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**Federal State Autonomous Educational Institution of Higher Education**  
**PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA**  
**RUDN University**

### **Faculty of Philology**

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

### **Infographics**

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course title

### **Recommended by the Didactic Council for the Education Field of:**

**42.04.02 Journalism**

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field of studies / speciality code and title

### **The course instruction is implemented within the professional education programme of higher education:**

**Global and Digital Media**

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higher education programme profile/specialisation title

## 1. OBJECTIVE OF THE DISCIPLINE

**Learning goals and objectives:** the course «Infographics» is intended for master's degree program, higher education field «Journalism». Knowledge of the basics of graphic design is one of the fundamental factors of a successful specialist in the field of communication. The modern journalist has high requirements connected with the digital technologies, therefore the development of skills in various graphic design software is highly essential.

**The goal of the discipline** is to provide students with theoretical and practical knowledge of media design and master their skills to create a standout range of professionally crafted print and digital documents.

**The main objective** is implementation of project-based learning approach into a journalism teaching classroom by combining the knowledge of creative competencies with the use of platforms for producing multimedia content.

### Course objectives:

- enabling students to make and see connections between journalism and design;
- providing collaborative opportunities to construct and retain more knowledge working on stimulating media projects;
- increasing social, communication and problem-solving skills;
- increasing motivation, class attendance and participation;
- providing a practical, real-world way to learn to use graphic design technologies.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	GC-4.1 Knows the basic principles and rules of business, academic and professional ethics; basic tools of information and communication technology
		GC-4.2 Can express scientific and professional information correctly and precisely in Russian and foreign language(s); create texts in Russian and foreign language(s) of official and scientific style of speech when presenting professional issues; edit and revise official, scientific, and professional texts in Russian and foreign language(s); use modern information and communication technologies for academic and professional interaction
		GC-4.3 Have effective oral and written communication skills in the process of academic and professional interaction in Russian and foreign language(s), including the use of modern information and communication technologies
GC-7	Able to search for necessary sources of information and data,	GC-7.1 Knows modern technical means and information and communication technologies;

Code	Competence	Indicators of competence achievement (within the discipline)
	comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.	programming and saving technologies in the online environment
		GC-7.2 Knows how to use modern technical means and information and communication technologies in professional activities; to use the key ones when preparing texts
		GC-7.3 Knows how to use modern technical means and information and communication technologies in professional activities; skills to use basic technologies for organizing special events

### 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Infographics” belongs to the Variative Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline in accordance with the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Name of competence	Previous discipline	Subsequent disciplines
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction.	Modern media text / Современный медиатекст PR and media relations / PR и медиарилейшенз	Research practice / Научно-исследовательская практика
GC-7	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.	Mobile journalism / Мобильная журналистика	Research practice / Научно-исследовательская практика

### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **2** credits.

*Table 4.1. Types of educational work by periods of study of the EP HE for the full-time mode of study*

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
<i>Classroom activities, ac. hours</i>	72			72	
Including:					

Type of activity	TOTAL, ac. hours	Semester (s)			
		1	2	3	4
Lectures	17			17	
Laboratory activities					
<i>Practical lessons/Seminars</i>	17			17	
<i>Independent work, ac. hours</i>	35			35	
<i>Control, ac. hours</i>	3			3	
<b>Overall workload</b>	ac. hours	72		72	
	credits	2		2	

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

Name of the Unit	Content of the Units (topics)	Type of activity
Research and concepts	Basics of research. Linear reasoning/lateral thinking. Exploratory drawing. Visualizing ideas. Theories of image and text. Audience, markets and concepts.	Lectures, seminars.
Fundamentals of Composition	Basics of composition. Form and space. Symmetry/asymmetry. Basic principles of design layout. Styles of layout. Pace and contrast. Size and format. Identity and extended systems. Photography and illustration.	Lectures, seminars.
Fundamentals of Typography	Typography and meaning. The anatomy of type. Understanding and selecting typefaces. Spacing. Readability and legibility. Typographic emphasis and hierarchy. Typographic rules. Text and image.	Lectures, seminars.
Fundamentals of Colour	Colour terminology. Colour legibility, contrast and harmony. Colour associations. Colour as information.	Lectures, seminars.
Online Graphic Design Tools	Adobe Photoshop, Timeline, Juxtapose/Slider, Story Map, ThingLink, Google Slides	Lectures, seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering of the discipline (if necessary)
Computer classroom	A classroom is equipped with a computer, TV VCR and a transparency projector. CD players and DVD players are available upon request.	The computer has to be equipped with licensed and up-to-date software. Each computer has broadband Internet access. All computers are connected to RUDN University corporate computer network and are located in a single domain. Adobe Photoshop CC 2017

