BA (Hons) in Design (Information Design)
設計學(榮譽)文學士 (信息設計)

Specialism Outline

The **BA (Hons) in Design (Information Design)**, a four-year full-time studio-oriented programme, is one of the three key design specialisms in the Communication Design cluster of the School of Design for local and international applicants.

Information design, in essence, is the selection, organization, visualization and presentation of information. A good practice of information design should avoid any ambiguity and promote clarity and efficiency of communication.

This programme invites students to apply human-centred and holistic approach to solve design problems and generate new information products that make information accessible, understandable and usable to the intended users in a specific context of use.

Students investigate the critical role of design elements and language - typography, imagery, interactivity, time and space – in clarifying and conveying information, translating complex data into simple, evoking emotions, inducing actions, and engendering change.

Aims & Objectives

The aim of this specialism is to help students develop theoretical and practical skills in the presentation of information and to develop critical thinking skills in user experience research.

 Students will practise their designs in an integrated contextual research environment in which information design theory, process and method are given equal emphasis.

Students not only develop their aesthetics, craft and form-giving skills for a variety of media, they also integrate contextual research, theories, processes and methods in their studio practice.

Studio learning is centred on twofold: designing for wellbeing and designing for experiences. Students are encouraged to think creatively, critically, as well as practically, when facilitating the effective delivery of complex information to the audiences.

Graduates are equipped with the professional skills necessary to meet the expanding demands of the profession and to provide rich immersive experiences for the users engaged with data, with the ability to think systematically about functional, aesthetic and highly produced complex documents, interfaces and interactive environments, and develop critical thinking that questions the social and cultural role of information design in local, regional and global contexts.

Characteristics

Is Information Design for you?

This is NOT a programme that only focuses on graphic design. Instead, the learning and studio projects are centred around designing purposefully for specific people and situations.

You should be someone who is interested in observation, particularly in human behaviour and the interaction of people with activities, environments, information, objects and users or people in general. In addition, you should have a passion for experimenting with data in all its forms.

You may be challenged to present complex data stories and insights in an easy-to-understand format, in a way that is engaging, explanatory, easy to absorb and accurately described.

You are likely to be a conceptual thinker who has a strong desire to communicate with clarity and conviction via visual, verbal and written means. In addition, you also enjoy analysing problems and organising information.

Last but not least, having good command of spoken and written languages would definitely make you a stronger candidate for the information design specialism.

Specialism structure

Year 3 Pre-professional Collaborations

Year 3 provides students with the essential knowledge and skills for information design. Students will be introduced to two studio-based design projects of study, Experience and Information. In addition to the core projects, students will study other communication design driven subjects based on their developmental focus.

Year 4 Integrative Design

Students will concentrate on the synthesis of skills, concepts and methods, and prepares students for professional practice. There will be opportunities for students to work on a real-life project in an interdisciplinary team and to learn independently through a self-directed project that involves substantial research, writing and making.

Students of the 4-years programme are required to complete a total of 124 credits in order to graduate; including 30 credits earned from General University Requirements subjects, 30 from Common Compulsory Subjects, and 64 from Discipline-Specific and Elective Subjects.

Senior Year students are required to complete a total of 61 credits in order to graduate; including 9 credits earned from General University Requirements subjects, 6 from Common Compulsory Subjects, and 46 from Discipline-Specific and Elective Subjects.

Career Prospects

Graduates of the **BA (Hons) in Design (Information Design)** may embark on careers in corporate identity design, publication design, web design, environmental graphic design, exhibition design, and packaging design, as well as newly emerging areas, such as information, motion graphics for television and film, interaction and user experience design.