An Instructor’s Guide to Infographics Assignments

LEARNING OUTCOMES
Through an infographics assignment, students may learn to...

Digital Literacy Creation
Use a digital tool to share knowledge and resources

Curation Communication
Find, select, use, and combine information from a range of sources

Critical Analysis
Communicate effectively through visuals and in writing

ENGAGE CRITICALLY AND EFFECTIVELY WITH MEDIA AND IMAGES

ASSIGNMENT DESIGN
Consider the following elements for infographics assignment design

Rationale
Communicate the value of the assignment to students by identifying the intended learning outcomes

Scaffold
Support students to work progressively toward the infographic as a final product

Rubric
Communicate expectations and standardize assessment through a rubric

Reflection
A component that requires students to articulate learning or skills developed through the assignment

Peer Review
A component where peers evaluate and/or provide feedback on the infographics designed by their classmates

GRADING & ASSESSMENT
Common elements of infographic rubric design include:

Content
Accurate and detailed information is provided and supports the thesis/argument/purpose

Focus
All content (visual and textual) concisely complements the purpose of the Infographic

Organization
Information is systematically organized and supports readers’ comprehension of the main message

Visual Appeal
Fonts, colours, layouts, & visual elements meaningfully contribute to the Infographics’ ability to convey the overall message

Argument
The Infographic effectively informs and convinces the reader of its intended purpose or thesis

Citation
Full bibliographic citations are included for all sources referenced


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