

Infographic Thinking Workshop

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

Read more at: francescofranchi.com/workshops

Language: English

Limited to 20 participants

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.

Introduction



The workshop aims at highlighting the potential of *infographic thinking* as modality to approach and interpret reality: not only limited to the traditional graphic design disciplines, today infographic is able to translate a complex issue into an effective and recognizable visual form, producing new knowledge and revealing new meanings.



PREVIOUS EDITIONS:

October 31, 2013–November 1, 2013
Singapore Management University, **Singapore**

December 3rd–4th, 2012
Gestalten Space, Berlin, **Germany**

July 2nd–3rd, 2012
Gestalten Space, Berlin, **Germany**

If you are interested in knowing about upcoming workshops, keep an eye on Franchi's website for future updates, or email to workshop@francescofranchi.com

Infographic Thinking Workshop



Over the two-day workshop Franchi will give insight into how graphic editors filter information, establish relationships, discern patterns, and develop inspiring and stimulating solutions to contextualize information that simultaneously inspires, informs, entertains and even encourages critical thought.



Description

During the **HISTORY**, people have ever used visual metaphors to share their ideas with others. Today images play an ever more prominent role and the demand on our creativity to visually convey ideas and meaning has increased proportionally. Graphic designers, journalists, educators and communicators in general have embraced infographics to help audience understand their intent in a swifter and smarter way.

Infographics are traditionally viewed as visual elements such as charts, maps or diagrams that aid comprehension of a given text-based content. Thus, a newspaper infographic on a breaking news accident is expected to faithfully record, using visuals, what has been explained in the accompanying text.

However, visual representation of information can be more than just the manner in which we are able to record what has been discovered by other means. Information design, on the contrary, has the potential to become the **PROCESS** by which we can discern new meaning and discover new knowledge. Infographics help us understand, create and experience our reality. They reveal the hidden, explain the complex and illuminate the obscure.

Constructing visual representation of information is not mere translation of what can be read to what can be seen. It entails **FILTERING THE INFORMATION**, **ESTABLISHING RELATIONSHIPS**, **DISCERNING PATTERNS** and representing them in a way that allows the consumer of that information to process and digest meaningful knowledge.

Designing an infographic means finding a better way to explain a concept, to present it and in the end create a representation that works. In fact, applying a graphic style to the information is not nearly as important as giving a graphic form to the actual content, with a clear understanding of how that content is **PERCEIVED** and **PROCESSED** by an audience.

Objectives

The course aims to strengthen the capacity:

– **TO UNDERSTAND** the evolution of the visual communication languages, from the origin until nowadays increasing quantity and complexity of data and information produced

– **TO DEVELOP** a whole 'infographic project', approaching the various process phases critically and properly, from the initial access to data, their understanding, manipulation, interpretation until the final communication by using the appropriate visual representation

– **TO CONCEIVE** infographic as a process of visual production able to generate knowledge and better understanding of reality

– **TO REALIZE** how infographics have wide ranging applications beyond news dissemination, in several other domains such as scientific visualization, product design, education, information technology, business communication and entertainment

Infographic Thinking Workshop

Contents

The course aims at highlighting the potential of **INFOGRAPHIC THINKING** as modality to approach and interpret reality: not only limited to the traditional graphic design disciplines, today infographic is able to translate a complex issue into an effective and recognizable visual form, producing new knowledge and revealing new meanings. The **DIDACTIC STRUCTURE** of the course reproduces the process to create an infographic, providing participants with the needed theoretical background and practical skills. Day by day, the different project phases will be approached through the direct project experience: starting from the extraction, selection and

