

## **INFORMATION VISUALIZATION**

iCOM Course Proposal

November 9, 2011: Draft 1

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**OVERVIEW:** This proposal suggests the creation and development of a new, online iCOM course titled *Information Visualization*. The proposed course will instruct students on how to analyze data sets for visualization potential, conceptualize, and construct information visualizations for multimedia storytelling. Students will learn to use both open source and proprietary tools/software to analyze and build data-driven visualizations.

**PROPOSED COURSE DESCRIPTION:** iCOM XXX focuses on the development of data visualizations applying: analytical strategies for understanding and articulating the meaning of complex data sets; conceptual transitioning of data into visual presentations; the latest design and storytelling trends; the use of standard and creative graphic design aesthetics; multimedia techniques for interactive media; and the exploration of visual metaphors as storytelling tools. Each student is expected to develop functional skill sets in building information visualizations while cultivating basic skills in open source software such as Many Eyes and proprietary programs such as Illustrator, Flash, and Edge.

**PROPOSED TITLE:** *Information Visualization*

**PROPOSED COURSE NUMBER:** XXX

**COURSE STRUCTURE & LENGTH:** *Asynchronous - 15 Weeks*

**TENTATIVE COURSE DEVELOPMENT:** Summer 2012

**FIRST OFFERED:** Fall 2012

**COURSE REQUIRED MATERIALS:** “Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics,” by Nathan Yau.

### **COURSE OUTLINE:**

- Week 1: Introduction to information visualization
- Week 2: Databases
- Week 3: Analyzing data sets
- Week 4: Applying visual metaphors to data-driven information
- Week 5: Many Eyes
- Week 6: Foundations of information graphics design
- Week 7: Conceptual data design
- Week 8: Illustrator & charting data
- Week 9: Adobe Edge
- Week 10: Adobe Edge
- Week 11: Introduction to maps as storytelling tools
- Week 12: Charting location-based data
- Week 13: Flash
- Week 14: Flash
- Week 15: Final Exam and Project