



Simplification
centre

Information design summer school

Bath, England. 4–8 September 2017

Royal Crescent, Bath. visitbath.co.uk. Copyright: Bath Tourism Plus / Colin Hawkins

“The summer school was a full-immersion experience that introduced me to new concepts and ideas, inspirational tutors and amazing fellow students who I’ll keep in touch with for years to come.”

Modern life is saturated with complex information and data. For information to have the most impact, it must be easy to find, use and understand. In short, information needs to be designed.

Information designers use clear language and design to simplify and visualise complex information in a wide range of fields – financial services, the law, government, health, marketing, management and others.

The Information Design Summer School gives you a chance to immerse yourself in the topic for a week in late summer, with expert tuition, deep discussion and good company.

The summer school is organised by the Simplification Centre in partnership with the International Institute for Information Design. We shall be using the studio facilities of the Bath School of Art & Design.

IID
International
Institute for
Information
Design

Programme summary

There will be lectures, case studies, group working, individual project work, presentations and discussions. And social activities – Bath is one of the UK’s top tourist destinations, and a UNESCO heritage site.

There will be an emphasis on:

- Critical methods: how to discuss design and diagnose design problems.
- Information architecture and content: finding the underlying structures in complex information; understanding its purpose and effect.
- Understanding users: user journeys, personas, scenarios and use cases.
- Design patterns, genres and templates.
- Research and user testing.

www.simplificationcentre.org.uk

About the summer school

Information design has developed as a specialist field, with a growing research literature and critical tradition. But education and training in information design is hard to find, and many people come to it from another aspect of design or some other profession entirely. As a result, people who want to develop their expertise can find themselves isolated, without access to expert help, and often without like-minded colleagues.

At the summer school you will meet with leading experts in information design who cover a range of different specialisms, including diagramming, typography, design education, health and pharmaceutical information design, clear writing, editorial structures, financial information, government information, and legal information design.

Teaching methods

The course includes lectures, case studies, group working, presentations and discussions. The practical projects will be informed by an appropriate level of research evidence and theory.

There will be an emphasis on:

- critical methods: how to discuss design and diagnose design problems
- information architecture and content: finding the underlying structures in complex information; understanding its purpose and effect
- understanding users: user journeys, personas, scenarios and use cases
- design patterns, genres and templates
- research and user testing.

To make sure that you get the expert help you need from the summer school tutors, we encourage you to bring your own projects to work on either individually or as part of a group.

Who should come

- Information designers who want to explore the theoretical basis for their work, and extend their range.
- Graphic designers wanting to specialise in information design.
- People without a design training, who want to learn more about information design, and apply it to their own area of work. Participants have included textbook writers, lawyers, civil servants, medical researchers, and technical writers.
- Students who would like additional tutorial support and access to a like-minded peer group.



“It was the most engaging and inspiring course I’ve ever been on, with the right balance between teaching sessions and workshops / exercises / group work. It has opened me up to so many new processes and resources to explore...”



Photos to the left: images from past summer schools.

You can sample the atmosphere at www.facebook.com/groups/283028748506428/



“The summer school provided me with a precious set of questions to ask when approaching an information-design-problem. Thanks!”



Bath

Bath is one of the UK's top tourist destinations, and a UNESCO heritage site. The thermal baths enjoyed by the Romans are still there, and other attractions include the Abbey, the Jane Austen Centre, great shopping, and numerous cafés, pubs and restaurants. You can find out more at <http://visitbath.co.uk>.

Bath is easily reached by rail from London, or from other UK destinations via Bristol or Reading. If arriving at Heathrow airport, you can get the Railair bus to Reading and pick up the train there. Alternatively, Bristol airport serves many European destinations, and there is an hourly bus service to Bath.

Prior learning and technical skills

The course is at postgraduate level, but does not assume prior training in information design. For those with no background in the subject, we will send a list of suggested pre-reading.

If you would like to discuss whether the course suits your needs, please email us at info@simplificationcentre.org.uk.

When you register, we will ask about your interests and existing skills so that we can include projects to suit your needs.

Please note that we do not offer software training in applications such as Adobe InDesign or Illustrator, or in web or app design applications. Software skills are not essential, as projects also involve sketching and organising information. The focus of the course is on critical judgement, so it is suitable for people who manage or commission design as much as for professional designers.

You will receive a certificate of course attendance, but the course is not formally accredited. We do not currently offer CPD points.

Course fee

Regular fee: £650 (£625 if you book by 1 May 2017)

Students: £350 (£325 if you book by 1 May 2017). Please note there are a limited number of student places available.

There is a further 10% discount off the regular fee for members of these organisations: IDA, IIID, ISTC, Clarity.

The course fee includes lunch but not other meals or accommodation. There are many hotels in Bath (there are links from visitbath.co.uk, any hotel booking site or Airbnb), and you can also book good value student accommodation directly from the University of Bath.

The book your place go to www.simplificationcentre.org.uk or email us at info@simplificationcentre.org.uk.

Cancellation policy: If you cancel after 1 July your payment will not be refunded, unless you can find someone else to take your place.



