

## Spring term **Information design seminars**

MA Information Design 2015–16  
Department of Typography & Graphic Communication  
University of Reading  
Tuesdays 09:00–10:30  
Keith Tam

As usual, prepare a 15-minute presentation on the readings assigned to you, illustrated with slides and supported with a 1,000-word paper. This term, please also prepare several questions for class discussion and take an active role in leading the discussions. Please check Blackboard for digital copies of these articles (if available). Please also upload your paper to Blackboard.

### Schedule

#### **Week 1** 12 January 2016

Kinross, R (1989) 'The rhetoric of neutrality', in Margolin, V (1989) *Design discourse: history, theory, criticism*. Chicago: The University of Chicago Press. 131–143

Williamson, J (1989) 'The grid: history, use, and meaning', in Margolin, V (1989) *Design discourse: history, theory, criticism*. Chicago: The University of Chicago Press. 171–186

#### **Week 2** No seminar – usability project session

#### **Week 3** 25 January 2016

Baines, P (1999) 'A design (to sign roads by)', in *Eye*, no. 34, vol. 9, 26–36

Lund, O (2003) 'The public debate on Jock Kinneir's road sign alphabet', in *Typography Papers* 6, 103–126

#### **Week 4** No seminar – usability project session

#### **Week 5** 8 February 2016

Reynolds, L (2007) 'The Graphic Information Research Unit: a pioneer of typographic research', in *Typography Papers* 7, 115–138

Spencer, H (1969) *The visible word* (second edition). London: Lund Humphries / Royal College of Art

#### **Week 6** 15 February 2016

Passini, R (2002) 'Wayfinding research and design: an interdisciplinary approach in the development of design knowledge and its application', in Frascara, J (ed) *Design and the social sciences: making connections*. London: Taylor & Francis. 97–102

Tuan, Y-F (1975) 'Images and mental maps', in *Annals of the Association of American Geographers* 65(2), 205–213

**Week 7** 22 February 2016

Lynch, K (1960) *The image of the city*. Cambridge, MA: MIT Press

**Week 8** 29 February 2016

Kazmierczak, E T (2000) 'A semiotic perspective on aesthetic preferences, visual literacy and information design', in *Information Design Journal* 10(2), 176–187

Van Leeuwen, T (2006) 'Towards a semiotics of typography', in *Information Design Journal + Document Design* 14(2), 139–155

**Week 9** 7 March 2016

Twyman, M (1981) 'Typography without words', in *Visible Language*, XV no. 1, 5–12

Twyman, M (1993) 'The bold idea: the use of bold-looking types in the nineteenth century', in *Journal of the Printing Historical Society* 22, 107–143

**Week 10** 14 March 2016

Walker, S (2001) *Typography and language in everyday life: prescriptions and practices*. Harlow: Longman Pearson Education

**Week 11** No seminar