Assignment: Creating an Infographic

Task

Infographics are defined as being a "visualization of date or ideas that conveys complex information to an audience in manner that can be quickly consumed and easily understood."

Infographics are an increasingly popular way of sharing information in newspapers, magazines, posters and online. These visual representations of knowledge and information are designed to make complex ideas and large amounts of data easy to understand. You will create an infographic poster that will help others better understand an issue or concept.

Engage

Here are a few sample infographics.

- [70 Years of Batman Evolution](#)
- [Facebooking Your Parents](#)
- [Then/Now: Same Camping Gear Essentials, But Better](#)
- [Interesting Social Media Infographics](#)

- Which infographic was the best? Why?
- What made them interesting, content or design? Or both?
- How did the use of fonts, color, graphics, and imagery contribute?
- Did the design contribute to how you felt about the information?

Create

You will need to research your topic and think about how you will visually convey your message with clarity.

Infographic Strategy Brief: Write a one page max brief discussing the overall purpose and goals of the infographic.

Make sure to provide the following information: goal of the infographic, SMART objectives for the infographic, audience targeted (ex. Employees, customers, social media bloggers, etc.), and strategies on how to share this infographic.

Infographics, especially those that include lots of data, **ALWAYS** include **citations**. You will need to cite (APA format) all collected data and information. ([Infographic on citations](#))

You will need to first produce a rough visual sketch ([storyboard](#)) of how you will share information. Organization and design of the poster will be critical in informing others.

As you plan out the design, ask and answer questions like:

1. Which information, facts, and data are essential to include? Which aren't?
2. What colors and layout works best in sharing the information?
3. What graphs and graphics best convey information and data to the viewer?
4. What is the order, or flow, of information?

You may want to take a moment to look back at your samples and review how various infographics are structured. Since the point of an infographic is to transfer knowledge and information quickly, the final poster should be informative, simple, engaging, and design-friendly.

In your design of the infographics, you will need to adjust the canvas size and orientation before you begin.
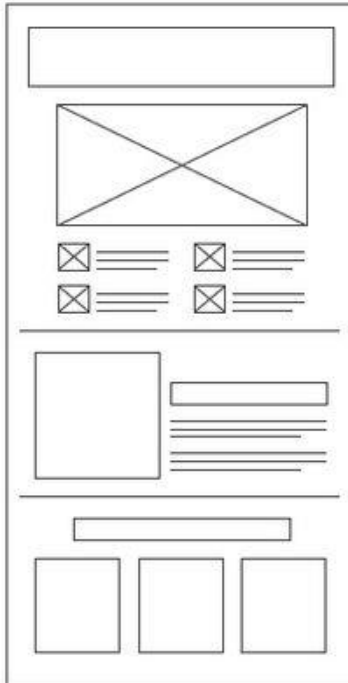
Share

Publish the posters to PDF or image files and print for submission.

Assessment

Your final grade will be determined by completing all elements of the [Infographic rubric](.).
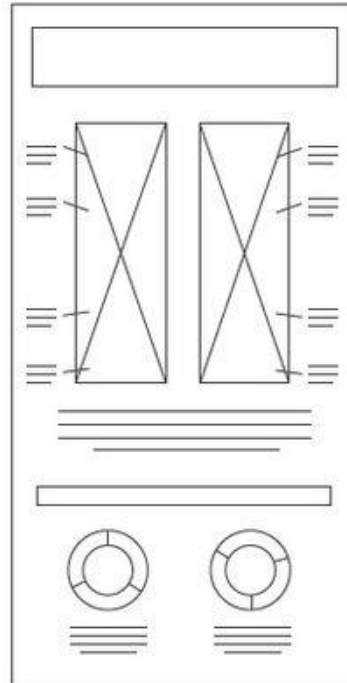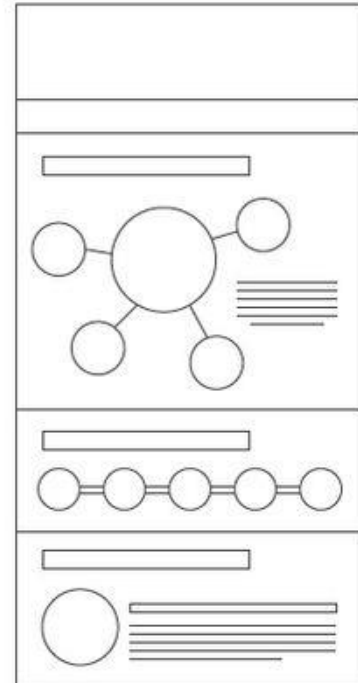
Infographic Layout Cheat Sheet

