

Assignment 3 Information

Information Design seems to be everywhere. At any moment on the web, you can click on an "Info-Graphic" and allegedly gain deeper insight into any topic you wish. From baby names to the appropriateness of using coupons on dates, there's an info graphic.

The topics are all fine. Baby Names are actually quite fascinating if presented in all of their fascinating depth. We will look at all sorts of great information design, and you will pick a topic: anything you are interested in. Then, we will, in the words of Edward Tufte, "craft it into a perfect gem."

Edward Tufte's Five Grand Principles of Information Design

1. **Enforce Visual Comparison** - think hierarchy built through elements and principles of design
2. **Show Causality** - why is this happening? What are the multiple possibilities for cause?
3. **Show Multi-Variat Data** - show multiple levels or layers of data
4. **Integrate All Visual Elements** - gestalt
5. **Content-Driven Design** - use trusted, high quality content sources.

Information Design

Information Design is a field and approach to designing clear, understandable communications by giving care to structure, context, and presentation of data and information. As a field, its principles relate to all communications products and experiences, regardless of medium (print, broadcast, digital, online, etc.). Information Design is, primarily, concerned with clarity (instead of simplicity) and understanding.

1. www.nathan.com/ed/glossary/

2.

Information Design is the practice of gathering, structuring, and presenting information in accordance with effective design principles. The information can be presented textually, graphically or in the form of an animation.

3. www.remedy.com/customers/dev_community/UserExperience/glossary.htm