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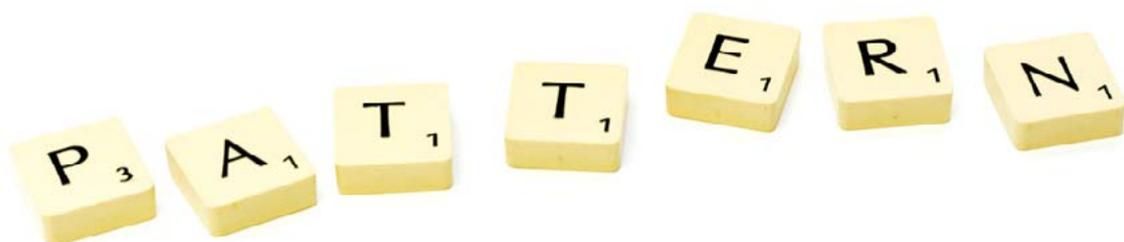
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Provisional programme

Please travel to Bath on Sunday 3 September or before.
The programme will start at 9.00 each day.

	<i>Morning session</i>	<i>Afternoon session 1</i>	<i>Afternoon session 2</i>	<i>Evening</i>
Monday	<p>Introductions We get to know each other, and our goals for the week.</p> <p>Design critiquing We review examples of information design, good and bad, and introduce critical methods and core design concepts.</p>	<p>Shared experiences Bring your own work for comments and suggestions from the tutors and other participants. Take away actions for your project, and influence the programme for the week</p>	<p>Group start-up We will finalise the groups based on your backgrounds and needs. For example, last time we divided into:</p> <ul style="list-style-type: none"> • Wayfinding • Diagramming risk and uncertainty • Simpler contracts • Innovative approaches. 	See Bath, socialise, discuss, relax.
Tuesday	<p>Focus on visualisation <i>Clive Richards</i></p> <ul style="list-style-type: none"> • How diagrams can work – perceptual coding • Fundamental design variables of diagramming • The role of graphic metaphor • How diagrams and pictures can fail. 	Project work in groups.	Tutorials: one to one sessions with individual tutors.	See Bath, socialise, discuss, relax.
Wednesday	<p>Focus on users <i>Jenny Waller and Karel van der Waarde</i></p> <ul style="list-style-type: none"> • Customer journeys • Personas and scenarios • Design for all • User-testing 	Project work in groups Tutorials: one to one sessions with individual tutors	Free time in Bath	Tapas evening
Thursday	<p>Focus on text design <i>Rob Waller</i></p> <ul style="list-style-type: none"> • Design for strategic reading • Design patterns and genres • Multiple channels and their affordances 	Project work in groups	Tutorials: one to one sessions with individual tutors.	See Bath, socialise, discuss, relax.
Friday	<p>Focus on transformation and change <i>Jenny Waller</i></p> <ul style="list-style-type: none"> • Prioritising audiences • Organisational challenges • Arguing for change 	Presentations of project work Personal action plans	Presentations of project work Personal action plans	Depart



The tutor team may change, depending on student numbers.

The tutors



Rob Waller BA(Hons) PhD FISTC FRSA

Financial and government information, design patterns and genres, wayfinding

Rob Waller is the Director of the Simplification Centre and a practising information designer with over forty years experience. His clients have included many well known service brands and government departments. He was Professor of Information Design at the University of Reading, and he is Adjunct Professor of Communication Design at Hong Kong Polytechnic University. He was the founder-editor of Information Design Journal, co-founder and former Chair of the Information Design Association in the UK, and he is President Elect of the IIID.



Clive Richards MPhil PhD(RCA) FRSA

Diagramming, visualisation, design education

Clive Richards is a leading design educator and Emeritus Professor of Information Design at Birmingham City University. He is President of the International Institute of Information Design (IIID), a former President of the Chartered Society of Designers in the UK, and a trustee of the Simplification Centre. He has a doctorate from the Royal College of Art in London, for his influential work on diagrammatics, and he was an early pioneer of computer animation and computer-aided drafting.



Karel van der Waarde BA(Hons) MA PhD

Health and pharmaceutical information, user-testing, regulation of design, design education

Karel van der Waarde is a leading expert on medical communications and user-testing. His clients include many well known names such as Bayer, Procter & Gamble and Glaxo Smith Kline. With a doctorate on the subject from the University of Reading, he has published numerous papers on information design research and is a frequent conference speaker on information design and pharmaceutical labelling. He teaches visual communication at Basel School of Design and is Vice President for Education and Research of the IIID Executive Committee.



Jenny Waller BA(Hons) MBA PhD

Simplification, management communications, editorial structures, skills training

Jenny Waller's career has included both teaching and professional communications. She has worked in information design, technical documentation, and change management communications for large organisations, such as British Steel, DHL and Guinness, and taught information design at Coventry University, where she was Head of Information Design. She developed and leads the Simplification Centre's training programme, and holds a doctorate in art education from the University of Reading.



We will be using the Sion Hill studio facilities of Bath School of Art & Design, close to the town centre.

Part of Bath Spa University, the school has a strong reputation for creativity, and will provide the ideal environment for a stimulating and enjoyable summer school.

<http://artdesign.bathspa.ac.uk>