> infographic

> objective(s):
Students will create a graphic presentation of information or data related to a specific subject.

> curricular focus:
This lesson emphasizes the effective visual presentation of information/data through contemporary, highly-simplified graphics, color and text.

> specifications:
application: Adobe Illustrator
save as: Infographic_Lastname.ai
>> also PDF and JPG as well as Infographic Planner_Lastname.doc

size: 80-100 square inches (can be vertical or horizontal)
units: inches
color mode: CMYK or RGB

> instruction:
- what is an infographic? (see *Infographic Basics* on page 4)
    - A graphic visual representation of information/data intended to present complex information quickly and clearly.
    - They improve cognition by utilizing graphics to enhance our visual system's ability to see patterns and trends.
- why are infographics important? (see *Infographic Basics* on page 4)
    - 90% of information the brain takes in is visual
    - only 20% of text only information is retained on average
    - well-designed infographics are 30x more likely to be read than text only articles of the same information
- components of an infographic (see *Strong Example* on page 5)
    - title/headline- clever and attention getting
    - secondary headline- short sentence that explains the content
    - data elements- information that is presented primarily visually with minimal text
    - sources- fine print text citing where the information came from
- discuss graphic style of infographics (see *Graphic Styles* on page 6)
    - view various graphic approaches in the *Infographics Graphic Styles* folder, including 3D graphics
- discuss typographical hierarchy (see *Font Selection & Hierarchy* on page 7)
    - text should be scaled in order of importance
        - in order: primary, secondary, information headers, information, source
- slideshow of infographic examples
    - true infographs versus information with companion graphics (see *True Infographs* on page 8)
    - view *Infographic Examples* folder
- demonstrate how to create graphs in Illustrator
    - how to use the Graph Tools feature (in toolbox)
    - how to create lines and bars to scale using traditional units of measure
- review hot to use Illustrators 3D features
    - Extrude and Bevel, Revolve, Rotate
    - watch and perform the following video tutorials
        - How to Work with 3D Effects in Illustrator
            - copy and paste URL into a web browser
                - https://www.youtube.com/watch?v=TSGhtAUUV5Y
        - 3D Mapping to Invisible Geometry
            - copy and paste URL into a web browser
                - https://www.youtube.com/watch?v=6XKCZM9KU1g

> infographic

> procedure:

- • select topic and approve with instructor
- • complete Infographic Planner
  - - research various interesting pieces of information/data relevant to your topic
    - make sure this information/data allows for *creative* graphic presentation (if not, it is not worth recording)
  - - develop each potential idea (it is good to have more than one to choose from)
    - **graphics presentation:**
      - graphics should not be simple pie charts, bar graphs or line graphs
      - think outside the box- look at your information from different perspectives
      - example: 27 million people play Minecraft on the PC
        - *boring idea*: row of people with each person representing a certain number totaling 27m
        - *clever idea*: compare 27m to populations of U.S. states; the new statement could say "more people play Minecraft than the combined population of New England" and do silhouette graphics of each state underneath or to the side
    - **background design:**
      - what sort of imagery or patterns would visually support this infograph?
      - remember that it should not visually compete with the headline package or infograph
    - **primary headline:**
      - this is a short, very clever and attention-getting short phrase to capture the reader's interest
      - use a deco font that ties in themtaically to the information presented
        - see *Strong Example* on page 5
    - **secondary headline:**
      - this is a short sentence explaining the contrent presented in the infograph
      - use a highly legible sans serif body copy font (Myriad Pro, Helvetica, Arial, etc.)
        - see *Strong Example* on page 5
  - - discuss ideas with instructor and submit to dropbox
    - (save as: Infographic Planner_Lastname.doc)
- • create infograph thumbnail sketches
  - sketch only the graphics you will use to support the selected information/data
  - explore different graphic styles
    - reference examples from all resource folders
  - approve graphic style sketches with instructor
- • create thumbnail sketch of infographic composition
  - consider both horizontal and vertical
    - which approach will help present information more effectively?
  - includes headline package and background graphics
  - list fonts and colors
- • begin work on computer
  - set dimensions between 80-100 inches square
  - save as: Infograph_Lastname
  - remember- you may download and embed PNG or SVG files of logos so you do not have to recreate them
  - when complete
    - review with instructor and make any necessary changes
    - submit .ai, .pdf and .jpg files
      - PDF- go to File: Save As and change "Save As Type" to PDF
      - JPG- go to File: Export and change "Save As Type" to JPG
        - Quality: 10
        - Color Model: RGB
        - Resolution Depth: High (300)

