



# Anatomy of Insight: Designing How Things Work

Through cutaways, cross-sections, ghosted layers, exploded views, X-ray perspectives, and other types of visualisations this project unpacks socially relevant topics – revealing not just what things are, but how they truly relate.

**That's what this infographic project is all about.**  
It is about opening things up – literally and intellectually. Using all types of visualisations, you'll unpack socially relevant topics and reveal not just what they are, but how they actually function beneath the surface.

The focus spans technology, society, politics, economy, environment, and communication – always grounded in the core mission of information design: delivering precise, fact-based clarity in the face of complexity.

Along the way, you'll learn the full development process – from research and fact-checking to visual concept and execution – while critically experimenting with AI tools at every stage: analysis, synthesis, design, production, and even impact research. You'll test their outputs against evidence, document your findings like a detective, and build a well-founded perspective on the role of AI in information design – its promises, its pitfalls, its seductions.

The goal: a rigorously validated explanatory graphic and a sharp, informed position on how emerging technologies are reshaping our discipline.

**And yes: This journey is planned to extend beyond the classroom, including a field trip to DER SPIEGEL and STERN in Hamburg, as well as visits to the Museum für Kunst und Gewerbe Hamburg and Dr. Götz Land & Karte GmbH – all places, where information design meets history, journalism, and material culture in the real world.**

**Here you can get creative**  
Once the foundations are solid – research tight, facts verified, structure clear – you get room to push: You can experiment with perspective, narrative tension, visual hierarchy, and the choreography of information. Will your self-chosen topic unfold like a forensic investigation? A systems map? A visual dissection? You're encouraged to test

visual strategies, challenge conventions, and even confront the aesthetic seduction of AI-generated imagery – without ever compromising factual integrity. Creativity here isn't decoration: it's precision with personality. The goal is to make complexity not just understandable, but compelling.

**What you can achieve in information design: Path to professional practice**  
Augsburg graduates thrive across the media and design landscape. They work in print, online, and mobile journalism at organizations such as Associated Press and Deutsche Presse-Agentur, at leading publications including Süddeutsche Zeitung, Der Spiegel, Focus, Augsburger Allgemeine, Die Zeit, and National Geographic. Others hold leadership roles in the private sector – for example at Everllence (formerly MAN) or the Zukunftsinstitut – or contribute to major design agencies specializing in visualization, information design, and wayfinding systems.

**What you can achieve in information design: Academic path**  
Information design is a future-oriented field with outstanding academic prospects. Graduates from Augsburg regularly move on to specialized master's programs in cities such as Berlin, Würzburg, or Zurich – and the door to a doctorate is open as well. Whether deepening research or sharpening a theoretical profile, the academic pathway offers room to grow, specialize, and shape the discipline from within.

**Kick-off Event:** Tuesday, March 17, in room M3.09b  
**Final Presentations:** Tuesday, June 30, in room M3.09b  
**Hand-in of Exam Work:** Tuesday, July 7, until 12 noon (as an upload of digital data)