

REDESIGNED INFORMATION GRAPHIC PROJECT

[LCC 3404 Fall 2011](#)

DESCRIPTION

Information graphics are charts, graphs, and tables, which are produced primarily to present numerical or quantitative data to a given audience for a given purpose. For this assignment, you will redesign a graphic to meet a specific purpose and audience of your choice. The challenge is to find a novel way to represent the information. This process begins by first analyzing the graphic for purpose, audience, context. Then, you will redesign the infographics and, lastly, reflect on the redesign process.

DIRECTIONS

1. Locate Information Graphics (10% of total project grade)

The first step is to search for ten (10) sample information graphics that seem interesting to you and keep them in print format. You will select only three graphics to analyze in the next step, but you will submit these ten (10) sample information graphics to submit with your analysis. The graphics do not need to relate to one another, but they will need to convey technical information.

2. Analyze Information Graphics (30% of total project grade)

Analyze three sample information graphics using the readings and write a two to three page analysis. Do not organize your analysis by dividing the paper into separate sections for each of the three graphics. Rather, organize your analysis around a theme, a rhetorical approach, a design consideration whereby you compare and contrast the graphics. Do not embed your graphics in your analysis paper; rather, attach them at the end of your paper.

Follow the following style guidelines:

Full-blocked text (i.e. no indentation at the beginning of paragraphs and no centering)

Single spacing within paragraphs

Double spacing between paragraphs

Body text in 12-point Time New Roman font

Single space after periods

NOTE: Submit a hardcopy of your analysis paper.

NOTE: Submit a hardcopy of your ten (10) infographics along with your analysis paper.

3. Redesign Information Graphics (50% of total project grade)

Now that you've identified the key characteristics of your selected information graphics and considered its implications, create new versions of the three graphics that "tells the story" of the graphics in a new way. It should include a significant portion of the data/content from the original graphic, though you may choose to include more or less data in your alternate version.

A hardcopy of both the original and redesigned information graphics need to be submitted.

You can use any software you wish to redesign your information graphic. Let me repeat: You are free to use any software or tools you wish.

Both the original and final version of the graphic need to be submitted as print documents.

NOTE: Submit an APA formatted references page along with your graphics to indicate the source of the original version of the redesigned graphics.

NOTE: Submit an APA formatted cover page.

4. Reflect on Redesign Process (10% of total project grade)

Along with the final versions of the information graphics you redesigned, submit a one page memo to me in which you discuss the decisions you made as you created this graphic. In this memo, you could discuss the following:

- Explain what you feel the context, audience, stated purpose, uses, questions raised, rhetorical purpose, and story your revised graphic tells might be.
- Reflect on the ethical implications of this graphic.
- Refer back to the original graphic as you justify what you changed, why you changed it, and how what you've learned about document design and presenting information informed these changes.
- Reflect on what parts of this assignment were most difficult for you and why.
- Describe what you think you did best in this assignment and why.

Follow the following style guidelines:

Heading segment includes "To," "From," "Date" and "Subject" lines

Full-blocked text (i.e. no indentation at the beginning of paragraphs and no centering)

Single spacing within paragraphs

Double spacing between paragraphs

Body text in 12-point Time New Roman font

Single space after periods

NOTE: In the "From" heading, indicate your course section (e.g. "From: John Finder, Section G").

NOTE: Use paper clips ONLY (i.e., no staples, folders).

Sample Memo Format

To: Harrison Ford
From: Tommy Lee Jones
Date: March 16, 1998
Subject: The Fugitive Dam Jump

Warner Brothers has asked me to research survival rates of people who jump off of dams. Since we worked together in "The Fugitive" on that scene, you may be interested in assisting me in this research.

Document Format

- *Your analysis and memo need to be submitted as two separate documents.
- *A hardcopy of both the original and redesigned graphic needs to be submitted.
- *You can use any software you wish to redesign your graphic. Let me repeat: You are free to use any software or tools you wish.
- *Make sure that I can see the fine details of printed versions of digital graphics so that I can evaluate how you used visual rhetoric as part of your redesign effort.

