Lesson Plan: Creating an Infographic

Task

Infographics are an increasingly popular way of sharing information in newspapers, magazines, posters and online. These visual representations of knowledge and information are designed to make complex ideas and large amounts of data easy to understand. There are many ways to create infographics. After exploring a variety of examples, students will create their own infographic poster that will help others better understand an issue or concept they are studying.

Engage

Most students have seen an infographic, but may not have thought about how they are used to help share data and information. Share a few sample infographics that are relevant to your classroom content and/or students' interests. Here are a few examples to get you started. Explore your text books, support resources, and classroom posters for more examples.

- 70 Years of Batman Evolution
- Facebooking Your Parents
- Then/Now: Same Camping Gear Essentials, But Better
- Interesting Social Media Infographics

You can also to show the YouTube video, What is an Infographic? You may even consider assigning this as homework prior to beginning the project.

Ask students for their reactions after watching the video and exploring the examples listed above. (click here for a sample Google Form to be used when analyzing Infographics) Ask questions that elicit opinions to engage students in the discussion, such as:

- Which infographic was the best? Why?
- What made them interesting, content or design? Or both?
- How did the use of fonts, color, graphics, and imagery contribute?
- Did the design contribute to how you felt about the information?

Let students know they will create infographic posters for an issue or topic in your class. Provide students, or even small teams, with a list of topics and/or issues they can choose from (*numerous Business Education topics are listed below).* If your goal is related to curriculum content, you may want to ensure a variety of topics and content coverage, but if the goal is learning to show data and communicate visually, you can let students choose topics to explore.

Create

The process begins not with making the infographic, but with **research**. Students will need time to research their selected concept as well as think about how they will visually convey it. Assess for understanding and comprehension of the content as they collect and clarify information.

You may want to have students write an Infographic Strategy Brief and/or storyboard.

Infographic Strategy Brief: Write a one page max brief discussing the overall purpose and goals of the infographic.

Make sure to provide the following information: goal of the infographic, SMART objectives for the infographic, audience targeted (ex. Employees, customers, social media bloggers, etc.), and strategies on how to share this infographic.

Infographics, especially those that include lots of data, **ALWAYS** include **citations**. (I recommend using Citation Machine) Take a moment to remind your students to capture citations for information they are including in their posters. (Infographic on citations)

When their notes are complete and they are confident about the information and their knowledge of it, students/teams should produce a rough visual sketch (story board) of how they will share the information. Organization and design of the poster will be critical in informing others. Check in again to evaluate how well they are thinking about representing data and information.

As they plan out the design, students should ask and answer questions like:

1. Which information, facts, and data are essential to include? Which aren't?
2. What colors and layout works best in sharing the information?
3. What graphs and graphics best convey information and data to the viewer?
4. What is the order, or flow, of information?

You may want to take a moment to look back at your samples and discuss how various infographics are structured. Since the point of an infographic is to transfer knowledge and information quickly, the final poster should be informative, simple, engaging, and design-friendly. Many times, the objective of the infographic will determine which type of infographic one will choose to create.

You can use the PowerPoint presentation to discuss the different type of Infographics.

You may also want to use the Infographics Best Practices before the students begin this project.

In your design of the infographics, students will need to adjust the canvas size and orientation before they begin. Students will need to use drawing tools to create simple shapes as well as add and color common infographic symbols.

Share

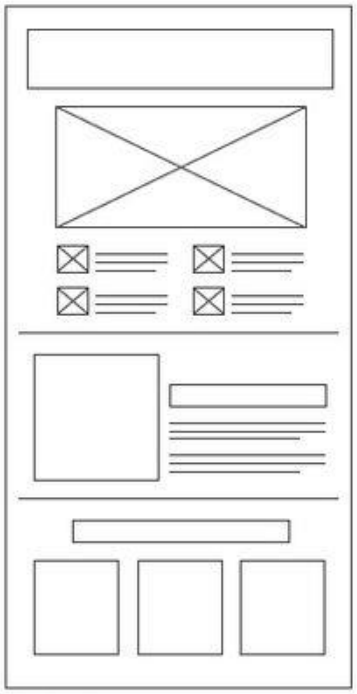
Print student posters and display in your room or around school. Publish the posters to PDF and image files to post on your classroom and school web site. Then, share them via blog, Edmodo, and social media, such as your school's Facebook page or teacher's Twitter account. If the infographics are centered on a topic you are studying in your classroom, collect them into one file and use them as an electronic curriculum resource next year. You may also want to share this collection online for other students and teachers to use.

