Infographics: Visualizing complex information

CJUS 273: Criminology | November 1, 2016
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Benner Library | Olivet Nazarene University

Recommended citation:

What is an infographic?

Examples: What works? Why?

Example: What works? Why?

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Examples:
What works? Why?
Why make one?

• Demonstrate content mastery
• Put an engaging spin on your research
• Persuade or inform...They work!

• Practice design & visual literacy
• Practice digital literacy (technology skills)
Recommended structure

Infographic

• Eye-catching hook
• Header
• 3 supporting facts
• Memorable fact

Content tips


Tips

• Show, don’t tell
• Don’t just insert a graph. Make it meaningful and interesting.
• Put interesting fonts (and text) in title & headers
• Create a story
• Add a visual hook (graphic)
• Limit yourself to three colors
• Be accurate & clear!* 
• Use to inform, not just “promote” yourself

Steps to create your infographic

1. Become familiar with the ways to visualize data
2. Create the good question and go through the research process
3. Hand-sketch a draft of your final infographic
4. Learn about Creative Commons and gather image assets
5. Pick colors and fonts based on message
6. Arrange infographic in the inverted pyramid style
7. Include citations on all infographics
Is it okay to use?

# Creative Commons

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Piktochart

• Infographic “long-form graphics perfect for the web”
• Presentation “4:3 ratio slides for online presentation”
• Poster “single-page banners for ads and posters”
• Report “letter-sized reports”

Annotated list of other infographic sites

http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/

Using Piktochart

• “Blocks” are editable content
• Changing text & colors
• Adding new text (pre-formatted levels)
• Searching for and adding new graphics
APA citations

In order to open the APA Style Guide to Electronic Sources, login to My.Olivet when prompted, https://my.olivet.edu/depts/librdept/eResources/apa_electronic.pdf

Website (see page 39 of the .pdf)

Photograph (see example #52 in the .pdf)

Article (see example #1 in the .pdf)
http://dx.doi.org/10.1037/a0020948