

Course Syllabus

1. Program of Study: Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: Mahidol University International College
2. Course Code: ICCD 356
Course Title: Information Graphics
3. Number of Credits: 4 (0-8-4) (Lecture-Lab-Self study)
4. Prerequisite(s): ICCD 241, ICCD 243, ICCD 245
5. Type of Course: Elective Course
6. Trimester/Academic Year: Trimester I /Year 3
7. Conditions: Enrollment cap: 20 students
8. Course Description:
A study of visual communication for the presentation of information including the organization and the structure of information flow, hierarchy and graphics arrangement.
9. Course Objectives:
After successful completion of this course, students will be able to:
 - 9.1 Understand the basic concepts of information graphics.
 - 9.2 Employ a variety of design principles and working methods to complete projects that focus on the conveyance of information.
 - 9.3 Transform given information into a graphic composition that communicates with a target audience.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Intro to Information Graphics	0	8	4	Norachai N.
2	Lecture – Basic Information Graphics Lab - Assign project#1: Create Basic Information Graphics, Critique and work session for project#1	0	8	4	Norachai N.
3	Lecture – Basic Information Graphics (continued) Lab - Critique and work session for project#1	0	8	4	Norachai N.
4	Lecture – Principles and Methods related to Information Graphics Lab - Assign project#2: Diagrams Design, Critique and work session for project#2	0	8	4	Norachai N.
5	Lecture – Information Interfaces Lab - Critique and work session for project#2	0	8	4	Norachai N.
6	Lecture – Information Interfaces (continued) Lab - Assign project#3: Interfaces Design	0	8	4	Norachai N.



Friday

Year	8:00-09:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00
1			ICHM 144 Introduction to Photography 4(0-6) Photo Lab (RC) *Section I						
2	ICAM 202 Drawing for Animation II 4(0-8) Room E3209 *Friday only (GK)					ICAM 202 Drawing for Animation II 4(0-8) Room E3209 *Friday only (GK)			
3	ICFM 305 Film Post Production II 4(0-8) Room P318 *Friday Only (ST)					ICFM 305 Film Post Production II 4(0-8) Room P318 *Friday Only (ST)			
	ICTV 355: Special Effects Make-up for TV and Film 4(0-8) * Room P319 (KK) Friday only					ICTV 355: Special Effects Make-up for TV and Film 4(0-8) * Room P319 (KK)Friday only			

Remarks: (P-Patanadol, M-MUIC, E-Environment, FT-Full-time Lecturer, PT-Part-time Lecturer)

AS: Mr. Aaron Schmidt (FT)

PC: Dr. Paul Cornelius (FT)

SPL: Dr. Surapong Lertsithichai (FT)

BO: Mr. Bryan Ott (FT)

WP: Dr. Wankwan Polachan KC : (PT)

ST: Mr. Saksit Techaratanachok (PT)

JCS: Dr. Jintanant Subhamitr (FT)

KK : Mr. Kittichon Kulrutchol (PT)

SY: Mr. Sugimasa Yamashita (PT)

GK :Gomesh Karnchanapayap (PT)

LN : Les NORDHAUSER (PT)

PS : Pawas Sawaschayamet (PT)

MY: Ms. Millicent Young (FT)

RC: Ms. Ranitar Charitkul (PT)

7	Lab - Critique and work session for project#3	0	8	4	Norachai N.
8	Lab - Critique and work session for project#3	0	8	4	Norachai N.
9	Lecture – Information Graphics for Instructions, Maps and Schedules Lab - Assign project#4: Instruction Design	0	8	4	Norachai N.
10	Lab - Critique and work session for project#4	0	8	4	Norachai N.
11	Lab - Critique and Work session for Project#4	0	8	4	Norachai N.
12	Final Exam				
Total		0	88	44	

11. Teaching Methods

11.1 Lecture

11.2 Group discussion and critique session

11.3 Self-study

12. Teaching Media

12.1 Textbook

12.2 Supplementary handouts

12.3 Presentation of images

12.4 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

13.1 Understand the basic concepts of information graphics.

13.2 Employ a variety of design principles and working methods to complete projects that focus on the conveyance of information.

13.3 Transform given information into a graphic composition that communicates with a target audience.

Student achievement will be evaluated by means of:

Projects and Exercises 80%

Presentation and Participation in Discussions and Critiques 20%

Total 100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

Harris, R. (1999). Information graphics: A comprehensive illustrated reference. Oxford, UK: Oxford University Press.

Palilonis, J., & Palilonis, G. (2006). A practical guide to graphics reporting: Information graphics for print, web & broadcast. Burlington, MA: Focal Press.

Tufte, E. (1990). Envisioning information. Cheshire, CT: Graphics Press.

Tufte, E. (2001). The visual display of quantitative information, (2nd ed.). Cheshire, CT: Graphics Press.



