What is an infographic?

Session Objectives

- What is an infographic?
- Examples of infographics
- Theoretical Framework
- Rationale for infographic assignments
- Design & structure of infographics
- Design your infographics
Infographics are visual representations of data

“Visually engaging content is usually clean and simple.” (Chow, 2019)
Theoretical Framework

Dual-Coding Theory  Visual-Argument Theory  Cognitive Theory

Theoretical Framework: Dual-Coding Theory

Information stored in both memory systems

Semantic Memory (ideas, concepts, theories)  Episodic Memory (personal experiences, emotions)
Theoretical Framework: Visual Argument Theory

Graphics include:
- concept maps
- Lines
- Images
- Color
- Shapes
- icons

- Divergent thinking helps recall
- Convey information
- Easy to comprehend
- Make inferences
- Reduce cognitive-load
- Less working memory
- Easy to comprehend

Theoretical Framework: Cognitive Theory

Use of graphics include facilitate complex cognitive processes

Basic Design – Visual Composition

- Rule of Thirds
- Using Grids
- White Space
Five Steps to Constructing an Infographic

The key success factors of infographics are appeal, comprehension, and retention (Sookio.com).

Infographic Tools

Adobe Spark

Canva

Piktochart

Assessment

• **Effectiveness**: Does the infographic clearly convey concepts/data
• **Design**: Does the design flow? Is there appropriate white space?
• **Content**: Is the information accurate & credible?

Option: Consider co-create grading criteria with students
Why assign an Infographic Assignment?

• Promote creativity and divergent thinking
• Encourage critical thinking
• Convey information using multimedia rather than text only
• Support critical analysis of text
• Provide an alternate way to communicate ideas to an audience
• Enhance student understanding of course concepts

Student feedback

As a learning experience, this project was more productive than listening to a lecture.

Student feedback

As a learning experience, this project was more enjoyable than listening to a lecture.
Student feedback

My understanding of marketing management was enhanced by this project.

1. Distill the key information from Pew Research Center excerpt regarding social media statistics.
2. Add information into the infographic layout handout.

Student feedback

Compared to group projects in other business-related courses, this project was more productive.

Hands-on Activity

Instructions:
1. Distill the key information from Pew Research Center excerpt regarding social media statistics.
2. Add information into the infographic layout handout.
Exercise Example

Design Infographic Assignment

Take a few moments to think about an assignment that you could transform into an infographic assignment:
  • Describe the objectives of the assignment
  • Describe the learning outcomes
  • Anything else you care to share...

Questions?

kem361@psu.edu
tcb182@psu.edu
References


• Nilson, L. B. (2007). The graphic syllabus and the outcomes map: Communicating your course. San Francisco: Jossey-Bass

• Novak, J. D. (2008). Concept Maps: What the heck is this?
