

Project 01: Chart

For our first graded project, you will create a package of *at least three* charts. The three must all include the visual representation of data (i.e., be actual charts and not mere lists), using at least two different styles of charts we have discussed in class.

All three charts in your package must relate to a single subject, but the subject itself is up to you.

It is your responsibility to:

- identify a subject,
- do the necessary research to obtain the data,
- write and closely edit any copy,
- then design and execute the finished package.

FORMAT

Your package must feature a clear primary focus, with the other two (or more) charts in a supporting role. You may make the finished product any size/proportion, but work within these column guidelines:

You are producing this package for a publication with **14p3** columns (14 picas, 3 points).

So a two-column chart would be **29p6**,
a three column would be **44p9**,
and a four-column would be **60** picas wide.

Your finished package *must fit onto an 8.5 x 11-inch artboard*. You may use the J464 style document to guide your choices, or create your own graphics style for this project.

WHAT TO TURN IN

In addition to submitting the finished chart package to Canvas, you must include a page representing your graphics style.

Also, ALL SOURCE MATERIAL associated with your research (Excel files, snapshots of web pages, xeroxes) must be included. The naming convention for the folder that contains your electronic files is:

CHART-YOURNAME (last name only, please)

REQUIREMENTS

The finished package must include, at a minimum, a headline, explainer, clear labeling and a source and credit line, with at least three charts. A post on our website — your reflection and your graphic — will be due at the end of the deadline week for this project.

OBJECTIVES

This assignment requires you to demonstrate four aspects of effective informational graphics:

- **Solid journalistic judgment**, in both the selection of your topic, your ability to research it and accurately present the data. Please select a topic that has some clear news value (do not, for example, do a graphic about the number of shoes you own).
- **Computational skills** that will allow you to analyze your data and produce meaningful and informative charts to represent that data.
- **Computer skills** in Illustrator and Excel that are necessary to calculate data and produce accurate and appropriate charts.
- **Visual creativity** in terms of producing a cohesive, navigable design that focuses on your key point and leads readers comfortably through your subject. Your graphic should demonstrate solid design choices in regard to layout, color and typography, and your graphic should follow the style you develop.

CRITERIA

Your grade will reflect how well you accomplished the above objectives, as well as the degree of difficulty you set for yourself and the accuracy of all aspects of your finished package, including the clarity of your text, and the appropriateness of your visuals.

DEADLINE: Beginning of class (1:45) on Wednesday, March 10

(We will go over how to post a reflection of our work on j464.net after the deadline.)