INFORMATION DESIGN - MINOR

College of Communication and Information
School of Visual Communication Design
www.kent.edu/vcd

About This Program

The Information Design minor gives students real-world experience in information design through hands-on projects with our experienced faculty. You'll develop the knowledge and skills to create effective visual communication across various mediums. Read more...

Contact Information

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- Speak with an Advisor

Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Admission Requirements

Admission to a minor is open to students declared in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

To declare the Information Design minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

Program Requirements
Minor Requirements

Code	Title	Credit Hours
Minor Requirements		
VCD 13000	VISUAL DESIGN THINKING	3
VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
UXD 20001	INTRODUCTION TO USER EXPERIENCE DESIGN	3
VCD 43007	INFORMATION DESIGN	3
VCD 49199	CAPSTONE PROJECT (ELR)	3
Emerging Media and Technology and Design Electives, choose from the following:		6
Emerging Media and Technology [1]		
EMAT 25310	CREATIVE CODING	
EMAT 32210	DATA IN EMERGING MEDIA AND TECHNOLOGY	
EMAT 33310	HUMAN-COMPUTER INTERACTION	
Design [2]		
VCD 20010	DESIGN RESEARCH AND METHODS	
VCD 34004	VISUAL ETHICS	
VCD 44006	MOTION DESIGN I	
VCD 47000	VISUAL DESIGN FOR MEDIA	
Minimum Total Credit Hours:		**21**

[1] Students who want to improve their storytelling ability while strengthening technical skills in information design should choose from these courses.

[2] Students who want to enhance their visual communication design and creative problem-solving skills should choose from these courses with a design focus. Visual Communication Design and Photography majors cannot apply these courses to the minor.

Graduation Requirements

Minimum Minor GPA	Minimum Overall GPA
2.000	2.000

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

Program Learning Outcomes

Graduates of this program will be able to:

1. Students will make appropriate visual choices when creating information design artifacts.
2. Students will use icons, data visualizations, and interaction design to create information-based experiences that allow users to compare, contrast, understand, make decisions, and reflect-on those experiences.
3. Students will employ storytelling to help audiences comprehend complex information.
4. Students will learn conceptual and technical aspects of creating visual compositions, form, and patterns to strengthen media enriched communication.

Full Description

The Information Design minor offers students a basic understanding of visual communication tools, theory, ethics and how to create visual solutions that communicate data and information effectively. Subjects covered include the creation of digital and print artifacts and an understanding of information design and how it is used in different industries, including business, science, communication, journalism and emerging media. This minor is expected to enhance and complement students' respective majors.

Students complete a core of fifteen credit hours which includes introductory courses and a capstone course. Then, students are able to customize the minor to fit their curriculum needs by choosing six credit hours of minor electives from Emerging Media and Technology and/or Design courses. Students who want to improve their storytelling ability while strengthening technical skills in information design can choose from Emerging Media and Technology courses. Students who want to

enhance their visual communication design and creative problem-solving skills can choose from Design courses.