

A Student's Guide to Infographics

INFOGRAPHICS TELL A STORY

Introduction

Grabs attention and inspires the reader to know more

Central Argument

The problem or hypothesis is addressed through creative presentation of content

Conclusion

What can the reader do with this new knowledge, where can they find more information?

Qualities of Effective Infographics

- Takes no more than 30-40 seconds to read
- Presents data accurately and ethically
- References sources with footnote citations
- Tells a story in a simple and creative fashion

TYPES OF INFOGRAPHICS

Alphabetical or Acronym

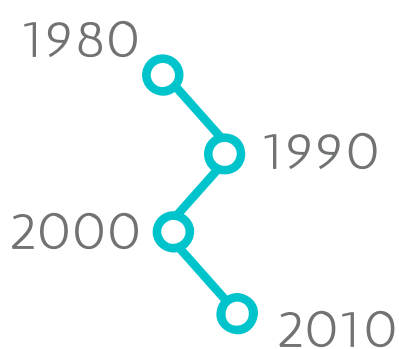
The ABCs of CPR

Arteries

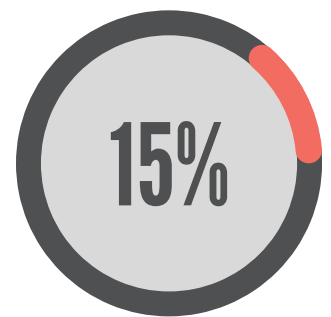
Breathing

Circulation

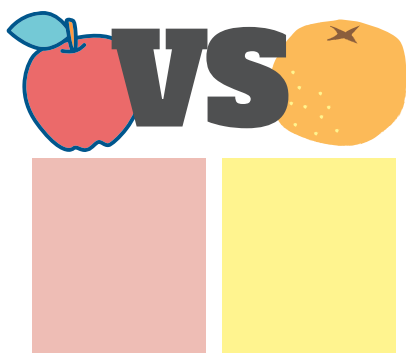
Timeline



Data Representations



Comparisons



Process Flow



PLANNING YOUR INFOGRAPHIC

Research

Identify your question of inquiry and investigate through a scholarly approach to identify the key themes to be presented

Draft

Draft the main points of your Infographic - What do you want to say? How will your infographic communicate the main points?

Play

Select a digital tool for Infographic creation and start playing with your design

Canva (2017). *How to design infographics*. <https://designschool.canva.com/how-to-design-infographics/>

Gallicano T, Ekachai D, & Freberg K. (2014). The infographics assignment: A qualitative study of students' and professionals' perspectives. *Public Relations*, 8(4), 1-22.



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