

## Visualisation of Data (Module with Controllers)

### Module Description

In this module you will be working in teams as consultants for the Controller students. For the first part you will design their visual identity in the form of a logo and layout.

The Controllers will then define a set of statistical data that you must first visualize graphically and subsequently expand the work to encompass an online presentation that can be shown at the annual general assembly for stockholders, investors and the board of directors.

The data that you must visualize is based on the annual report which shows the production and economy of the past year, aimed at the stockholders. These presentations are generally very dry and boring and your task is to make it appealing and interesting.

You will also be required to make a presentation of a series of new standards and regulations by the EU.

As there is a discrepancy in the size of the classes at the Controllers and Multimedia students, there is going to be two cooperating production teams at the Multimedia study (A1+A2 - B1+B2 - C1+...) per team at the Controllers study (A0-B0-C0...).

This means that there will be a Multimedia #1 and #2 team to complete the task with the Controller #0 team.



Module teacher: Frederik David Tang (FDTA)

### Learning Goals

- You will learn to work as consultants for a team which has no experience in design and visual presentation.
- You will learn to work with illustration tools like Adobe Illustrator, Adobe Photoshop and Adobe Edge..
- You will learn to plan a project and adapt to the changes that ensue during the production of the project,
- You will learn basic presentation skills like for an audience and using basic presentation tools like PowerPoint.

## Introduction

JB Plastics A/S is a new company founded by Jens Bruun who has solid experience in the production of plastic household items. JB Plastics has a wide range of products for the household, including kitchenware, plastic containers for clothes and items and other products for the home. They are also launching a new series of products that are going to meet EU requirements.

## Assignment

During the assignment you must work across the # (A,B,C,...) teams at the Multimedia study to complete the entire assignment.

### Part 1 – Visual Identity

For the first part of the assignment:

As the company JB Plastics A/S is still a fresh company, they have still not decided on a visual style and logo for their product. They want a style that reflects the quality of the products and hints at the type of products they produce.

For the report you must document this production, including:

- Brainstorming process
- Analysis of the company and the needs
- WBS of the tasks to be done for the week
- Design process in detail



Your initial task starting from 20.October is to create:

- A logo for JB Plastics A/S
- A layout of the letterhead
- A layout of the business cards
- A PowerPoint template (or other presentation tool)

On the 30<sup>th</sup> of October you will present your designs to the Controllers, explaining the choice of design, layout and colors. This will be set up as a business meeting with an agenda, so you must be prepared to present and argue your results.

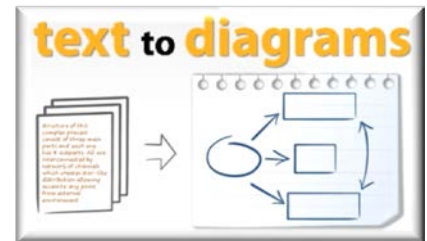
At this meeting you will consequently be given the next part of the project by the controllers who will deliver the specifications.

## Part 2 – General Assembly Presentation

For the second part of the assignment team #1 and #2 must work closely together to complete the assignment given by the Controller team #0. The task is to create a presentation for the Stockholder General Assembly.

For this part of the assignment you must document:

- Brainstorming process
- Use of existing design
- Design development process



### Part 2 for team #1

In the second part of the assignment for Team #1 you will receive information and instructions on the 30<sup>th</sup> of October from the Controller team for the next part of the task.

This will be an assignment on visualising data from the JB Plastics annual report for a presentation at the annual general assembly. The presentation must be designed for a large screen presentation for a big audience. The target audience is the stockholders, board of directors and investors.

The design must follow the previously presented design and must reflect the company's products and identity. The presentation is to be presented online. The material must be presented to the controller group on the 4<sup>th</sup> of November Tuesday at 08:30. Any corrections must be decided and made before 12:00 same day.



### Part 2 for Team #2

In the second part of the assignment for Team #2 you will receive information and instructions on the 30<sup>th</sup> of October from the Controller team for the next part of the task.

This will be an assignment on presenting how JB Plastics will do business after a new series of EU and Danish legislations are passed. These legislations affect both production and the market as many of the products will have to live up to a new set of EU standards. The presentation must clarify to the audience how JB Plastics will adapt to this new environment. The presentation is to be presented online.

The material must be presented to the controller group on the 4<sup>th</sup> of November Tuesday at 08:30. Any corrections must be decided and made before 12:00.

### Part 3

Everything that you have produced must be gathered in a report along with all the documentation for each part of the production.

You must work together as entire team to produce the report. You may spar with the Controller team as you need to gage what kind of report and product they are required to hand-in.

The final report must be handed in on the 7<sup>th</sup> of November no later than 08:30.

### Formal hand-in info

The team must make the three part assignment to be handed in on the 7<sup>th</sup> of November no later than 08:30 in a single PDF report. The Hand-in report must contain all the relevant data and graphical development from the three parts of the project in *one* single PDF file.

The written report may not exceed 8 pages (2400 keystrokes per page) and the total report may not exceed 25 pages including images and diagrams. Anything else which is of importance to the report may be put in the Appendix.

The PDF file *must* be named:

*TeamName#-ClassName-ReportName-Year*

Example:

*A-MulB-JBPlasticAnnualPresentation-2014*



The PDF file must *not* be ZIP or RAR compressed in any form or shape. The project must be included in your online Portfolio.

The hand-in folder on Fronter is:

[MUL/MIL STUD 2014 \(CL\) > Resources > Information from the Administration > Projects > Project 3 - Infographics](#)

### Key dates for project:

20<sup>th</sup> of October. Visual identity development for JB Plastics.

30<sup>th</sup> of October. Presentation of visual identity to controllers.

4<sup>th</sup> of November. General Assembly Presentation handover to controllers.

7<sup>th</sup> of November 08:30. Hand-in PDF report on Fronter.