> **infographic**

> **requirements:**

- text
    - maximum two font families (one for primary headline, one for all other text)
    - text shows clear and consistent hierarchy of importance
- primary headline
    - primary headline is short, catchy and clever and captures the reader's interest
    - font selection (and any artistic embelishment) reinforces the overall mood of the information presented
        - can be either a deco font or larger version of info font
- secondary headline
    - secondary headline briefly and accurately explains the overall content presented in the infograph
    - font selection is a larger version of the information font
- information/data text
    - font selection is a common body copy font (Helvetica, Arial, Myriad, etc.)
    - text is consistent in size, style, alignment, etc. throughout infograph
- source(s)
    - information is sourced by including the URL (web address)
    - font selection is small version of information font (usually around size 6)
    - source is placed in lower left or right corner
- data graphics
    - graphics are all self-created
        - with the exception of logos, which can be embedded PNG or SVG files
    - graphics are simple and contemporary consistently in the same design style
    - graphics present the information/data in a clever yet visually meaningful way
- background
    - design enhances, but does not compete with, information/data
    - must include self-create graphics; cannot simply be a placed image
- color
    - limited palette used consistently and effectively
    - color reinforces overall topic and/or mood of topic
- contrast
    - contrast in color selection, intensity and value are used effectively to highlight important information/data
- composition
    - use of positive and negative space helps the viewer break down and disseminate info quickly and easily
    - arrangement of graphic data elements creates eyeflow

> **infographic basics**

WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

AN INFOGRAPHIC IS:

A data-rich visualization of a story or thesis

A tool to educate and inform

A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

INFOGRAPHICS

WHY YOU NEED THEM

Everyone has a message, the hard part is bundling it up so the message is understood by anyone, and everyone.

Comprehend	Connect	Distributed	Growth
20%	90%	200%	12%
Is all that is remembered after reading text.	Of information transmitted to the brain is visual	More images are liked on Facebook over text	Avg increase in traffic after publishing a infographic

Who Reads Infographics

Everyone — Would Rather Read — Infographics

Text / Infographics

87% Read Text On

> strong example

mhscg

Primary Headline
Short, creative headline grabs the reader's attention.

Secondary Headline
Briefly explains what the overall content is about.

Creative Graphic Presentation
Information is presented in a unique way, beyond traditional, generic pie charts, bar graphs and timelines.

KiNG OF THE HILL
The best selling video game consoles of all time

PLAYSTATION 2
[SONY]
155M UNITS SOLD

Wii
NINTENDO WII
[NINTENDO]
101M UNITS SOLD

PLAYSTATION
[SONY]
102M UNITS SOLD

PS3
PLAYSTATION 3
[SONY]
82M UNITS SOLD

XBOX 360
[MICROSOFT]
84M UNITS SOLD

Video Game Consoles have graced the living rooms of American households since the early 1980s and continue to be a popular form of entertainment. Here we have compiled the top 5 videogame consoles of all time in terms of total number sold. For this list, we have barred handheld game platforms, cell phones, and personal computers and decided to study only television-based gaming platforms.

Source: https://em.wikipedia.org/wiki/list_of_best_selling_game_consoles
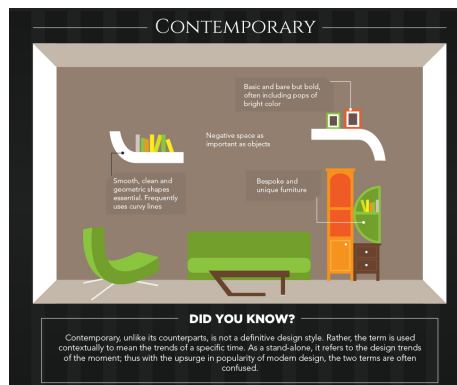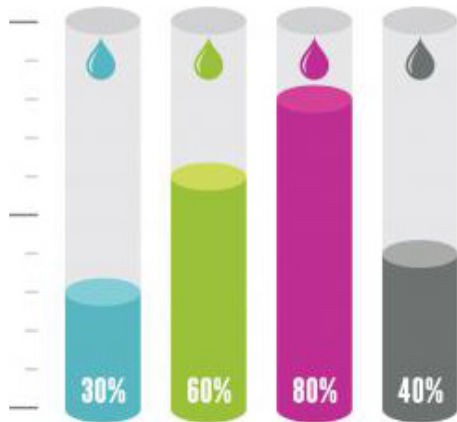
Background Graphics
Background has graphic treatment that reinforces the overall mood of the information presented.

