

INFOGRAPHIC ASSIGNMENT FOR THE HEALTH SCIENCES

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OBJECTIVES // This assignment will help you to:

1. *Understand* the purposes of and potential uses for infographics
2. *Cultivate* creative visual communication skills
3. *Disseminate* a complex health topic to diverse audiences

DUE DATE // [date]

OVERVIEW // Infographics are graphic depictions of complex information (e.g., knowledge, data, concepts, ideas, etc.). This medium relies upon visual elements to clearly and concisely communicate complex information to diverse audiences. Infographics use evidence and practice-based data, compelling statistics, easy-to-read fonts, complimentary color schemes, simple charts, bold graphs, and other graphics to disseminate information in quick and easily digestible format. For this project, you will work [independently or in small groups].

ASSIGNMENT // As a group, decide on one health topic as the foundation for creating an infographic. For example, you could focus on [fill in examples. For example, sleep disordered breathing among adolescents, mental health and mental disorders in early life, or vision loss among older adults]. Upon selecting a topic, your group will develop an infographic to disseminate the topic in a way that effectively communicates with diverse audiences (i.e., media, scientists, non-scientists, non-disciplinary experts, disciplinary experts, policymakers, voters, etc.).

BRAINSTORMING

1. **SCOPING** // Familiarize yourself with the infographics genre. What makes one infographic more effective or engaging than another? **Explore other infographics** related to topics we've discussed in class to better understand which elements, layouts, etc. are important for creating a visually appealing, concise, and clear message. Use examples for inspiration when designing your infographic. Be sure not to copy any content for your infographic – this is a creative endeavor. Here are some examples to kick start your investigation:
 - a. How parents can help their child maintain a healthy weight
 - i. https://www.niddk.nih.gov/health-information/health-topics/weight-control/childhood-obesity/Documents/Childhood_Obesity.pdf
 - b. Comparison of health care coverage and access between men and women
 - i. <http://jamanetwork.com/data/Journals/JAMA/934167/jig150001fa.png>
 - c. Relationship between hunger and malnutrition
 - i. www.fao.org/resources/infographics/infographics-details/en/c/238873/
2. **SELECT** // You've investigated the infographic genre and better understand its elements, layouts, and conventions. Now, it is time to **choose a topic**. Remember, infographics should tell a story, identify causes and issues that are supported by evidence and practice-based data, and should have sustainable solutions. A phrase (or short sentence) is all that should be required to concisely communicate the idea, story, or concept of your infographic. For example, an infographic might:
 - a. Provide recommendations to parents to help their child maintain a healthy weight
 - b. Present differences in health care coverage and access between men and women
 - c. Present the relationship between hunger and malnutrition

Be sure to test your topic with a few peers and ask for feedback regarding clarity and edit as necessary. Your group must submit your topic to [instructor] for approval via email by [date]. If you are working in groups, one person should send the email to [instructor] on behalf of the group with cc: to other group members. Please send your email to [e-mail address].

3. **RESEARCH** // Use skills developed in class (e.g., finding, assessing, and using credible articles) to find evidence and data from your course readings, peer-reviewed journal articles, and other quality professional sources about your topic of choice. Remember, a quality resource should be current, provide authoritative information, be reliable, and have a transparent purpose. You must use at least 5 quality professional sources for your infographic. You will need to cite your sources

using [format type]. After your readers are captivated by the infographic, citations provide them with additional resources for further reading.

You will document your credible research with an annotated bibliography. Your annotated bibliography should include a short summary (5 to 7 sentences) of each source with description of how the source will be useful for your infographic. Please follow guidelines for summarizing and assessing sources for an annotated bibliography at [website for reference formatting]. Submit annotated bibliography to [submission site or e-mail of instructor] by [date]. [The instructor] will provide you with feedback on your annotated bibliography. Please be aware that [you or your group] may be asked to conduct additional research in order to meet the minimum research requirement for your infographic.

4. **WRITE** // What essential information about the topic do you want your readers to understand? What are the most compelling pieces of knowledge about your topic? Write down the key concepts and compelling information about your selected topic. Your infographic will include visual elements to clearly, concisely, and captivatingly communicate key concepts, essential information, and compelling knowledge to diverse audiences (i.e., media, scientists, non-scientists, non-disciplinary experts, disciplinary experts, policymakers, voters, etc.) – make sure that the information you identify is the most important and most compelling.

