

Infographic Thinking 2

*Two-Day Workshop with **Francesco Franchi***

Date: December 3–4, 2012

Time: 10:00–19:00

Location: Gestalten Space, Sophie-Gips-Höfe, Sophienstraße 21, 10178 Berlin

Language: English

About

The evolution of information stands at the intersection between the **visualization** and **critical interpretation of data**.

With technology advancing at such rapid speed, and the way we consume and digest constantly evolving information, designers are challenged to embrace new editorial formats, platforms, and visual languages. Visual journalists and graphic editors are tackling this task and **reinventing news on paper** through a new form of journalistic expression. They are creating a narrative language where the content and visuals coexist and work cohesively together to deliver a result that is digestible, informative, and enhances the overall quality of the story. Editorial designers are developing new journalistic styles and conveying their ideas through **visual storytelling** where texts, headlines, photographs, and infographics are not considered as standalone elements but developed together

to create a visual story that allows readers to process and digest this knowledge in an informative and elegant way.

Infographics have become the key to changing culture and conventions as far as information consumption is concerned and *IL—Intelligence in Lifestyle*, the first magazine dedicated to cultural and social transformation in the 21st century, is one of the current publications pushing the envelope in the field of editorial design. During the two-day workshop, Francesco Franchi, an expert of information design and the art director of *IL*, will give an insight of how graphic editors **① filter information, ② establish relationships and discern patterns, ③ develop inspiring and stimulating solutions** to contextualize information that simultaneously inspire, inform, entertain and even encourage critical thinking.

Program

Day one – December 3rd

10:00	<u>Lecture</u>	<u>PRESENTATION / CASE STUDY</u> The visual storytelling in <i>IL</i> magazine: the infographic line behind the magazine project and how the newsroom works
11:00	<u>Discussion</u>	Questions
11:30Coffee break.....	
12:00	<u>Lecture</u>	<u>INTRODUCTION</u> About the <i>infographic way of thinking</i>
12:30	<u>Group work</u>	Briefing on the two-day project, announcing the topic for the infographic double page spread Workshop participants are divided into small groups
13:00Lunch break.....	
14:00	<u>Lecture</u>	<u>Module one: RESEARCH</u> Find the data and filter the information
14:30	<u>Group work</u>	Groups start working on the project researching the information
17:30	<u>Revision</u>	First revision session
19:00End day one.....	

