

PROJECT B

**DESCRIPTION**

Type of the project: data visualization challenge on the topic of street vending  
Components: A2 poster (infographic style) and a short animation (30 sec)

**LEARNING OBJECTIVES**

To enhance design research capacity and visualize information (malo 3)  
To learn advanced techniques in illustrator: infographics and simple animation (malo 5)  
To be able to manage competition guidelines and deadlines (malo 6)

**DESIGN PROCESS**

*Research Street Vending*

- Look at different sources (books, websites, etc), in addition to on-site research (interviews, photographing, survey, observations) to answer the following:  
What is street vending? Why is it important? Who does it value (customers/vendors)?  
How has it developed in time and where is it going?
- Create a mindmap and write a 150-300 words paragraph answering these questions.

*Research Infographics*

- Find 3 good examples of infographics. Make sure they are varied.
- Analyze each infographic in the categories:  
How is it constructed? (shapes, color, type, visual flow)  
What is it saying? (message, categories)  
Why do you think it is a good example?

*Create Concept*

- Come up with a question that your infographic will answer.
- Create A Concept Map considering what, why, who, how, when, where.
- What is your Message? (write a 100 words art direction).
- Sketch multiple solutions of concept (come up with 3 different layout possibilities).

*Produce Form*

- You will work on your computer to develop your concept to a final design.

*Present idea*

- Submit your printed poster in A2 size, with your sketchbook for process (annotated).
- Upload on Blackboard digital files (ai+jpg for poster, ai+swf for animation).

**RESOURCES**

**STREET VENDING**

[http://en.wikipedia.org/wiki/Street\\_vending](http://en.wikipedia.org/wiki/Street_vending)  
[http://en.wikipedia.org/wiki/List\\_of\\_street\\_food](http://en.wikipedia.org/wiki/List_of_street_food)  
<http://www.gourmet.com/food/street-food-guide>  
<http://streetvendor.org/>  
<http://candychang.com/street-vendor-guide/>

**INFOGRAPHICS**

<http://www.informationisbeautiful.net/>  
<http://visual.ly/learn>  
<http://columnfivemedia.com/work/>

**ILLUSTRATOR**

Creating a Flash Animation using layers in Adobe Illustrator:

1. Each layer will be a different frame in the animation.
2. Save the document with all layers: File > Save for Web and Devices.
3. Change the GIF preset to SWF, and under it choose "Layers to SWF frames".
4. Frames are set to 12 by default, decrease the frame rate to make it slower.
5. Preview the animation in Flash Player.

*The Student Design Challenge is an annual design competition hosted by ISG and tasmena and featured at the INDEX Exhibition in Dubai. It stresses socially responsible design and takes a research-design-build approach extending students beyond the classroom. Strict deadlines and broad submission requirements simulate a business environment. Emphasis is placed on cross-campus networking and interaction with industry professionals. The Student Design Challenge presents young designers with a chance to connect and learn through collaborative, interdisciplinary activity while at the same time adding to their personal portfolio and showcasing themselves at an international venue.*

**The 2013 Student Design Challenge is about street vending.**

**What is it? Why is it important? Who does it value? How has it developed in time and where is it going?**

We're asking graphic designers, visual artists and animators to explore the answers to at least two of the questions above using an infographic. Be creative.

- (1) Give place-specific historical facts, cultural significance and contemporary interpretations;
- (2) From the point of view of both the vendor and the customer;
- (3) Head to the library and out into your community.

The top three submissions in each category will be awarded at INDEX Dubai in May 2013. The end result will be an interactive multimedia exhibition of both visual communication and interior design contest outcomes also at INDEX Dubai in May 2013.

<b>Eligibility</b>	Teams of 2 – 5 people Registered students at the undergraduate university-level within the MENA region One entry per team per category
<b>Registration Deadline</b>	January 31, 2013 ONLINE
<b>Category</b>	Poster OR motion graphic
<b>Submission Deadline</b>	February 15, 2013 ONLINE Late submissions will not qualify for awards
<b>Submission Details</b>	The primary language of the submissions is English A. Registration form B. Consent form C. Designer statement <ul style="list-style-type: none"><li>· 200 word (max) text summary of the work including research, concept and design development</li><li>· Reference list including both primary (i.e. interviews and observations) and secondary (i.e. published books and articles) sources</li></ul> D. Infographic <ul style="list-style-type: none"><li>· A2 sized poster OR 2min (max) motion graphic and storyboard (storyboard template provided)</li></ul>
<b>Designer Statement</b>	Microsoft Word 1997-2003 compatible document
<b>Poster</b>	A2 sized 300dpi PDF and A4 sized 72dpi PDF Include the Student Design Challenge logo (logo provided)
<b>Motion Graphic</b>	30MB (max) compressed format (ideally .mp4) Include the Student Design Challenge logo on last frame (logo provided)

By submitting work to the competition, Entrants acknowledge the right of the Student Design Challenge and partners (ISG, tasmena and INDEX) to use said work for reproduction in competition-related publications; on their websites; in any exhibition of the competitions' selections; and for educational and promotional purposes. Designers will be credited in submission reproductions.