



# Data. Visualization. Explanation.

The relationship between Augsburg and you: Explored through numbers.

Information visualization and visual knowledge transfer have become an integral part of communication strategies in business, culture and education. They enable insight into information that is difficult to present in any other form, and they provide insight into the jungle of complex issues.

It is often overlooked that the interest of potential users is rarely aroused by the visualization of „hard facts“ alone. Rather, in addition to accessibility, structure, conclusiveness and comprehensibility of what is shown, the concepts of play and discovery fuel the transfer of knowledge.

In this design project you propose a topic out of the relationship between you and Augsburg, explore available data sources, collect your own data and visualize the knowledge gained. Subsequently, you will develop, design, construct and build your own interactive data visualization for a planned exhibition on the topic you have chosen. You suggest ideas, contents and orientation.

The goal remains the factual visual translation, attractive knowledge transfer and sustainable knowledge gain.

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This project is methodically accompanied and supported by the expertise of IBM Design Studios from Bebelingen, Germany; Toronto, Canada; and San José, USA.

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Half the seats of this design project is open to students in the Bachelor of Communication Design and the other half to students from our partner universities. The language of instruction is English.

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The discipline of information design is a professional field with excellent career opportunities - without trainee positions or internships after the successful completion of the Bachelor's degree. Augsburg graduates also often continue their studies - in corresponding Master's degree courses, for example in Potsdam or Zurich. The path to a doctorate, e.g. at the Bauhaus University Weimar, is also open.



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