Assessment

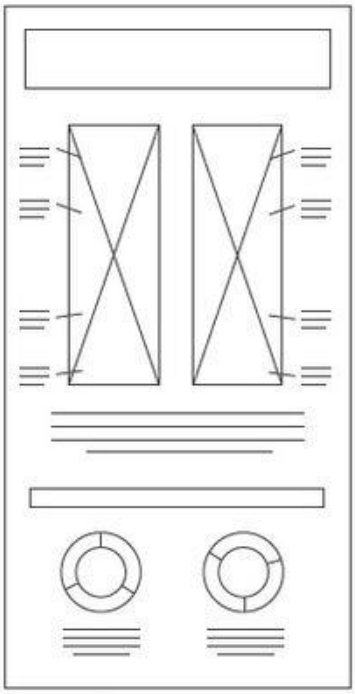
The completed infographic poster is a great artifact for summative assessment of content knowledge and ability to communicate information. Conduct formative assessments as students are collecting information and data during the research process and designing a rough sketch plan for their poster. You may also want to evaluate planning and team work skills demonstrated during the process. (infographic rubric)

Infographic Layout Cheat Sheet

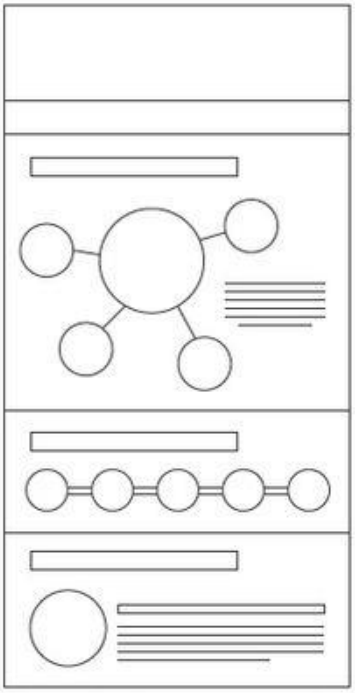
by SeeMei Chow



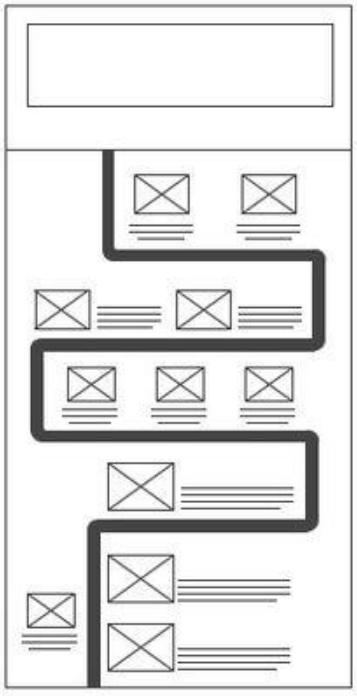
Useful Bait
Works well with most of the data
Easy to read and good usability



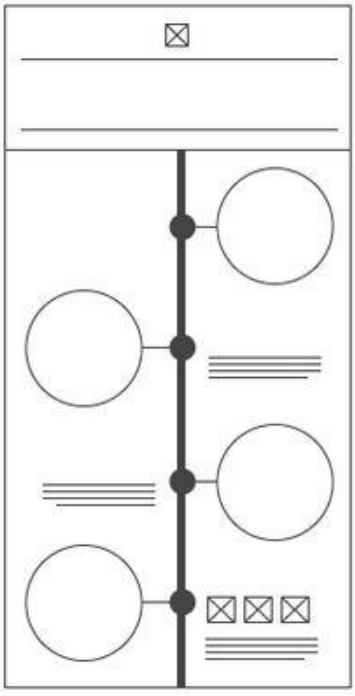
Versus/ Comparison
Works well with a lot of informations
Design(visual) is very important
Informations have to be very interesting



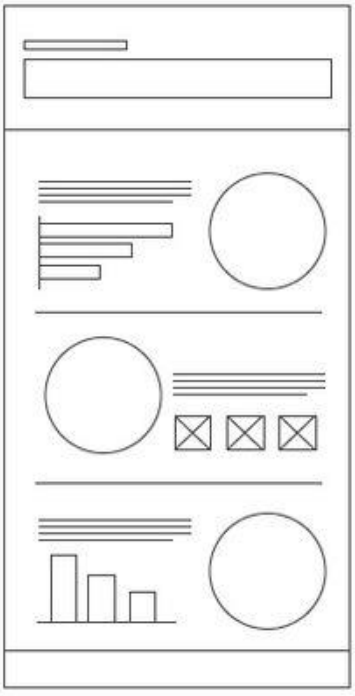
Heavy Data (numbers porn)
Works well with marketing strategy
Timeline for project
Can extend to a flowchart