by SeeMei Chow

Useful Bait
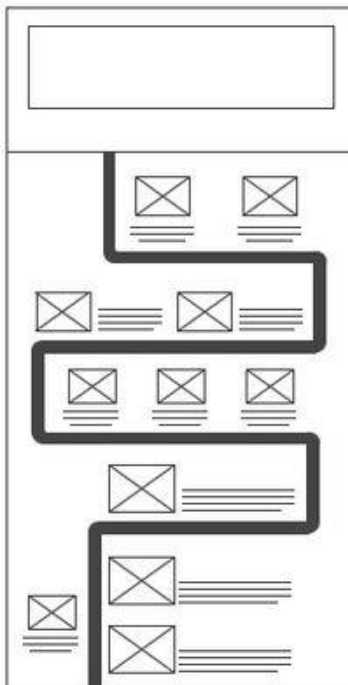Works well with most of the data
Easy to read and good usability

Versus/ Comparison
Works well with a lot of informations
Design(visual) is very important
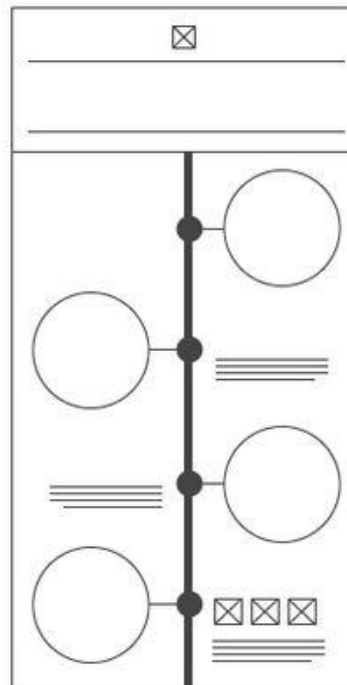Informations have to be very interesting

Heavy Data (numbers porn)
Works well with marketing strategy
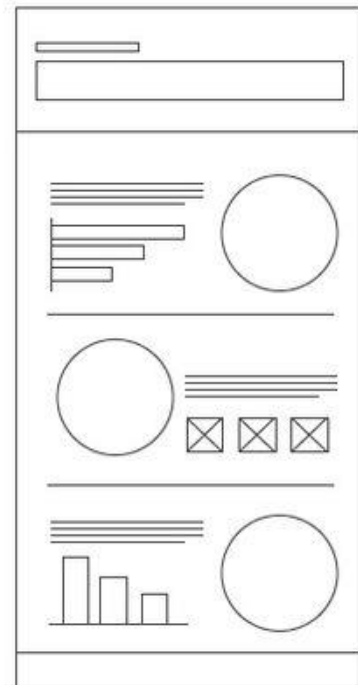Timeline for project
Can extend to a flowchart

Road Map
Good for storyline/journey
Can be used as a timeline too

Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)

Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand

Some tools for creating infographics:

Google Drawings

Adobe Illustrator

Microsoft PowerPoint

Microsoft Publisher

easel.ly (template based online infographics maker)

Piktochart (6 free themes that are editable)

Visual.ly

Time Toast (for timelines)

Infogr.am (online infographics maker, most useful if you have numerical data)

Tableau (online data visualization tool, you would need numerical data to use)

Wordle (generates word clouds)

WorldMapper (maps of the world resized by subjects of interest)

Lucid Chart (Chrome app, use with Google Drive and generate flow charts)