DUE DATES

Analysis of information graphics: August 31

Drafts of redesigned information graphic: September 07

Redesigned information graphics and reflection memo: September 19

PROJECT GRADE

The assignment is worth 15% of your total course grade.

GRADE DEDUCTION

- *Submissions of your analysis without copies of the original infographics will be deducted one point per graphic.
- *Submissions of your analysis with less than ten (10) sample infographics will lead to a deduction of one (1) full point for the analysis segment of the project.

GRADING CRITERIA AND SCALES

Grading Scale for Analysis of Graphics

A 3.6-4.0

An "A" grade means that you did excellent work telling the story of your infographic. In other words, your ideas were well articulated and explained how numerical or quantitative data was used in the infographic to meet a specific purpose. Your analysis connected your own ideas together with rhetorical terminology and concepts about technical and professional communication that are discussed in the readings.

An "A" grade also means that you did an excellent job organizing paragraphs, structuring

sentences, and selecting words that reflect the thoughtfulness of your analysis. You clearly stated key ideas at the beginning of each paragraph and provided transitions between paragraphs. Your sentences were also well structured and captured the contexts of your ideas in a clear and succinct manner. Lastly, your analysis contained wordings that reflect a purposeful use of language.

An "A" grade also means that you met all the style guidelines listed in the instructions for this assignment.

B 3.2-3.5

A "B" grade means that you did a good job analyzing a graphic, though there was room for improvement. Your ideas related to one of the readings and addressed issues of context, audience, and purpose. Your ideas also connected design issues to the rhetorical aspects of the information graphic.

A "B" grade also means that you met all the style guidelines listed in the instructions for this assignment.

C and below <3.2

A "C" grade means that your analysis of a graphic contained several ideas that leave a lot of room for further development. Your analysis didn't explicitly address questions of context, audience, and purpose. Though your analysis touched on the story behind the information graphic, it didn't develop its ideas into cohesive paragraphs

An "C" grade may also means that you did not meet all the style guidelines listed in the instructions for this assignment.

Grading Scale for a Redesigned Graphics

A 3.6-4.0

An "A" grade means that you thought through your redesign plan and created a finished graphic, a newly redesigned graphic that is ready for print. Your redesigned graphic illustrated a new way of how information can be communicated to a specific audience. The redesigned graphic grabs the attention of your specific audience by thoughtfully using design principles: This includes paying attention to font size, font style, color, borders, and image quality.

B 3.2-3.5

A "B" grade means that you've begun redesigning the original graphic but that you didn't create a finished product. A finished product means that it can be printed as is and glued, if need be, onto the item about which it provides information. Also, your redesigned graphic doesn't differ enough from the original to tell your own story. This grade also means that your redesigned graphic may have needed to pay more attention to visual elements.

C or below <3.2

A "C or below " grade means that your redesigned graphic does not illustrate an understanding of the connection between design and rhetoric and how they can be used together to tell a new story. You may have also altered the original infographic so much that you've omitted most, if not all, of the original information. In other words, your redesigned graphic did not use a significant portion of the data provided in the original content/data. Also, this grade means that your redesigned graphic needs to significantly improve in terms its visual elements.

Grading Criteria for Reflection Memo

Quality of Ideas

Memo clearly identifies the salient decisions made during the redesign process and explains these decisions in terms of audience, context, and purpose; refers back to the original infographic; uses terminology from the readings.

Organization and Development

Cohesive paragraphs with key sentences; effective use of transitions; clear arrangement of ideas; good development of ideas that describe how the writer met her design challenges.

Clarity and Voice

Ease of readability; appropriate voice, tone and style for assignment; clarity of sentence structure; appropriate variety and maturity of sentence structure.

Sentence Structure and Wording

Grammatically correct sentences; absence of comma splices, run-one, fragments; accurate spelling; uses style guidelines provided in the assignment's instructions.

A 3.6-4.0

B 3.2-3.5

C or below <3.2