## **7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE**

### *Main readings*

1. Bertin J. (2011) *Semiology of Graphics: Diagrams, Networks, Maps.* – 438 p.
2. Bringhurst R. (2013) *The Elements of Typographic Style.* – 291 p.
3. Cook G., Krulwich R. (2016) *The Best American Infographics 2016.* – 195 p.
4. Hollis R. (1999) *Swiss Graphic Design.* – 207 p.
5. Monmonier M. (2001) *How to Lie with Maps.* – 197 p.
6. Roberts L., Thrift J. (2010) *The Designer and the Grid.* – 341 p.
7. Samara T. (2014) *Making and Breaking the Grid: A Graphic Design Layout Workshop.* – 278 p.
8. Shiffman D. (2014) *Learning Processing: A Beginner's Guide to Programming Images, Animation and Interaction.* – 217 p.
9. Tufte E. (2000) *The Visual Display of Quantitative Information.* – 197 p.

### *Other recommended readings*

10. Brown T. (2015) *Change by Design.* – 197 P.
11. Cross N. (2014) *Design Thinking.* – 147 P.
12. Elam K. (2012) *Grid Systems: Principles of Organizing Type.* – 202 p.
13. Elam K. (2013) *Typographic Systems of Design.* – 187 p.
14. Kelley T. (2014) *The Art of Innovation.* – 264 p.
15. Kelley T. (2015) *Design in Your Company Creative Confidence.* – 139 p.
16. Martin R. (2015) *The Design of Business: Why Design Thinking Is The Next Competitive Advantage.* – 198 p.
17. Meadows D. (2015) *Thinking in systems.* – 146 p.
18. Neumeier M. (2013) *The Designful Company.* – 201 p.
19. Seelig T. (2016) *Insight Out.* – 211 p.

### *Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:  
[УНИБЦ \(НБ\) РУДН \(rudn.ru\)](http://rudn.ru)
2. Databases and search systems:
  - <https://www.researchgate.net/>
  - [Publons](#)
  - [Directory of Open Access Journals – DOAJ](#)
  - [JURN : search millions of free academic articles, chapters and theses](#)
  - [Digital Library Of The Commons \(indiana.edu\)](#)
  - Bloom Consulting Country Brand Ranking - <http://www.bloom-consulting.com/en/country-brands-ranking>
  - The Country Brand Index (CBI) - <http://www.futurebrand.com/think/reports-studies/cbi/2012-2/overview/>
  - Nation Brands Index - <http://www.simonanholt.com/Research/research-introduction.aspx>
1. The New York Times. News about Design, including commentary and archival articles published in The New York Times. URL: <https://www.nytimes.com/topic/subject/design?mcubz=3>
2. Wired. News about Design. URL: <https://www.wired.com/category/design/>

3. Elsevier. Recent Design Studies Articles. URL: <https://www.journals.elsevier.com/design-studies/recent-articles>
4. Fribbble is a website for curated design freebies from the biggest online design community called Dribbble. URL: <http://www.fribbble.com/>
5. Freebiesbug is a web design blog showcasing free and high-quality design resources. URL: <https://freebiesbug.com/>
6. GraphicBurger is another large website for design freebies (mockups, UI kits, icons, text effects, backgrounds). URL: <http://graphicburger.com/>
7. Premium Pixels has an extensive collection of free design resources from mockups to icons and various templates. URL: <http://www.premiumpixels.com/>
8. Pixeden provided free and premium web design resources. The focus is on prints, icons, vectors and graphics resources. URL: <http://www.pixeden.com/>
9. Pixel Buddha has a huge collection of free and premium design resources. URL: <https://pixelbuddha.net/>
10. Behance is a network of sites and services specializing in self-promotion, including consulting and online portfolio sites. It is owned by Adobe. URL: <https://www.behance.net/>

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, test assignments.

\* - all educational and methodical materials for students' independent work are published in accordance with the current order on the page of the discipline in TUIS!

## **8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competences) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed on the basis of the requirements of the corresponding local normative act of RUDN University.