**PURE 3600 Ekachai**

**Infographic Assignment (25 points), Due Oct. 22 in class**

An infographic (information + graphic) is a visual representation of information, data or knowledge. Infographics present complex information quickly and clearly to communicate concepts using texts, symbols, colors, and graphic visuals. Infographics present large amounts of information in a compact and easy to understand way.

**Instruction:**

• In a team of two, you will create an infographic that is intended to inform people about something or persuade them to do something. It could be cause-related or product-related. You could adapt it to your client, if you want.

• As a team you will need to evaluate what parts of the topic, concept, or idea are most important to tell or demonstrate and how you would represent each piece of information best, either by texts, visuals or both. The idea is readers should be able to learn the concept or information you want to convey through viewing and interpreting the various graphical information and texts.

• You have the option of using Piktochart program or building the infographic from scratch using InDesign. Go to Piktochart.com and sign up for a free account.

***Resources for research information and statistics***

<http://www.pewinternet.org/>

<http://www.census.gov/>

**Examples:**

<http://www.census.gov/how/infographics/foreign_born.html>

http://pinterest.com/dara1/infographics/  
<http://dailytekk.com/2012/02/27/over-100-incredible-infographic-tools-and-resources/>

**Recommended Infographic elements**

* + 2 pages in length
  + various font color but consistent
  + appropriate font size and style (large & small)
  + titles and subtitles (large & small)
  + bright visual colors throughout
  + background color
  + text information with color
  + visually appealing
  + graphics or images (make sure they are not copyrighted)
  + charts, graphs, tables
  + arrows, lines, text boxes
  + cite sources, websites displayed at bottom

**What to turn in**: Save your Piktochart infographic in JPEG and upload it to class D2L