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## Objective vs. Subjective

### Class Exercise: Designing fact and fiction

Using the same statistical data design an objective and a subjective pair of information graphics.

1. Fact / Objective: An information graphic which clearly communicates the data and attempts to be honest and fair in the way it presents the information.
2. Fiction / Subjective: An information graphic which uses propagandistic techniques to obscure data while over emphasizing some information to mislead the audience toward a particular bias which is inaccurate or simply a lie.

Source: Pew research, and National Public Radio, All Things Considered, 3 March 2008.

Sample data text. Use any or all aspects of the research data below for this exercise.

- » 1% of the United States population is in jail.
- » 1 in 100 citizens is in jail.
- » 300,000,000 Population of the United States.
- » 3,000,000 citizens in prison.
- » The United States has this highest incarceration rate (proportionate to the entire population) of any industrialized nation.
- » In the United States a black male born in 2008 is seven times more likely to be incarcerated in his life time than a white male born at the same time.

#### File Specifications

- » Your information graphics should be developed using Adobe Illustrator
- » Your page dimensions should be 8 x 8"
- » Your two designs should use the typography and visual vocabulary which you selected in your mood boards last week.
- » Use Gestalt principles to make your information clear or to obfuscate the meaning
- » Explore type, scale, juxtaposition, color, grids, hierarchy, and photography or graphical imagery.

#### Presentation

- » Prepare your two compositions to be reviewed before the end of class.
- » Save your electronic source files for your class portfolio
- » Save a pdf of your files named as per presentation requirements in the syllabus, and save the files into the class folder in the drop boxes on the school network.

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## Graphical Excellence

Source: p.13 Chapter 1,  
Graphical Excellence, The  
Visual Display of Quantitative  
Information, Edward R. Tufte,  
Graphics Press, Cheshire,  
Connecticut. 1999.

Excellence in statistical graphics consists of complex ideas communicated with clarity, precision, and efficiency. Graphical displays should

- » show the data
- » induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- » avoid distorting what the data have to say
- » present many numbers in a small space
- » make large data sets coherent
- » encourage the eye to compare different pieces of data
- » reveal the data at several levels of detail, from a broad overview to the fine structure
- » serve a reasonably clear purpose: description, exploration, tabulation, or decoration
- » be closely integrated with the statistical and verbal descriptions of a data set.

### Assignment: Instructional and Statistical Information Graphic Revision

Revise your information graphics to make them as clear as possible. Consider the feedback you got from your peers in and out of class on how they "read" your information graphics.

Once you have completed your revisions print out one color copy of each of the graphics and mount them on 8 x 8" compositions, mounted as per syllabus presentations requirements.

### Final mounting

Mount with rubber cement, or glue stick on 2 or 4 ply white hot-press illustration board. 2-inch border on top and sides with a 4-inch border at the bottom (12 x 14 inch trim size). Flap per syllabus requirements

### Visit the exhibition

Design and the Elastic Mind  
Museum of Modern Art  
11 West 53rd Street  
New York, NY 10019  
moma.org