique.