

# INFORMATION DESIGN CURRICULUM

## 5 Year Program-Master Degree

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### Pedagogical 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

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

Assignments	PROJECT TITLE	PROJECT	CONCEPTS	THEMES	LECTURES, READINGS	SKILLS	MEDIA
1	<b>Visual Organization (abstract)</b>	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 grouping: • Closure, Figure-ground. • Similarity, Proximity. • Whole, parts. • Negative space, negative shape.	Principles of perceptual thinking: • integration-segregation. Gestalt Psychology. • Bedno's article on symbology methods.	Cut & paste, Drawing, Matting, Photocopy.	Paper.
2	<b>Visual Organization (representational)</b>	Assemble sentence parts into a series of compositions. • Make interrelationships decodable. • Analyze according to gestalt principles.		Semantic differentials. Concept visualization. Observation & analysis.	Ogden: Measurement of Meaning. Black: Semantics & Narratives of Emotion.		
3	<b>Object Study</b>	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	<b>Sequential Design &amp; Story telling</b>	Tell a story in 5-7 frames. • Use abstract elements. • Create surprise ending. • Create own text.	Narrativity.		Prince: On formalist Narratology. Ulivich: The Story, a Complete Action.	Drawing, Cut paper, Typesetting.	Paper.
5	<b>Product design</b>	• 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. Doblin: non-verbal communication.	Designing cognitive & semantic features. Managing interaction. Construction methods, Diagramming, Prototyping.	Unlimited, mixed media, Found objects.
6	<b>Visual Rhetoric (iconic representation)</b>	Create 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. Elia: Visual Rhetoric Package.	Research, Collecting, Analysis, Classification, Cut & Paste. Produce written reports.	Found objects, Paper, Photocopies.
7	<b>Information design</b>	Create a set of (9) symbols for everyday use.	Notational systems: • Directions. • Body orientation.	Pictorial language. Definition of an object/concept (generally-specificity-schema): • Cultural differences. • Cognitive /body universals. • Mimesis.	Norman: Psychology of Everyday Things (2). • Frustrer: Man and his Symbols. Dreyfus: Symbol SourceBook. Tomasa Maldonauo.	Designing icons, symbology, Cut & paste.	Drawing materials, Paper, Ink, Markers.
8	<b>Homonym, Homophone, Homograph</b>	Create a series of images indicating different meanings of the spoken word RIGHT. • Homographs and homophones.	Text-image juxtaposition. Cross-mode cognition (attribution).	Visual Rhetoric. Visual Semiotics.	Dekker: Semiotics and Graphic Design Education, in Visible Language, 1979.	Cross-mode communication, Montage, Conceptualization, Visual narrative, Cut & Paste.	Paper, Photocopies, Cut & Paste.

Year 1: Visual Literacy 1