Sources
Presented like fine print in a magazine ad. Simple, clean, easily read font in small size.

> graphic styles

Graphics need to have a more creative approach than a traditional/generic pie chart, bar graph, timeline, etc. Look for opportunities to include logos, icons, or more stylistic presentations of data than a solid "pie slice" or "bar."

30% 60% 80% 40%

MEN TAKE OVERWORKING A BIT EASIER

40.0%
of overworking men

33.2%
of overworking women

Satisfied with work-life balance

The satisfaction rate depends on the job position

Team members	Executives	Business owners
49%	41%	28%
41%	24%	14%

CONTEMPORARY

Basic and bare but bold, often including pops of bright color

Negative space as important as objects

Smooth, clean and geometric shapes essential. Frequently uses curvy lines

Bespoke and unique furniture

DID YOU KNOW?

Contemporary, unlike its counterparts, is not a definitive design style. Rather, the term is used contextually to mean the trends of a specific time. As a stand-alone, it refers to the design trends of the moment; thus with the upsurge in popularity of modern design, the two terms are often confused.

Debunking the myth of Learning Styles

1. There is no convincing evidence to prove that when an instructor changes the presentation mode of his course to match the learning style of his students actually helps them learn.

2. There is no "better" or "faster" learning as an outcome of implementing individual preferences into a course. It's just a style that ultimately makes no difference in learning.

3. Instructors should not just take under consideration the learning styles of their students, but also their background and interests.

4. Content is the parameter that should directly affect the mode of presentation and not the learning style of the students.

5. It's definitely more efficient to create a course based on the motivational characteristics of the students and not their learning styles, and always be ready to adjust the learning methods and techniques and engage multiple senses rather than just one.

6. Perceptual learning has to do with senses and there is nothing restrictive about that. It doesn't prove that someone is a specific type of learner. It merely suggests that people have preferred learning styles.

7. Not all learning happens the same way and nor should teaching. What's crucial is to decide which techniques are best for which learning outcomes and not about customizing a course based on learning styles.

8. We mostly think of learning styles as de facto, without questioning their true value, purpose and relevance. And the truth is that there is no correlation between learning styles and successful learning*.

*According to recent research conducted by major US universities

Resources:

Paschler, H.; McDaniel, M., Rohrer, D. and Bjork, R. (2010) Learning styles: Concepts and evidence. Psychological Science in the Public Interest 9, pp. 105-119.

Dembo, Myron H.; Howard, Keith. (2007) Advice about the Use of Learning Styles: A Major Myth in Education. Journal of College Reading and Learning.

Dweck, C. (2006) Mindset: The new psychology of success. Random House, New York, NY.

Roediger, H. L. and Karpicke, J. D. (2006) The power of testing memory: Basic research and implications for educational practice. Perspectives on Psychological Science 1, pp. 181-210.

Kratzig, G.P. and Arbuthnott, K.D. (2006). Perceptual learning style and learning proficiency: A test of the hypothesis. Journal of Educational Psychology, 98, 238-246.

http://elearningindustry.com/the-myth-of-learning-styles

50% 55% 70% 75%

0% 25% 50% 75% 100%
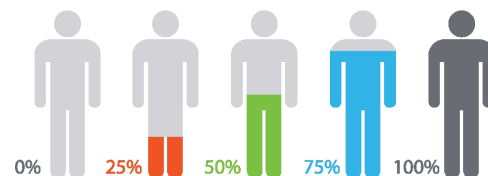
> font selection & hierarchy

Choosing the right fonts for your infograph is obviously important. But equally important is knowing the right size each text element should be to help the reader break down the information quickly and in a logical order.

> font selection

You will chose a maximum of two fonts for your infograph. One font for the primary headline, and one body copy font for the rest of the infograph (secondary headline, information headers, information and source).
The primary headline can either be a deco font that matches the overall mood of the information presented, or just a larger and more embelished version of the one body copy font chosen for the rest of the infograph.

> font hieracrchy

Text elements need to be sized order of importance. The primary headline will be huge to help grab the readers attention. Next is the secondary headline, followed by information headers, the information itself, and finally, the source.

