BIT Undergraduate Modular Programme 2008-09
UFIET6-20-1 INFORMATION DESIGN
ASSIGNMENT – component A   ***FINAL***

A POSTER ON INFORMATION DESIGN

Task
You are required to produce a *Poster* about information design. You will work in groups of four (exceptionally three or five) to create the poster, then present the poster in tutorial class. Each member of the group must attend and take part in the presentation. Tutors will assess the presentations and may ask questions about the posters. Time your presentation for ten minutes; there may then be up to five minutes of questions. Use your presentation to explain the thinking behind the poster, rather than simply repeating its content.

The **Poster** should be an A1 document aimed at students in computing and information systems courses.   We suggest the poster is created in MicroSoft Publisher (you will be given guidance on this in class). The subject of the paper is to be *information design*, as a discipline or practice.   Your poster should present key principles or concepts in information design (and specifically poster design) and itself illustrate those principles and concepts. You will need to consider in particular how to organise blocks of information on the poster and how to balance textual and graphical information. **Include at least one table and one chart or graph, and one or more clearly identified examples of** *bad* **design**.

Deliverable
1.   The group presentation. Presentations will be scheduled to take place on the last Friday of term, in the usual tutorial sessions (**8 May 2009**).
2.   The Poster in hard (print) copy – to be handed in at the end of your presentation.

Marking
Assessment will focus on three main aspects as follows (with relative weightings):
1.   *The publication quality of the poster itself* [40%], judged according to four criteria: selection and distribution of content, application of design principles, layout and appearance (presentation), and suitability for the audience (appropriateness of material, readability).
2.   *The presentation of the design principles illustrated by the poster* [40%] judged according to how well you as a group articulate in your presentation: what design principles have been used, with some examples of their application in the poster; what content was included and how it has been organised in the poster; how the material has been presented (eg decisions on font, layout, colour, columns, headers, images); and how the poster has been designed to appeal to an audience.
3.   *Individual contribution to the poster presentation* [20%]
      What each person says as part of their group's presentation and in response to questions.
The general *pass* mark is 40%. To get 40%, your group will need to produce a poster of at least fair quality and be able in your presentation to communicate some of the design principles you have tried to incorporate into the poster. At the other end of the scale, you can achieve an *excellent pass* (75% and over), by producing a poster of high quality which clearly embodies good design principles and which you are able to explain fully but succinctly in the presentation session.
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Ian Beeson/ Morris Williams, 23 March 2009