



## LESSON PLAN

### STRUCTURE:

Overview

Outcomes

Preparation

Procedure



Apps:



infogr.am

**LESSON NAME:** Infographics

**DURATION:** 1 x 60 min

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### OVERVIEW

In today's attention scarce world, infographics are a fantastic tool to communicate an idea to a public audience. They display information, data or knowledge not only in a visually engaging way, but also in an easy-to-understand manner. As they are quite shareable and linkable, they are perfect for social media. A well-thought-out and well-designed infographic can actually go viral in a very short amount of time; therefore, nowadays infographics are also a must-have marketing tool.

This lesson aims at helping students understand the importance of infographics in an increasingly visual culture, as well as equipping them with the knowledge and tools they need to create powerful infographics.

### LEARNING OUTCOMES

Students will be able to:

- Recognise the importance of infographics in an increasingly visual culture.
- Identify the benefits of infographics.
- Identify different types of infographics.
- List the key elements of a powerful infographic.



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- Create a well-thought-out and well-designed infographic.
- Demonstrate knowledge learnt through a visual medium.

## PREPARATION AND MATERIALS

- Prepare a classroom with a wall projector, Internet access and several computers.
- Get acquainted with the content of the PPTs attached to this lesson plan. The PPT for teachers contains info that can help you implement this lesson, as well as links that you can use if you need any further info. The PPT for students is for classroom use.
- Make copies for each student of the printouts “Pair work” and “Infographics – Useful tips” (pages 4-8 of this lesson plan).

## PROCEDURE

- **Start** the lesson with the questions on slides 2 and 3 of the PPT presentation attached to this lesson plan. Use the PPT throughout the whole lesson.
- **Explain** that the class is going to be about infographics.
- **Ask** students if they know what an infographic is and if they’ve ever created one and what for.
- **Elicit** the definition of infographic from students (slides 4-10).
- **Introduce** and explain the different types of infographics (slides 11-23).
- **Have** students watch the video “Infographic of infographics” at <https://www.youtube.com/watch?v=6-qbf5lsFH0>. Use it to discuss the advantages of infographics (slides 24-26).
- **Have** students analyse some infographics in pairs so that they can



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infer the key features of a well-designed infographic (slides 27-30).

Ask them to write down their conclusions on the worksheet titled “Pair work”.

- **Have** students share their conclusions.
- **Systematize** the key elements of powerful infographics (slides 31-32).
- **Introduce** students to some tools that can be used to create an infographic (slides 33-34).
- **Hand out** the worksheet “Infographics – Useful tips”.
- **Challenge** students to create in small teams an infographic for an issue or topic related to your curriculum content as homework assignment. Provide them with a list of topics or issues they can choose from. Give them a week to complete the task.
- Follow-up activity: Print their posters and display them in your classroom, in a school hallway or in the school library. Share them via your school’s Facebook page, the class website/blog, the library blog, etc. Invite students to share them via their social media sites as well.



## PAIR WORK

What makes a powerful infographic? Go through the 12 infographics at <http://blog.visme.co/best-infographics-2015/> and find it out.

INFOGRAPHICS - BRIEF ANALYSIS	
TITLE	
FOCUS	
CONTENT	
COLOUR, FONTS, GRAPHICS, IMAGERY, TEXT AND WHITE SPACE	
ORDER OR FLOW OF INFORMATION	
OVERALL DESIGN	

**GOOD WORK!**



## INFOGRAPHICS

### USEFUL TIPS

Infographics have become an extremely popular way to display information, data or knowledge. Actually, in this increasingly visual society, they have become an essential tool to make complex information eye catching, shareable and easily digestible. No wonder we can find them in so many different environments. Although they are not that difficult to design, much due to the many free tools available on the Net, to create an infographic that can go viral is a completely different matter. And that's your challenge: to create a powerful infographic, one of those infographics we enjoy so much that we feel the urge to share. Come on, don't be that scared! You can do it. You just have to keep a few tips in mind. Let's go through them.

#### **Purpose**

Identify your infographic's purpose. What type of information do you want to communicate? To whom? What do you want people to do after reading your infographic? Would you like your infographic to be funny, surprising or serious? No matter its purpose, don't forget that you're supposed to help, educate or inspire your audience.

