This challenge is an opportunity to inform an audience using graphics, type and illustration. You will be designing a poster using the techniques from information design.

**OBJECTIVE:** Design an info-graphic poster which visually explains in a clear and concise manner a specific subject, issue, concept, etc.

**GRAPHIC DESIGN CONCEPTS:** Students will learn about the various styles of info-graphs, such as: Common type treatments, various layout styles, types of graphics, color usage, and various themes and metaphors for visual information design.

**STYLE:**
It is important to look at other info-graph examples and analyze layout, purpose and concepts. An information graphic should be readable and reflect the stylist features of other info-graphs with similar subject matter. The design should be clean and have a limited color palette.

**FINAL PRODUCT**

**POSTER:**

**CONTENT:**
With the approval of the instructor, the student will decide on the subject matter for the info-graph. All visual content must be created by the student designer. Literary content can be found through other resources.

Most of the visual content should be vector based. This means no photographic images. However, in some instances, photos can be used as a focal point or backdrop to the poster. In addition, some photographs can be used in an editorial style info-graph. But limited pixel based images are allowed, and must be approved by instructor.

**SIZE:**
The size should be a standard size. The sizes you can choose from are the following:

- 11 x 17
- 18 x 24
- 24 x 36

Do not pick a size because it is the smallest. Pick a size because it works best with your design. If the designer wishes to create a custom size, that is fine as well. In some cases, info-graphs are longer, vertically. This will be determined based on the content chosen.

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**GRADING CRITERIA**
Grading is based on the following:

**PROCESS**
- Conducted Research
- Provided Sketches/Comps
- Time (having things done on time)
- Followed directions according to specs

**DEMONSTRATION OF PROPER USE OF SKILLS**
- Computer techniques as specified in the objectives

**DEMONSTRATION OF EFFECTIVE TYPOGRAPHIC CONCEPTS**
- Type usage and treatment as specified in the assignment objectives

**DEMONSTRATION OF EFFECTIVE DESIGN CONCEPTS**
- Layout and composition using the elements and principles of design.
WHY INFOGRAPHICS?

ART 444: GRAPHIC DESIGN 3

INFOGRAPHICS

WHY YOU NEED THEM

Everyone has a message; the hard part is bundling it up so the message is understood by anyone; and everyone.

- 20% is all that is remembered after reading text.
- 90% of information transmitted to the brain is visual.
- 200% more images are liked on Facebook than text.
- 12% avg increase in traffic after publishing an infographic.

Who Reads Infographics

- Infographics
- Read
- Test
- Everyone
- Would Rather Read
- Infographics

How To Make Infographics

1. Idea: And Research
   First thing you have to do is make a hypothesis. Once you have chosen a topic, you need to find facts and sources of researching the topic.

2. Story And Design
   Now that you have facts and data, what is a story you can tell about it? Organize them in a captivating story told through images.

3. Distribute And Promote
   Now it's time to share the infographic to the world. Designing the infographics and promoting it is crucial in order to have it viewed by as many people as possible.

INFOGRAPHIC - INFOGRAPHICS

Data visualization is a popular method of helping people make sense of complex ideas. Here is an example of an infographic that represents data in a visual format.

INFOGRAPHIC CHARTS

- Infographic chart title here
- Infographic pie chart title here

What Makes a Good Infographic?

- Reliable, timely, content
- Data: interesting, unique, valuable, compelling, authentic, raw
- Design: good, flowing, good, shareable
- Story: clear, engaging, emotional
- Shareability: viral, SEO, interesting, social

INFOGRAPHIC - INFOGRAPHIC

- Drawing a triangle between the three elements: DATA, DESIGN, STORY
- The diagram highlights the importance of each element in creating a good infographic.
INFOGRAPHICS DEFINED

Information graphics or info-graphs are visual representations of information, data or knowledge. These graphics are used where complex information needs to be explained quickly and clearly, such as in signs, maps, journalism, technical writing, health agencies and education. They are also used extensively as tools by computer scientists, mathematicians, and statisticians to ease the process of developing and communicating conceptual information.

VISUAL LITERACY

Studying various types of information graphic posters will give you a larger visual vocabulary. By deconstructing info-graphics based on the type treatment, graphic style, layout, and theme, you will begin to understand why things look the way they look through isolation of visual elements and techniques.

MORE EFFECTIVE

The more you know about the traditions of a field, the more you can distinguish the effective from the ineffective (good vs. bad).

STYLE AND MEANING

Understanding style will allow you to recognize cultural meanings and stereo types. You will see the relationship between trend, style and culture.

COMMUNICATE INFORMATION

Since several other designers before you have researched and developed systems and theories around design, learning about these systems and then applying them will make you a better communicator.

Info-graphics can be categorized according to theme.

HEALTH & WELL BEING

ABOUT SOMETHING (WHAT)

SOCIAL ISSUE

HISTORY

ENVIRONMENTAL

STATISTICAL
HEALTH & WELL BEING

The Nutrition You Need—BABY BUMP EDITION

- FOLIATE
  - Helps in the formation of red blood cells. Important during pregnancy as it helps prevent neural tube defects.

- CALCIUM
  - Essential for bone and teeth development. Important throughout pregnancy to support maternal, fetal, and placental health.

- PROTEIN
  - Maintains the growth and development of all the organs in the body. An important nutrient that promotes overall health.

HOW TO CHOOSE RUNNING SHOES

- SUPPORT
  - Provides extra support to runners with proned feet.
- CUSHIONING
  - Important for runners with flat feet or runners who spend a lot of time on the road.

THE HEART TRUTH® CELEBRATES A DECADE OF INSPIRING WOMEN TO PROTECT THEIR HEARTS

- IN 2002, 3 IN 3 WOMEN DIED OF HEART DISEASE.

- IN 2032, 3 IN 3 WOMEN DIED OF HEART DISEASE.

- THE HEART TRUTH® CELEBRATES A DECADE OF INSPIRING WOMEN TO PROTECT THEIR HEARTS.

- $800,000
  - More than half of all women who receive a diagnosis of heart disease do not know their heart numbers.

- 480
  - More than 480,000 women die of heart disease each year.

- 10,000
  - Every day, 10,000 women know their heart numbers.

- 54%
  - Awareness of heart disease in women has nearly doubled.

- 50%
  - Women who are informed about heart disease are 50% more likely to seek prompt medical treatment than those who are not informed.
ENVIRONMENTAL & CONSERVATION

LOGISTICS OF SUSTAINABILITY

Despite what you might have thought...

Paper is not a wasteful product.
In fact...

Paper is the most recycled resource in the United States!

87% of American households have access to curbside or drop-off paper recycling programs.

We recycle much more paper than other materials.

We recycle much more paper than other materials.
Info-graphs can be categorized according to layout & style.

SECTIONING OFF PARTS

USE OF PHOTOGRAPHY
Info-graphs can be categorized according to layout & style

A LARGE FOCAL POINT

OVERLAPPING/ MID MAPPING

TIMELINE
Info-graphs can be categorized according to layout & style

**STYLISTIC**

**COMPARISON**

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