Road Map
Good for storyline/journey
Can be used as a timeline too



Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand

Citing (APA) Examples

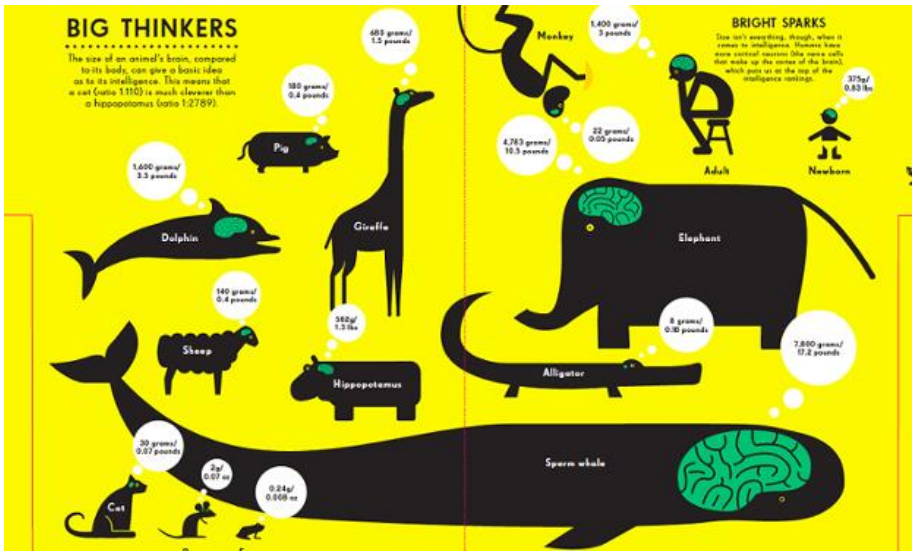
Citing Online Sources

[(https://www.theguardian.com/news/datablog/2014/mar/07/infographics-for-children-can-learn-from-data-visualisations)](https://www.theguardian.com/news/datablog/2014/mar/07/infographics-for-children-can-learn-from-data-visualisations)

To cite an image you found online, use the image title or a general description in your text, and then cite it using the first element in the works cited entry and date.

Examples:

Blechman, N. (2014, March 7). Big Thinkers [Digital image]. Retrieved March 7, 2017, from https://www.theguardian.com/news/datablog/2014/mar/07/infographics-for-children-can-learn-from-data-visualisations



To cite information from a blog you found online, use the blog title or a general description in your text, and then cite it using the first element in the works cited entry and date.

Examples:

Rogers, S. (2014, March 7). Infographics for children: what they can learn from data visualisation [Web log post]. Retrieved March 7, 2017, from https://www.theguardian.com/news/datablog/2014/mar/07/infographics-for-children-can-learn-from-data-visualisations

Potential Topics

(Below are suggested topics for Business Education Classes. The list is endless)

Accounting

- The Duties of an Accountant
- What Accountants Should know about becoming a CPE
- Accounting Basics
- File Your Taxes with these Steps
- How to Become a CPA
- Double Entry Accounting
- How Accounting Has Been Changed Over Time with Technology
- History of Income Taxes

Business Law

- Elements of a Contract
- Role of Legal System
- Workplace Laws
- Business Ethics
- Business Entity – Protection Laws
- Small Business Checklist: How to Establish Your Business – Legally
- Legal Services
- Small Business Law
- How (Federal or State) Laws are Made
- Working in Law
- Protecting in Information in the Digital Age

Career Development

- How to Search for a Job
- How to Apply for a Job
- Stages of Career Development
- Professionalism in the Workplace
- Factors that Go into Choosing a Career
- Career Timeline
- Job vs Career
- Tips for a Successful Career Fair
- Powerful Resume Words
- Resume Tips
- What is Career and Technical Education
- Dress for Success

Management

- Five P’s of Entrepreneurship
- Developing a Business Plan
- Types of Businesses
- Business Principles
- Levels of Management
- Management Functions
- Production Process
- Types of Inventory
- Product Plan (New Product Development)
- Role of Human Resources
- Workplace Environment
- Ergonomics in Business

Marketing

- YouTube Marketing
- Digital Marketing Trends
- Anatomy of Content Marketing
- How to Grow Your Business Using Content Marketing
- History of Online Marketing
- The Role of Color in Marketing
- Marketing Strategies
- Four P’s of Marketing
- Marketing Mix
- Product Life Cycle

Technology

- History of the Internet
- History of Computers
- History of Google
- The Next Big Thing in Technology
- Microsoft
- Technology Trends
- Evolution of Technology

Some tools for creating infographics:

Adobe Illustrator

easel.ly (template based online infographics maker)

Google Drawings

Infogr.am (online infographics maker, most useful if you have numerical data)

Lucid Chart (Chrome app, use with Google Drive and generate flow charts)

Microsoft PowerPoint

Microsoft Publisher

Piktochart (6 free themes that are editable)

Tableau (online data visualization tool, you would need numerical data to use)

Time Toast (for timelines)

Visual.ly

Wordle (generates word clouds)

WorldMapper (maps of the world resized by subjects of interest)

Extension Activity

Individual reflection: write a one page, typed, double-spaced paper about your group's process of creating your infographic. Your paper should flow like an essay rather than a series of answers to questions.

As you compose, think about the following questions:

What challenges did you face as you tried to convert your research to a graphic? How did you solve those challenges? Are you happy with the final result? What do you wish you could have done different? What challenges did you face working as a group and how did you solve them? What contribution did you make to the group that you are most proud of? Where did you encounter uncertainty with this project and how did you manage that?