

## **Seminar: Graphic Design and Information Graphics**

Mr. Aaron Marcus, Chairman

Monday August 3, 1981

- 9:00 Introduction/A&S Marcus
  - a. Graphic Design and Computer Graphics
  - b. Visual Semiotics: Structure and Process
  - c. Information Narratives: An Example
- 10:30 Break
- 10:45 Elementary Principles/A&S Marcus
  - a. Elements of Visual Form: Point, Line, and Plane
  - b. Principles of Visual Organization
  - c. Elementary Phenomena: Figure-Field, Depth, and Movement
- 12:00 Lunch
- 1:30 Proportion and Composition/A&S Marcus
  - a. Basic Proportion
  - b. Compositional Grids
  - c. Critique of Conventional Layouts: Words and Images
  - d. Critique of Computer Graphics Layouts
- 3:00 Break
- 3:15 Letterforms and Symbols/A&S Marcus
  - a. Typographic Form and Function
  - b. Factors of Legibility and Readability
  - c. Non-Alphanumeric Symbol Systems
  - d. Critique of a Text-Oriented Interface

Tuesday August 4, 1981

- 8:30 Color/A&S Marcus
  - a. Perceptual and Conceptual Basics
  - b. Elementary Phenomena
  - c. Critique of Conventional use of Color
  - d. Critique of use of Color in Computer Graphics
- 10:15 Break
- 10:30 Charts and Graphs/A&S Marcus
  - a. Basic Forms and Functions
  - b. Principles of Design
  - c. Critique of Conventional Charts
  - d. Critique of Charting in Computer Graphics
- 12:00 Lunch
- 2:00 Maps/A&S Marcus
  - a. Basic Forms and Functions
  - b. Principles of Design
  - c. Map Design: An Example
  - d. Critique of Mapping in Computer Graphics
- 3:30 Break
- 3:45 Diagrams/A&S Marcus
  - a. Basic Forms and Functions
  - b. Principles of Design
  - c. Critique of Conventional Diagrams: Visual Metaphors
  - d. Critique of Diagramming in Computer Graphics

## Table of Contents

Graphic Design and Computer Graphics

At the Edge of Meaning

Communicating Concepts through Images of Information

A Prototype Computerized Page-Design System

An Introduction to the Visual Syntax of Concrete Poetry

Visual Rhetoric in a Pictographic-Ideographic Narrative

Modern Swiss Posters

New Signs Along the Highway

Visualizing Global Interdependencies

Designing the Face of an Interface

Computer-Assisted Chart Making from the Graphic Designer's Perspective

Routes, Loops, Transfers, and Dead Ends

Diagramming Complex Systems

Bibliography