#### **Target audience**

Consider your audience interests as you're supposed to create an infographic for them and not for the whole world. What do they want to know? What do they need? Get into their heads so that you can create content targeted to their interests. Keep the content simple, relevant and targeted.

#### **Story**

Infographics tell a story visually using data or information. Like all good stories, effective infographics have a beginning, middle and end, in other words, you have to introduce the problem or thesis, back it up with data and end with a conclusion.



Decide on the story you're going to tell your audience and how are you're going to do it. Come up with an interesting idea that will make your infographic stand out among all the other ones. Above all, keep in mind that your goal should be to show your story, so don't tell it.

### **Data**

Spend time on researching the data you're going to display on your infographic. Apart from being unique, interesting and relevant to your message, your data must be accurate. Therefore, make sure that your facts and figures are true and that your sources are reliable and up-to-date. Always credit your sources. List them at the very end of the infographic.

### **Title**

Your infographic's title is extremely important. No matter how good your data or infographic is, if you don't have a powerful title, no one will read it. Find a unique and catchy title that describes your infographic, grabs the viewer's attention and is short enough to be read at a glance.

### **Balance**

Balance white space with content and visual information with written information. Resist the temptation to over-write your infographic because an infographic is a visual thing.

### **Flow**

Make sure there's a clear hierarchy of where you want your readers' eyes to go. Guide them from one section to another, sequentially and seamlessly. Ensure that there are clear visual connections between sections. To achieve it you can, for example, use numbers, headlines or different colour backgrounds.

### **Fonts**

Choose a font size that makes your text readable at smaller sizes, particularly your headlines and sub headers. Be consistent and limit your fonts.



Choose a font colour that will stand out and be readable against your background and panel colours. Remember that a dark font on a dark background, or a light font on a light background, is difficult to read and proves to be very straining for the human eye.

### **Colour**

Colour is vital to maximize infographic effectiveness. It is used to help the reader go through the infographic and to distinguish content.

Choose colours that complement each other well. Choose a palette that doesn't attack the senses, otherwise your infographic will end up being an eyesore. If picking a colour palette is difficult for you, stick to the 3-colour palette rule. Choose a colour for the background (the lightest of the three) and 2 other colours to make distinctions or separations based on your topics or sections. If you need to add other colours, use shades of your primary colours.

### **Background**

Avoid a white background whenever possible. Infographics are primarily shared online and as many websites and blogs have white backgrounds, if your infographic's background is also white, it will be difficult to know where it begins and ends.

### **Visuals**

Use visuals that tie to your data and that enhance the ideas in text rather than distract from them. Your infographic must be visual to be effective but the visual must convey the message and the key information.

You'd better stick to one style for images, graphics or photos.

### **Layout**

Keep it simple, clean and concise so that it can be appealing and pleasant to look at. Leave out all unnecessary details and don't include images or other elements that distract people from the main point. Can people understand your infographic clearly and quickly without talking to you? If so, you're on the right track.



## Final considerations

### An effectively designed infographic should:

- ✓ “Display relevant, accurate, often complex, and interesting information.”
- ✓ “Enable the viewer to absorb this information readily and enjoy doing so.”
- ✓ “Be so compelling that the viewer is likely to share.”

<https://www.thebigidea.nz/grow/development-resources/139014-what-are-infographics-and-how-are-they-used>

### Top-shared infographics are:

- ✓ Easy to understand
- ✓ Simple
- ✓ Not very text-heavy

Got the idea? No? Well, have look at the infographic from Socially Sorted which highlights seven key elements people should consider in order to create a powerful infographic:

<http://sociallysorted.com.au/wp-content/uploads/2013/10/7-Superpowers-of-a-Knockout-Infographic-Socially-Sorted.jpg>

Although the tips you’re provided with on this worksheet are important for most infographic designs, sometimes we come across infographics that follow no standards and yet manage to succeed and go viral. Therefore, use these tips to guide you, but don’t let them suppress your creativity. Think out of the box and try to create a unique infographic that will take your audience by storm.

**GOOD WORK!**