

## Infographics

- Compact form of communication that is efficient and accessible
- Can be used to quickly communicate a message, to simplify the presentation of large amounts of data, to see data patterns and relationships and to monitor changes in variables over time
- use many different strategies to present information, including graphs, charts, maps, diagrams, and pictures (and often a mixture of several of these).
- Balance of visuals and text
- Invites us to make connections

Why infographics are powerful and useful communication and literacy tool - 70% of your receptors are in your eye.

We remember:

- 10 percent of what they READ
- 20 percent of what they HEAR
- 30 percent of what they SEE
- 50 percent of what they SEE and HEAR
- 70 percent of what they SAY and WRITE
- 90 percent of what they DO.

Find an infographic about something you're interested in and write an analysis of it using the sheet provided.

Teach students how to interpret infographics (ask guiding questions, for ex: what do you notice? What design elements are used?)

Video: A Brief History of Infographics

[https://www.youtube.com/watch?v=q0Ug5z\\_bVIY](https://www.youtube.com/watch?v=q0Ug5z_bVIY)

Infographic on infographics: <https://www.easel.ly/blog/the-history-of-infographics/>

If The World Were a Village link to pdf slide show of book:

<https://www.slideshare.net/geepatty/if-the-world-were-a-village>

Webpage: What makes a good visualization?

<https://www.e-nor.com/blog/data-visualization/makes-good-visualization>

TED Talk - The beauty of data visualization

[https://www.ted.com/talks/david\\_mccandless\\_the\\_beauty\\_of\\_data\\_visualization?language=en](https://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization?language=en)

Dailyinfographic.com

Samples of infographics: <https://visual.ly/product/infographic-design>

Statistics Canada - search for data by subject:

<https://www150.statcan.gc.ca/n1/en/subjects>

Name: \_\_\_\_\_

### Infographic Analysis

Name of Infographic: \_\_\_\_\_

Who made it?	
Who is it intended for? (audience)	
What is the topic?	
What is the purpose?	
Who is responsible for creating it?	
What are the design elements? (subtitle, placement of info...)	
What is missing?	
In one sentence, summarize what the infographic is about and find evidence to support your claim	