PRIMARY HEADLINE (or)
PRIMARY HEADLINE

There are not restrictions with the primary headline. Choose whatever font, color and treatment fits the overall mood of the infograph best. Don't forget, the primary headline can be a separate deco font that is mood reinforcing, or the same body copy font as the rest of the infograph, just bigger, bolder and more artistically embelished.

Secondary Headline

The secondary headline is significantly smaller than the primary headline, but clearly the biggest of the remaining text. This will be the simple, clean, legible body copy font you chose for the rest of the infograph, just bigger and (usually) bolder.

Information Headers

Information headers are little "headlines" for text elements within the infograph. These need to stand out from the information itself. This is usually achieved by making your body copy font slightly bigger, making it bold, making it a different color, making it a different case (like all uppercase) or any combination of those.

Information Text

The information itself is presented in that simple, clean, legible body copy font you chose for the rest of the infograph.

Source

Source information will be the same body copy font, but quite small and tucked into one of the bottom corners. It is approached the same way "fine print" would be in an advertisement.

> true infographs

A true infograph is a graphic that visually presents the information itself, rather than simply having information presented through text with a companion graphic. See below for examples.

> TRUE INFOGRAPH
Each piece of information is presented directly through the graphic itself (pie chart, bar graph and graphic fill). The graphic *IS* the information.
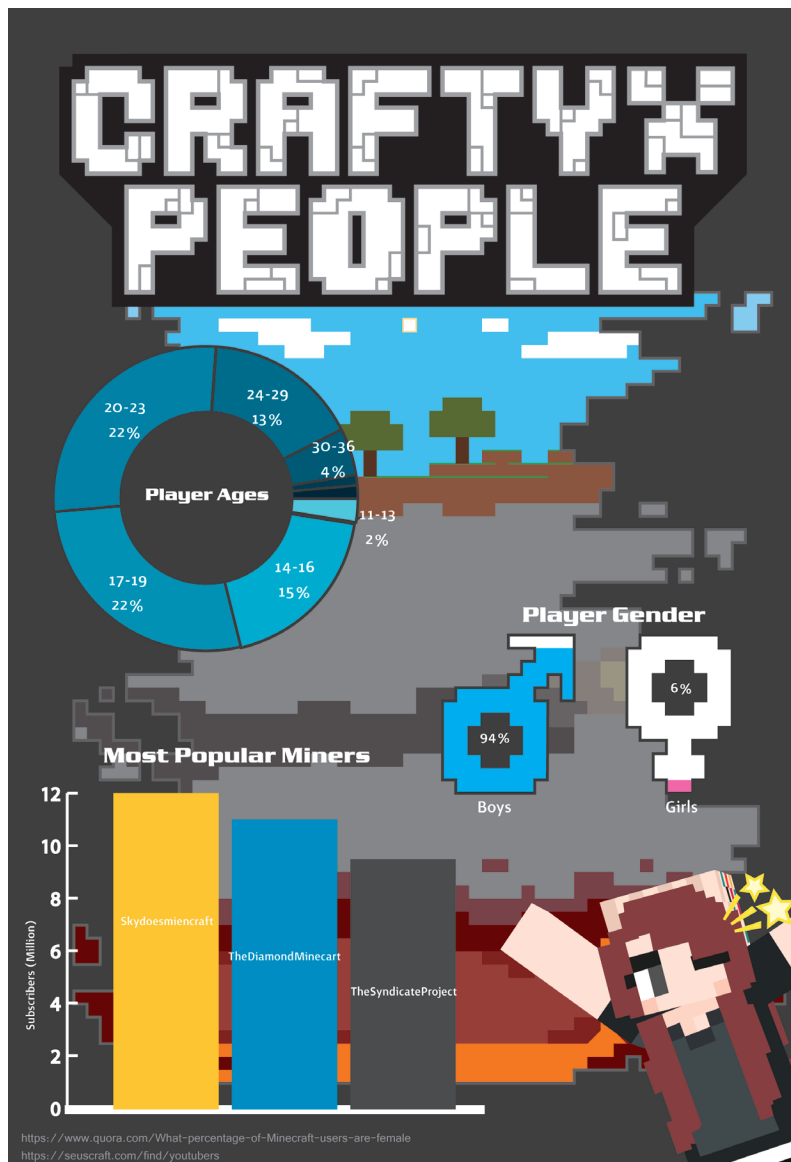
> INFO WITH COMPANION GRAPHICS
The information provided is strictly text. The Superman graphic makes it more interesting visually, but does not present any information itself.