DESN 3002 DATA VISUALISATION

Credit Points 10

Legacy Code 102269

Coordinator Sarah Waterson (https://directory.westernsydney.edu.au/search/name/Sarah Waterson/)

Description We live in an era of data. The designer's role is increasingly one of structuring and transforming data into accessible and meaningful information. In this unit students will be introduced to basic techniques for the visual representation of data. This unit covers both how to design successful charts, maps, and diagrams, as well as how to use these graphics to compose cohesive storytelling pieces. Students will also discuss both practical and theoretical issues when visualising data, and how Graphic Design and Interactive Design principles apply to the visualisation of information. Students will learn how to design basic infographics and mock ups for interactive visualisations, and they will develop skills to start producing compelling and elegant infographics and data visualisation.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) DESN 1021 OR DESN 1007

Assumed Knowledge

Students should have at least moderate skills in producing documents or illustrations using Photoshop and Illustrator.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Demonstrate an applied understanding of the key techniques and theories used in visualisation, including data models, graphical perception and techniques for visual encoding and interaction
2. Identify the common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.
3. Build and evaluate visualisations from data.
4. Use data to tell a story.

Subject Content

- how to analyse and critique Infographics and visualisations in newspapers, books, online and screen media, and how to propose alternatives that would improve them
- how to plan for data-based storytelling through charts, maps, and diagrams
- how to design Infographics and visualisations that are aesthetically pleasing, informative and accurate
- The foundations of graphic design and of interaction design, applied to Infographics and visualisations

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Report	1500 words (approx.)	20	N	Individual
Proposal	750 words (approx.) and design work	30	N	Individual
Applied Project	750 words (approx.) and design work	50	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd
Day
Subject Contact Sarah Waterson (https://directory.westernsydney.edu.au/search/name/Sarah Waterson/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN3002_22-SPR_PS_D#subjects)