**Step 1: Infographics 101**

1. **What Are Infographics?**

   **Information+Graphic=Infographic.** Infographics are visual images such as charts or diagrams used to represent information or data.

   Read more about Infographics in [ProQuest SIRS Issues Researcher](#):
   - 7 Things You Show Know About…™ Infographic Creation Tools (WebSelect Site)
   - As Infographics Become Prevalent, How to Apply Them Is More Important Than Ever Before (Online News Source)
   - Infographics As A Creative Assessment (WebSelect Site)
   - Using Infographics in the Science Classroom (Magazine)

2. **What Are the Types of Infographics?**

   Infographics are usually displayed as one or a combination of these types:

   - **Compare/Contrast:** Illustrates notable similarities or differences as a table or simply a list with graphics.

   - **Geographic:** Displays data with a location map (e.g., smoking rates per state in the U.S.).

   - **Hierarchy:** Demonstrates a chart with levels (e.g., organizational chart).

   - **Information:** Similar to a poster, summarizes information from an article or other research visually.

   - **Process:** Demonstrates a process as a how-to (e.g., a recipe), to teach the workings of an object or principle (e.g., photosynthesis), or flow chart to show choices in a decision process.

   - **Time-Oriented:** Displays data over a chronological time period (i.e., timeline).

   - **Statistical:** Showcases one or more graphs, tables or lists to display data.

   - **Word Cloud:** Displays a cluster of words to show associations between words or concepts.

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Step 1: Infographics 101 (Cont.)

3. What Is the Structure of an Infographic?

Every infographic is made up of at least 3 parts:

**Layout:** This refers to the visual design of the infographic including objects, graphs, fonts, lines, colors, photos, and icons. Every design choice has a purpose.

**Content:** This is the research component including text, dates, statistics, locations and citations. Data should be accurate and cited for sources.

**Story:** This refers to the claim or conclusion of the infographic. A story ties together the layout and content. Every infographic conveys a central message to the audience.

4. Where Do You Find Infographics in ProQuest SIRS Issues Researcher?

Find infographics via [Subject Heading](#) or via Infographics link on the [front page](#).

List the titles of three examples:

Example 1: ________________________________________________________

Example 2: ________________________________________________________

Example 3: ________________________________________________________

Common Core Standard*

CCSS.ELA-LITERACY.RH.9-10.7 Integrate quantitative or technical analysis (e.g., charts, research data) with qualitative analysis in print or digital text.

Tip

Save Your Research: Check Add to My List to add infographics to tagged list to email to yourself or save session to come back at another time.


Step 2: Analyze Infographics

Select one of your example infographics from step one to analyze.

Layout

4. What is the type of infographic? Circle the answer:

- Compare/Contrast
- Geographic
- Hierarchy
- Information
- Process
- Time-Oriented
- Statistical
- Word Cloud

5. List all the visuals you can find that the author uses to illustrate and organize information. Consider use of colors, objects, shapes, fonts, icons, and white space.

____________________________________________________

Content

6. What data (dates, statistics, facts) are provided? How old is the data?

____________________________________________________

7. Are the author(s) of the infographic and source(s) of the data cited? List what you find.

____________________________________________________

8. Are the author(s) and source(s) credible? Explain.

____________________________________________________

9. Are the author(s) and source(s) biased? Explain.

____________________________________________________

Common Core Standards*

- **CCSS.ELA-LITERACY.RST.11-12.7** Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.

- **CCSS.ELA-LITERACY.RH.11-12.1** Cite specific textual evidence to support analysis of primary and secondary sources, connecting insights gained from specific details to an understanding of the text as a whole.

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Step 2: Analyze Infographics (Cont.)

Story

10. What is the central message of the infographic?

_________________________________________________________________________

_________________________________________________________________________

11. How do the words, phrases, data, and visuals illustrate the central message?

_________________________________________________________________________

_________________________________________________________________________

12. What is the author(s)' purpose in using visuals to convey the central message? Is it to inform, persuade, or entertain?

_________________________________________________________________________

_________________________________________________________________________

13. Who is the intended audience of this infographic?

_________________________________________________________________________

_________________________________________________________________________

14. Do you think this infographic is effective in conveying its message? Why?

_________________________________________________________________________

_________________________________________________________________________

Did You Know?

Understanding infographics is a key skill for college and career readiness. The skill is called visual literacy—the ability to interpret, recognize, and understand information presented visually.

Common Core Standard*

CCSS.ELA-LITERACY.RST.11-12.7 Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.
Step 3: Apply Knowledge

Create Infographics

*Using what you have learned, create your own infographic.*

☐ **Choose a topic.** Select a [Leading Issue](#) for a compelling topic or choose your own.

**Layout**

☐ **Select a program.** There are many options to create infographics including Microsoft (Word, Excel, PowerPoint), Piktochart, easel.ly, visual.ly, wordle, to name a few.

☐ **Decide the type(s) of infographic:** Compare/Contrast Geographic Hierarchy Information Process Time-Oriented Statistical Word Cloud

☐ **Use visuals.** Use fonts, colors, icons, and objects to enhance your infographic.

**Content**

☐ **Select and organize data.** Choose data that is recent and relevant.

☐ **Cite sources.** Make sure sources are credible.

**Story**

☐ **Convey your central message clearly.** Use visuals and text to inform, persuade or entertain.

☐ **Keep audience in mind.** Make sure message is relevant to audience (student, professional or public at large).

☐ **Review and share.** Share your infographic with someone to make sure your message is understood.

*Use your infographic skills to enhance your next project!*

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