



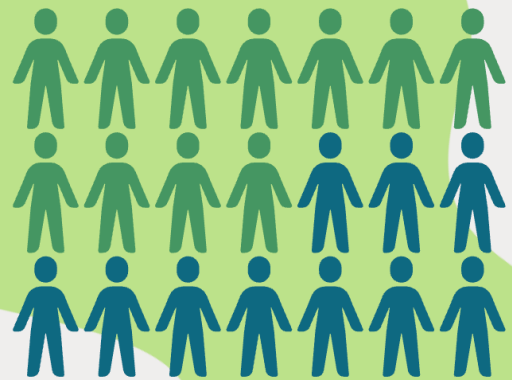
# INFOGRAPHIC

## Student Infographic Project Plan

Estimated Project Development Time: 9-10 hours

### Data 1

Jumpstart with numbers!  
Place here data such as  
number of persons surveyed,  
total cost of an item, or an  
important date to remember.



### Process

- Define
- Outline
- Select
- Gather
  - Fonts
  - Icons
  - Colors
- Design
- Export

## Infographic Assignment

### Description

Infographics combine graphics, data, and words to simplify large amounts of information into a short and visually engaging format. Infographics are effective in communicating large amounts of comparative or contextual data, or procedures with multiple steps, and can be used to present information for any topic, in any discipline.

### Student Infographics in the Classroom

Infographics can be used to:

- Create a tip sheet
- Make an argument
- Compare and contrast
- Outline a design process
- Explain a specific concept
- Display data and other information
- Explain a specific concept or process

### Learning Outcome

Demonstrate the ability to organize, create, and present a data-rich visualization that uses an appropriate design layout to share and simplify complex information in a powerful visual narrative with credible source material.



# Student Infographic Project Scaffolding

## Week One: Define

### Learning Objectives:

- Define the parameters of your infographic by identifying audience, purpose, content, format, and perspective.
- Select a technology tool that works best for your infographic by comparing availability, versatility, ease of use, local/cloud storage, and platform specificity.

### Activities:

- Define: Identify infographic parameters
- Evaluate and Select: Infographic technology

**Estimated Time on Task: 1 hour**

## Week Two: Outline

### Learning Objective:

- Demonstrate how to curate content for your infographic by selecting main points that support your topic or research.
- Establish a visual hierarchy that successfully communicates your infographic's data through the use of color, shapes, icons, charts, and font sizes.

### Activities:

- Curate: Edit text into main points.
- Citation: Properly cite all sources for selected infographic elements.
- Indicate how color, shapes, icons, charts, and font sizes will establish clear hierarchies.

**Estimated Time on Task: 2 hours**

## Week Three: Select

### Learning Objectives:

- Explore different infographic templates and select an appropriate design layout that will accommodate your data.

### Activities:

- Set up a free account at [Canva](#) or [Piktochart](#).
- Search for Infographic templates.
- Select an appropriate template for your project.

**Estimated Time on Task: 1 hour**

## What You'll Need:



- Desktop or Laptop



- [Canva](#)

Or



- [Piktochart](#)



- Internet



- Design Resources

## Making Infographics:

### Hierarchies

- Use color, the shape of an icon, or the size of a font to create a visual hierarchy in your infographic and direct your viewers' attention from one element to the next.

### Eye Tracking

- In the western world, people read left to right, from the top down. Use this knowledge to strategically place your most important points, depending on what information you want your viewers to process first.

### Whitespace

- Whitespace is the blank area between design elements in your infographic that helps direct viewer attention, emphasize specific elements, and improve readability.



# Student Infographic Project Scaffolding

## Week Four: Gather

### Learning Objective:

- Demonstrate how to incorporate basic design elements including fonts, icons, and color schemes to communicate your infographic with clarity and the right tone.

### Activities:

- Select and arrange fonts that make your work legible and convey the tone of your message.
- Select symbols and icons that help viewers interpret your content quickly and thoroughly.
- Select a color scheme that directs the viewer's eye and subtly conveys your infographic's message.

**Estimated Time on Task: 2 hours**

## Week Five: Design

### Learning Objective:

- Demonstrate how to create an effective infographic by keeping content concise and employing visual elements including fonts, icons, and colors to direct the viewer's attention.

### Activities:

- Determine how you want to present content - linearly, cyclically, or geographically.
- Use basic elements of design (layout, shapes, fonts, icons, and colors) to complete your infographic, help communicate your infographic's message, and expedite how the viewer processes content.

**Estimated Time on Task: 3 hours**

## Week Six: Export

### Learning Objective:

- Provide a file of your infographic by downloading it as a PDF Print file.

### Activities:

- Download your infographic as a PDF Print file.
- Upload your PDF file to a Canvas discussion or assignment.

**Estimated Time on Task: 15 minutes**

## Design Resources:

# Aa

- [Free Fonts](#)
- [How to Add Fonts - PC](#)
- [How to Install Fonts - Mac](#)



- [Free Icons](#)



- [Adobe Color Wheel](#)

## Design Element Tips:

### Typography

- Create an information hierarchy by using different font sizes, styles, and color.

### Iconography

- Adjust the size and proximity of shapes to indicate intensity, importance, and relationships.

### Color Scheme

- Select a [color scheme](#) that conveys the meaning of your infographic.
- Monochromes are perceived as reserved and professional.
- Complementary colors are perceived as energetic, analogous colors as soothing.