5. **SKETCH** // Before you begin creating your infographic within the infographic software of your choice, it is a useful conceptual exercise to sketch your infographic. What is the story you are going to tell? Grab a pen, pencil, crayons, or other writing implements and visually organize your key concepts on paper. Draw a flowchart that shows what order the data should be presented. To be most effective:
 - a. begin with a compelling title that tells your story or conveys your message
 - b. identify the cause or issue
 - c. present facts and figures that are quality and persuasive
 - d. discuss strategies to address the topic

DEVELOPING

1. Explore various infographic software available for your use. Examples are PiktoChart, Visually, Visme, and many more. Practice making your infographic in each software.
2. Choose one infographic software based upon its usability, compatibility with your infographic sketch, and cost of development (we suggest that you choose free).
3. Sign up for a free account and select a free template.
4. Find the infographic software's help center for specific directions about how to incorporate the following elements:

- Modify an existing template or begin with a blank canvas.
- Keep in mind that your aim is to build a visually appealing infographic that clearly and concisely communicates complex information to diverse audiences.
- Edit the template by double-clicking and replacing default text with information (e.g., facts, statistics, words, etc.) pertinent to your topic.
- Search for new graphical elements to include (e.g., charts, maps, icons, pictures, tables).
- Change colors of background or fonts.

DESIGNING

1. **FONT** // For graphical cohesion, use no more than two different fonts. Remember, any font you use should be very readable.
2. **COLOR** // Choose one or two main colors for the background and one or two main colors for fonts throughout. Shades of your color selections are acceptable to use. Too many colors make the infographic difficult to read. Use colors that are complimentary own another and (if possible) related to your topic. For example, if you're displaying concepts about rhubarb's place in the diet, choose pinks and greens.
3. **BLANK SPACE** // Don't be tempted to clutter your infographic. Provide plenty of blank spaces to split up your concepts, differentiate ideas, and increase readability.

FINALIZING

1. **PREVIEWING** // Periodically, it is useful to zoom out to see what your infographic looks like as a whole. Make sure to frequently and automatically save your progress while you preview your work.
2. **DOWNLOADING** // Download your infographic as a [PNG, JPEG, PDF]. Submit the first iteration of your infographic to [submission process] by [date].
3. **MARKET TESTING** // When you feel your infographic is visually appealing, clear, and concise, show it someone you know. Ask them what they learned from your infographic. Did they find anything confusing? Are there areas that could be modified to improve visual appeal? Any suggestions to increase clarity? Is the infographic too wordy – how can it be made more concise? [You or your group] should complete this step by [date].
4. **REVISING** // Consider the feedback provided by your first reader. Implement suggestions to help increase the appeal and readability of your infographic. Are

there other changes you think might be useful? Be sure to take notes on how market testing affected your final product so that you can include this information in your presentation. After you are satisfied with the new draft, download a new PNG, JPEG, or PDF file. Save your infographic as **groupname_infographic**. Submit your final infographic to [where to submit] by [date and time]. The infographic is worth [point value].

INFOGRAPHIC REFLECTION // After you are done creating, testing, and revising your infographic, each group member will write a brief (i.e., 1-page or less) MS Word document that addresses:

1. What message are you communicating within your infographic?
2. Why did you choose this topic?
3. What did you like about creating an infographic?
4. What was challenging about creating an infographic?
5. What did you learn while creating an infographic?
6. How can you use infographics in the future?

Save the MS Word document as **lastname_infographicreflection.docx**. Submit your infographic reflection to [where to submit] by [date and time]. The infographic is worth [point value].

PRESENTATION // On [date] [you or your group] will share its infographic with the class in a **PowerPoint presentation**. In addition to presenting the infographic, [you or your group] will also discuss the process of creating the infographic, including why [you or your group] chose the topic, what sources were used to develop the infographic, and lessons learned about creating infographics. The presentation is worth 15 points.

SELF- AND PEER-EVALUATION // After your presentation, you will complete a self-evaluation [and a peer-evaluation for each member of your group]. **Note for groups:** Students who do not demonstrate sustained and substantive contributions to their group will receive zero points for their group project. The self- and peer-evaluation is worth [points].

ASSESSMENT // Please see the grading rubric for this project. Your infographic will be graded based on content, graphics, design and layout, and mechanics.

IMPORTANT DATES

[Date]

- Submit infographic topic

[Date]

- Submit annotated bibliography

[Date]

- Submit first iteration of infographic

[Date]

- Submit final infographic
- Submit infographic reflection essay

[Date]

- Present infographic to class
- Submit hard copies of evaluations