

INFOGRAPHIC:

Visual representations of information, data or knowledge intended to present information quickly and clearly. [https://en.wikipedia.org/wiki/Infographic]

INFOGRAPHICS IN LEARNING? WHY?

Infographics improve cognition by enhancing the human ability to visualize patterns and trends.

Humans receive input from all five of their senses (sight, touch, hearing, smell, taste),

but they receive significantly more information from vision than any of the other four.

Fifty percent of the human brain is dedicated to visual functions, and images are

processed faster than text. The brain processes pictures all at once, but processes

text in a linear fashion, meaning it takes much longer to obtain information from text

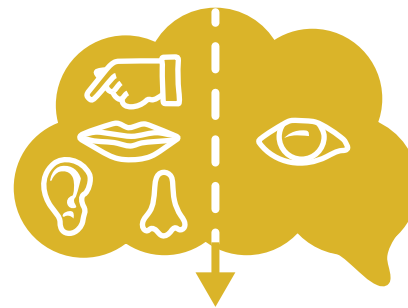


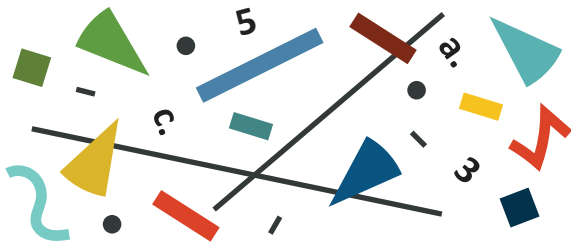
Image processing is faster than text.



WHY NOW?

Social media allows for the rapid spread of information, in many different forms.

Visual depictions are often more compelling than lengthy text-based explanations, and it is more likely that a viewer will look at an image than read a paragraph of text.



WHAT ARE THE KEY COMPONENTS OF AN INFOGRAPHIC?

VISUAL:

Theme and reference graphics:

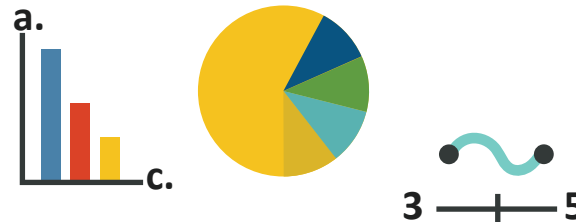
- Theme graphics – the underlying visual representation of the data.
- Reference graphics – icons that can be used to point to certain data.

CONTENT:

Statistics and facts.

KNOWLEDGE:

Lends to a complete understanding of the presented data.



WHAT ARE THE COMMUNICATION REQUIREMENTS OF INFOGRAPHICS?

APPEAL:

Is the audience engaged?

COMPREHENSION:

Is the information easy to understand?

RETENTION:

Is the presented data easy to remember?



Compelling infographic samples:
obsidianlearning.com/work/infographic

TYPES OF INFOGRAPHICS

(<http://blog.visme.co/types-of-infographics/>)

Mixed charts 	Informational/list
Timeline 	How-to
Process 	Comparison
Location 	Photo-graphic
Heirarchial 	Single chart