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ASSIGNMENT - Information Design Campaign Project

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ASSIGNMENT

Information Design Campaign Project

> Design an information campaign addressing a public issue of your choice, incorporating visualizations, written content, and interactive elements. The campaign should include a minimum of **four design pieces**, and at least three of those pieces should **use different methods/forms of information design**. In lieu of a final exam, you will present your designs and your design justifications to the class in a 10-minute presentation.

Process

1. **Select a public issue** that holds significance to you and/or your community.
2. **Analyze your audience and purpose** so that you can define your rhetorical strategy.
3. **Research the issue** to determine the kind of information that needs to be shared with your audience to accomplish your purpose.
4. **Design four pieces of information** that incorporate data visualization, written content, and interactive elements. Use at least three different formats of information design (e.g., infographic, webpage, poster, brochure, interactive data, etc.).
5. **Write a memo** that explains the issue you're addressing, your audience and purpose analysis, and your design decisions for each piece. Include screenshots of each piece. Include in-text citations and a full reference page that follows APA 7th edition guidelines.
6. **Prepare a 10-minute presentation** that you will deliver to the class to showcase your designs. Be prepared to answer questions.

Submission Guidelines

Upload five files for this assignment, the memo and the four design files, in PDF format.

Evaluation Criteria

Your final submission will be evaluated on the following criteria:

- Rhetorical strategy and design justification.
- Research and information accuracy.
- Incorporation of visualizations, written content, and interactive elements.
- Clarity and accessibility.
- Technical proficiency.