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

Comparisons
Apple

Timeline

1980
2000
2010

Data Representations
15%

Process Flow

The Sky
is the limit
have fun & be creative

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


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