



Playgrounds of imagination: Ludwig II's architecture explained visually

Explanatory graphics on the four buildings of Ludwig II from the Bavarian UNESCO World Heritage application.
In cooperation with the Augsburgur Allgemeine.

That's what this design project is all about

After around 25 years (!) of preparation, the Free State of Bavaria's application has been under consideration by UNESCO since the end of 2023: Ludwig II's architecture is finally to become a World Heritage Site! The decision is expected in mid-2025.

In this project, you will research the facts behind the myths surrounding Ludwig's buildings. Working in teams, you will develop and design journalistic infographics about one of the four buildings in the UNESCO bid: Neuschwanstein Castle, Linderhof Castle, the King's House at Schachen and Herrenchiemsee Palace.

That's why we cooperate with the Augsburgur Allgemeine

With a paid circulation of over 250,000 copies, the Augsburgur Allgemeine is the regional newspaper with the highest circulation in Germany. If the state's UNESCO bid is successful, the public will take a close and detailed look at the castles. The Augsburgur Allgemeine will provide us with competent journalistic and graphic support. Daniela Duckhorn (Head of Infographics) is a graduate of our university.

Here you will be active in design

Based on comprehensive research and input from renowned scientists (see right), you will develop and design illustrative explanatory graphics for one of the four buildings in the UNESCO bid. The topics are wide-ranging: from an overall view from a bird's eye perspective to a focus on individual innovations to a detailed look at individual trades or historical diagrams, a variety of topics are possible. In your work, you move between the poles of science and popular knowledge transfer through information design.

You will also coordinate your topics with our project partners. In any case, you will receive comprehensive support and guidance throughout the entire development process. Research trips to the four buildings and Zoom lectures by Alberto Cuadra (formerly of The Washington Post) and Fernando Baptista (National Geographic) round off the design project.

This is what information design can do

Visual knowledge transfer is an integral part of modern communication strategies in business, culture and education. As information graphics, they provide insights into facts that are difficult to present and explain in any other form: Information graphics provide orientation in the jungle of complex data and facts. Information designers are "tour guides of the information society". They are not smarter than others, but they are better informed and can provide targeted visual explanations to make others smarter more quickly. That's what this information design project is all about!

What you can achieve in information design

Academic path: Infodesign is a professional field with excellent development and career prospects: Infodesign graduates from Augsburg often continue their studies in corresponding Master's programs, e.g. in Berlin, Würzburg or Zurich. The path to a doctorate is also open.

Path to professional practice: Augsburg Infodesign graduates work for the news agencies AP and dpa, the Süddeutsche Zeitung, the news magazines Spiegel and Focus, the Augsburgur Allgemeine, the National Geographic magazine or in management positions in the private sector, e.g. at MAN or the Zukunftsinstitut. They are also responsible for visualization, information design and guidance systems in large design agencies.

This project is open to students of the Communication Design course and four Erasmus students. The language of instruction is German.

Journalistic support: (in preparation), Augsburgur Allgemeine
Infographic supervision: Daniela Duckhorn, Augsburgur Allgemeine
Scientific supervision: (in preparation)

Kick-off event: Thursday, October 17, 2024 in room M3.09b

Final presentation: Thursday, January 23, 2025 in room M3.09b

Delivery of workpiece and documentation, digital: January 30, 2025 by 12 noon