Communication-intensive Course Symposium
Oral + Visual/digital Domains

CCHU9001 Designs on the Future: Sustainability of the Built Environment

29 June 2018
Mathew PRYOR
Division of Landscape Architecture, HKU
The course explores a range of broad issues including: population and urbanization; materials resources; and human systems (such as transportation and public health), in order to understand the concept of ‘sustainable development’.

It evaluates the different media and strategies that people have used / are using to advocate for more sustainable approaches to the environment and community.
Course Learning Outcomes

1. Demonstrate understanding of the built environment in relation to its physical and socio-cultural context, and to develop and articulate ideas about the relationship between man and his environment and how human experiences and qualities are expressed in their constructions.

2. Identify current issues relating to sustainable development and evaluate the extent to which these influence, and are influenced by, the landscape and built environment.

3. Be able to evaluate the strategies adopted by people in making sustainability arguments, and to be able to develop an effective proposal for action on a local sustainability issue.
Communication

Both pre-class and in-class, students undertake a variety of activities that help to develop understanding and skills in visual, written, verbal, audio and graphic communication as well as argumentation and advocacy.

These are then examined through the assignments which involve students in presenting their opinions using various media (written, recorded spoken, video, public speaking, infographic etc.).
Two videos with exactly the same message but using completely different styles.

- What is the message of the videos?
- Who are the target audiences?
- Different approaches to making the argument

**The Hidden Costs of Hamburgers**
The impact of beef production on our environment and economy
Centre for Investigative Reporting (2012)
https://www.youtube.com/watch?v=ut3URdEzlKQ
https://vimeo.com/108931269

**Samsara**
Film about food production for the mass market
Mark Magidson (2011)
http://vimeo.com/73234721
Video comparison

Samsara vs Hidden Cost

- What was the most memorable part of the Samsara film?
- How did the film make you feel?
- What was the take-away message?
- Which video had the bigger impact?
Memes
Spring 2018 : Week 5

Making the case in a ‘less than factual’ world

1. In groups .... design a meme to encourage people to eat less food
2. Post it to Edx discussion forum
3. Upload it to your google group drive as well

Find an image
Add a caption

“If only I had a third hand”

Make it original (not just a google thing), make it as outrageous and as inaccurate as you like (but pls keep it decent!)
You can use meme generator apps such as impflip or memegenerator if needed!

CIC Symposium - Mathew PRYOR
Diagramming is becoming a powerful visual medium through which to present complex arguments to a mass audience. Creating a diagram, however, is challenging and takes practice.

A diagram is a visual communication tool. A representation of information that describes a subject, and conveys the detail and meaning of it, using mostly visual, graphic or pictorial techniques.
What makes a good diagram?

- Clear, simple, readable
- Eye-catching
- Titling, initial message
- Layout, hierarchy, flow
- Graphics
- Colour, shapes, contrast
- Clear message, objective
- Concise, consistent
- Fun
- Words, metaphors
100 Diagrams That Changed the World
Scott Christianson

The Visual Miscellaneum
David McCandless

Beautiful Evidence / Envisioning Information
Edward R. Tufte

Cool Infographics: Effective Communication with Data Visualization and Design
Randy Krum
Managing a good diagram

**Graphics**
- Color – complementary, minimize number of colours
- Fonts - minimise the number of fonts (max 2) and font sizes
- Shapes – and images related to the subject of the diagram
- Symbols – recognizable / relevant
- Do not to mix too many photographs and graphics

**Layout**
- The layout should be logical, using a structured sequence (where does the reader look first?)
- Hierarchical sizing of information and graphics: initial image / heading; secondary images / data detailed text
- Avoid visual conflicts, use all the space
- Balance distribution within the page, use positive ‘white’ space

**Content**
- Clear and simple message, have one main focus
- Make sure everything on your diagram has a purpose
- Be consistent – don’t mix and match
- Relevance – the graphic should relate to the subject matter
- It is not what ‘you like’ but what ‘is effective’
Infographic diagram exercise

This poster, from HKU Sustainability Office was urging people to change habits about material waste on campus.

In groups design an alternative infographic diagram to present the same data and with the same message. Sketch this out on a A4 sheet of paper.

Look at the examples in the previous slides, and think about the criteria (graphics, layout, content) that we have discussed for ‘what makes a good infographic diagram’

This is an exercise about developing strategies for presenting data and messages, rather than about graphic quality.
Infographic Assignment

Part A - Data sets

Working in groups, find a set of data (from a published source) relating to one of the resources in Hong Kong. Identify a sustainability issue, e.g. over consumption, abuse of resource, inefficiency, waste etc.

Part B - Diagram

Each student in the group should construct a simple infographic diagram to represent the data and articulating the sustainability issue (argument). How you might persuade people to change their behaviour / habits to address the issue.
Criteria for assessment

Students asked to develop their own marking rubric for this assignment

1. Diagram is effective, visually engaging, and expresses clearly the data and the sustainability issue
2. Diagram has a clear and simple message, with a central focus
3. Diagram is logical, well structured, consistent and balanced in its graphic forms and layout.
4. Diagram demonstrates a good understanding of the relationship between the data and the issue
Gallery Review of Infographics