Monday/ Wednesday

Year	8:00- 09:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	
1						ICEM 101 Media Production 4(4-0) Room P319 (PC)	ICFM 102 Introduction to Film 4(4-0) Room 318 (BO)			
						ICEM 111 Introduction to Entertainment Media 4 (4-0-08) Room P319 (PC)	ICFP 101 Introduction to Film 4(4-0) Room 318 (BO)			
2			ICTV 203 TV Pre-Production 4(0-4) Room P318(JCS)							
	ICAM 201 Character Design I 4(0-8) Room P315 (MY)					ICTV 201 TV Production Design 4(0-8) Room P316 (PS)				
	ICFM 201 Cinematography 4(0-8) Room P320 (SY) *Section I				ICFM 201 Cinematography 4(0-8) Room P320 (SY) *Section II					
3			ICEM 301 Introduction to Media Research 4(4-0) Room P319 (PC)				ICAM 301 Layout Design I 4(0-8) Room P315 (MY)			
4	ICFM 402 Film Producing 4 (0-8) Room E3213 (LN)*Monday Only						ICFM 402 Film Producing 4 (0-8) Room E3213 (LN)*Monday Only			

Remarks: (P-Patanadol, M-MUIC, E-Environment, FT-Full-time Lecturer, PT-Part-time Lecturer)

AS: Mr. Aaron Schmidt (FT)

BO: Mr. Bryan Ott (FT)

JCS: Dr. Jintanant Subhamitr (FT)

GK :Gomesh Karnchanapayap (PT)

MY: Ms. Millicent Young (FT)

PC: Dr. Paul Cornelius (FT)

WP: Dr. Wankwan Polachan KC : (PT)

KK : Mr. Kittichon Kulrutchol (PT)

LN : Les NORDHAUSER (PT)

RC: Ms. Ranitar Charitkul (PT)

SPL: Dr. Surapong Lertsithichai (FT)

ST: Mr. Saksit Techaratanachok (PT)

SY: Mr. Sugimasa Yamashita (PT)

PS : Pawas Sawaschaiyamet (PT)

Wildbur, P., & Burke, M. (1999). Information graphics: Innovative solutions in contemporary design. New York: Thames & Hudson.

16. Instructors
Lect. Norachai Nanthakij
Mahidol University International College
Email: norachai.nan@mahidol.ac.th
17. Course Coordinator



Tuesday/ Thursday

Year	8:00- 09:00	9:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00		
2	ICEM 202 Storytelling 4(4-0) Room P319 (PC) section I (Animation and Television section)		ICEM 202 Storytelling 4(4-0) Room P319 (PC) section II (Film Section)			ICFM 202 Film Analysis 4(4-0) Room P318 (BO) *Tuesday only					
						ICTV 206 TV Scenery and Props Design 4(0-8) Room P316 (SPL)					
3	ICAM 352: Layout-Design II 4 (0-8) Room P315 (MY)										
	ICFM 301: Acting for Film 4(0-8) Room E3204 (WP)*Tuesday Only					ICFM 301: Acting for Film 4(0-8) Room E3204 (WP)*Tuesday Only					
	ICFM 302 Film Directing 4(0-8) Room P318 (BO) *Thursday Only					ICFM 302 Film Directing 4(0-8) Room P318 (BO) *Thursday Only					
	ICAM 302 3D Animation I 4(0-8) Room P316 (AS)					ICAM 351 Animation Production Management 4(4-0) Room P316 (AS)					
	ICTV 301: TV Post-Production 4(0-8) Room P318 * Tuesday Only (ST)					ICTV 301: TV Post-Production 4(0-8) Room P318 * Tuesday Only (ST)					
	ICTV 302 TV News Gathering and Reporting 4(0-8) Room P319 (JCS) * Thursday only					ICTV 302 TV News Gathering and Reporting 4(0-8) Room P319 (JCS) * Thursday only					

Remarks: (P-Patanadol, M-MUIC, E-Environment, FT-Full-time Lecturer, PT-Part-time Lecturer)

AS: Mr. Aaron Schmidt (FT)

PC: Dr. Paul Cornelius (FT)

SPL: Dr. Surapong Lertsithichai (FT)

BO: Mr. Bryan Ott (FT)

WP: Dr. Wankwan Polachan KC : (PT)

ST: Mr. Saksit Techaratanachok (PT)

JCS: Dr. Jintanant Subhamitr (FT)

KK : Mr. Kittichon Kulrutchol (PT)

SY: Mr. Sugimasa Yamashita (PT)

GK :Gornesh Karnchanapayap (PT)

LN : Les NORDHAUSER (PT)

PS : Pawas Sawaschaiyamet (PT)

MY: Ms. Millicent Young (FT)

RC: Ms. Ranitar Charitkul (PT)