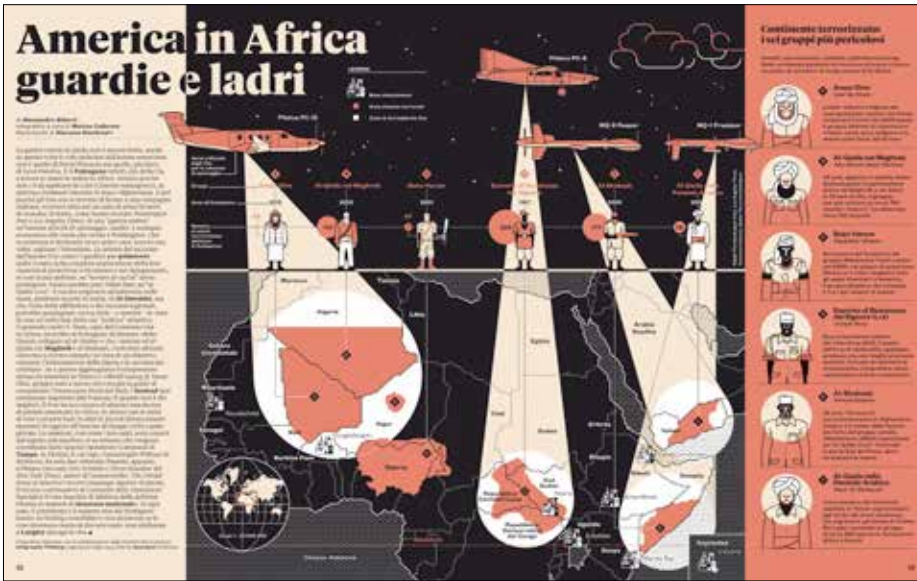
interpretation of data until the organization of the contents into the most effective visual form, able to combine simplicity and complexity of the communication. For each project phase, the related conceptual basis will be investigated and practical guidelines will be provided; professionals specialized on specific project aspects will be invited in order to relate their experience and works. In terms of **TOOLS** and languages, not only the common data collecting methodologies and traditional representation practices will be presented but also the latest technologies and applications to record and visualize data will be introduced.



Workshop participants will be divided into small groups and under Franchi's guidance, produce an infographic for a given topic to be announced at the workshop. Similar to the other workshops, one final infographic will be chosen and collaboratively developed further into a feature story.



Projects developed



The September 2012 issue of *IL - Intelligence in Lifestyle* features infographic spreads developed collaboratively between IL art director Francesco Franchi and participants of the "Infographic Thinking" workshop at Gestalten Space. The feature, "America in Africa: guardia e ladri" ("America in Africa: cops and robbers"), details the United States' military presence in Africa and was the primary hands-on example at the workshop.

"America in Africa: guardia e ladri" ("America in Africa: cops and robbers") won the Silver Medal for Best Information Graphic at the 2013 Society of Publication Designers (SPD) 48th Annual Award.



The March 2013 issue of *IL - Intelligence in Lifestyle* features an infographic spread developed collaboratively between IL art director Francesco Franchi and the participants of Franchi's "Infographic Thinking 2" workshop in December at Gestalten Space. The feature "Ayatollah" details Islamic studies and the ranking of its clergy. The spread is featured inside a new section at the front of the magazine called "Tabloid."

Biography

Francesco Franchi is an editorial and information designer, and since 2008, the art director for *IL-Intelligence in Lifestyle*, the monthly news magazine of *Il Sole 24 ORE*, one of Italy's top financial newspapers. Before *IL*, he worked as senior designer at Leftloft, a Milan-based design studio developing communication design and infographics for editorial projects. Embracing new languages in journalism, Franchi is a true master of combining representation and interpretation, creating a visual form that is as graphic as it is narrative, as entertaining as it is informative. His work has been awarded on numerous occasions, including the European Design Awards and at the renowned Malofiej conference. His work is profiled in *Visual Storytelling*, *Data Flow 2*, *Turning Pages*, *A Life in Illustration* and *Around the World*.



Francesco Franchi's book published by Gestalten *Designing News: Changing the World of Editorial Design and Information Graphics* is available at shop.gestalten.com

In *Designing News* Franchi conveys his vision for the future of the news and media industries in our digital age.