Infographic

Purpose:
In this project, the goal is to understand the essence of the social issue or event. You will deconstruct the issue or event by identifying its components or key players, explaining how the issue or event developed, and describing its impact & relevance in the form of an infographic.

Task:
- Read and develop an understanding of an event or issue relating to prejudice and discrimination.
- Creatively display your issue using visuals, data, and content.

Procedure:
1. Decide on a conflict issue or event.
2. Complete research organizer. Identify causes of conflict, parties involved, key events, international response, impact & relevance, and conflict resolution if any. You MUST use in-text citations!!
   - Consult the guiding questions
3. Keep ongoing MLA formatted works pages (cited & consulted). This should be completed on a word document.
4. Consider various ways to present conflict statistically, visually, contextually.
5. Use various publishing tools to create your infographic.
6. Hand in final product to teacher via email: christinesonw@olatheschools.org by end of class on date due.

Components:
The following must be included in your infographic (and must be justified for their usage!):
- At least 5 images pertaining to your topic (pictures, maps, art, etc)
- ~ headlines (background information) roughly a paragraph in length and 1 thesis statement
- 3 charts

Elements of Final Product:
1. Option to print a color copy of infographic for teacher. If you can’t print in color, email to teacher.
2. On a word document: Works cited page for teacher. (MLA Format) This can be emailed or printed.

Grading Criteria:
Projects are evaluated on the basis of accuracy, evidence of preparation and creativity, and overall appearance. A rubric will be used to score the final product.

Date Due: ____________________

How will you share information? ____________________________________________

Email to: christinesonw@olatheschools.org
Creating Your Infographics

5 Steps to Creating a Powerful Infographic:

1. Skeleton & Flowcharts
   Approach an infographic as you would, any other form of design. Put together a skeleton of words and arrows, grouping relevant data together and visualizing the flow of information using flowcharts. Because infographics are usually complex, flowcharts will simplify the process and connect everything precisely for you.

2. Devising A Color Scheme
   A color scheme is very important to convey a wide array of messages while keeping the reader confined inside the infographic. With huge and complex infographics, readers will become quickly confused and their perceptions will be scattered all over the place if they don't have colors tying down their thoughts visually. You can have 2, 3 or 10 colors but assigning them before you begin designing will be the most important thing you do.

3. Graphics
   There are two kinds of graphics in an infographic. They are theme graphics and reference graphics.
   - **Theme graphic** is the defining visual of the design and is usually always included in the infographic, except when the infographic is more statistic based. Choosing the right theme graphic will tell you reader at a glance what knowledge you wish to share.
   - **Reference graphics** are not mandatory in the design. They are usually icons used as visual pointers to avoid cluttering up the design when a lot of content needs to be represented. They are brilliantly capable of making numerous references using the same instance. Sometimes words aren’t even necessary if powerful reference icons are used, a practice more and more designers are using in a bid to make their infographics as word-free as possible.

4. Research & Data
   It goes without saying that all infographics must be thoroughly researched and the data presented must be backed up by established facts. While doing that, you will inevitably end up with piles of data. Sifting through that you must condense and decide what data is the most relevant and how you are going to present it. The ratio of data to the graphics works best if it is 1:1.
   
   Another extremely important point to remember is demographics. Who is going to be using your infographic? Are they regular office going people who are used to staring at suburban train line infographics or tourists from a non-English speaking country or 10 year old impressionable kids who are being taught to recognize bullying and raise a voice against it. Depending on the demographics, your infographics will accordingly reflect colors, icons, knowledge and complexity.

5. Knowledge
   Highlighting important content to easily provoke deductions is an art. As I mentioned before, knowledge is powerful and the imparting of that knowledge must be powerful too.
   
   If your infographic is concentric, having the most important content both visual and factual in the middle is a plus. If your infographic is horizontal, the extreme left and extreme right are the starting and ending points of a reader’s deductions and thoughts, so having your say in those spots will be extremely beneficial. Choosing the right colors and imagery is vital because you cannot show child labor statistics in a subtle yet cheery shade of daffodil. That would just not be right, because sunny yellows are associated with joy and happiness, something that child labor is not.
   
   In the end, an infographic can be as simple and as complicated as you want it to be. Put yourself in the shoes of the people who are going to be using your infographics and you’ll design a great one!