Infographics are a great multimedia assignment for students -- this popular media format is used by all types of companies and institutions to make complex data understandable and to entertain, inform, and persuade their audiences.

TOOLS
Infographics can be created with a wide range of tools, from simple, online resources such as Piktochart to more complex software like Adobe Illustrator. If your students wish to use Illustrator, they will need time to learn the software. We recommend a good Lynda tutorial in the timeline below.

DESIGN GUIDE
We've created a design guide for infographic assignments, which includes video tutorials, a planning worksheet, models, and other support for your students.
guides.library.unc.edu/infographics

LEARNING OBJECTIVES
- Create and present an infographic for a specific purpose and audience.
- Find and analyze reliable statistical data.
- Develop an argument supported by information and evidence.
- Combine data and information to tell a story, make an argument, or persuade their readers.
- Use design principles to choose fonts, colors, and layout to create a cohesive infographic.
- Visualize complex ideas using a combination of text, imagery, and graphics.
- Ethically reuse data and media, based on knowledge of intellectual property and copyright.

SAMPLE TIMELINE
As with any multimedia project, it is important to give students enough time to learn techniques, practice new skills, and gather feedback before finalizing their infographics. We provide this general timeline for you to adapt to your own class and content.

We have created an Infographic Planning Worksheet that guides students through these steps. Find it at go.unc.edu/p4HKj/

Week 1 - Topic Selection
- Introduction of assignment.
- Analysis and discussion of examples/models (some are listed in the Get Inspired box on our Design Guide).
- Students define infographic’s purpose and audience.
- Students choose topics and begin researching.

If your students need support refining their topics, finding reliable information, or citing their sources, please contact Dayna Durbin (ddurbin@email.unc.edu) to set up information literacy instruction.
Infographics
multimedia assignment tips for instructors

Week 2 - Finding and Analyzing Reliable Data
*Feeder 1 Due: Topic Proposal*
- Discuss the use of storytelling in infographics. (See Data Visualization: Storytelling tutorial on our Design Guide).
- Students continue research and examine data.
- Students determine relationships between data and story/argument of their infographic.
- If using Adobe Illustrator, students complete a tutorial. (See Learning Infographic Design tutorial on our Design Guide).

*If your students need support finding and analyzing reliable statistical data, please contact Michele Hayslett (michele_hayslett@unc.edu) to set up statistical data instruction.*

Week 3 - Visual Storytelling and Design of Infographics
- Instruction on best practices for infographic visual design. (See Learning Data Visualization, Section: Visual Display Lynda tutorial as a guide.)
- Students create sketches of their infographics and brainstorm data visualization methods.
- Students create first draft of their infographic design in chosen software.

Week 4 - Feedback Week
*Feeder 2 Due: Draft of Infographic*
- Peer feedback on first draft.
- Instructor gives feedback on data/informational content of infographic.

Week 5 - Final Projects
- Incorporate instructor feedback into final draft.
- Final infographics due.

RUBRIC
We’ve created a sample rubric to help you in evaluating your students’ infographics. Please feel free to adapt it as you like. go.unc.edu/infographicrubric

FURTHER SUPPORT FROM THE DESIGN LAB
Design Lab staff is available to help you adapt this content to your own class. We can also provide customized classroom instruction. Please contact Jennie Goforth at jgoforth@unc.edu.

Visit our website: library.unc.edu/house/designlab