Infographics
E-VOLVING INSTRUCTION
FOR VISUAL LITERACY

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Active Learning
- Techniques used in our workshop

Readings
- Standards
- Further Readings

Tools + Resources
- Infographics Tools (visual.ly, piktochart and more)
- Infographics / Visualization websites (see what others are doing)
- Teaching with Infographics (Education Resources)
- Tutorials / How To’s / Downloads

Contact
Take these with you.

Leave these with us.
ACRL Visual Literacy Standards

Infographics Workshop @ the University of Guelph

Next Steps
Do you have an infographics workshop at your library?
What is an infographic?

Design + Writing + Data = Infographics
AN INFOGRAPHIC IS

DATA

SORTED

ARRANGED

PRESENTED VISUALLY

Source: visual.ly/what-infographic-2
Animated

Source: http://vimeo.com/92595987
Farewell To A Genius
A LOOK BACK ON THE LIFE AND TIMES OF STEVE JOBS, THE MAN WHO STRIVED TO MAKE A DENT IN THE UNIVERSE.

His Life

1955
Jobs was born in San Francisco and was adopted by the family of Paul and Clara Jobs of Mountain View, California.

1972
Jobs enrolled at Reed College in Portland, Oregon.

1974
"I had never designed in or that single syllable came in college, the idea would have never had multiple typefaces or proportionally spaced fonts."

Jobs returned to California and began attending meetings of the Homebrew Computer Club with Steve Wozniak. He took a job as a technician at Apple, with the primary intent of earning money for a spiritual retreat to India.

His Work 1976
When Jobs was just 23, he and Wozniak started Apple Computer. The idea started in the Jobs family garage, after Jobs sold his Volkswagen bus and Wozniak sold his beloved scientific calculator.

$774,000
Rented by their first model, the Apple I

1979
$139 Million
Apple II sales.

1983
Jobs looked to matching project at Apple, Inc. by John Scully, CEO of PepsiCo, Inc. to help fill the role of Apple's CEO.

Legacy
Jobs and Wozniak are credited with revolutionizing the computer industry by making technology accessible to everyday consumers.

Timeline
Interactive

Source: http://awesome.good.is/transparency/web/1204/your-daily-dose-of-water/flash.html
CHARTING HITCHCOCK'S OBSESSIONS

From his early silent films in the UK to his 'golden years' at Paramount, Alfred Hitchcock returned to the same motifs and themes time and time again. Here we analyse some of these trademark obsessions. Warning: there are spoilers throughout.

1. A DYING FALL

Like Vito & Cayo, Hitchcock characters are always plunging to their doom from great heights but who falls the furthest?

- FRY 93M
  - Statue of Liberty, Sabotage
- MR CAYPOR 500M
  - A mountain lodge, Secret Agent
- MALONEY 75M
  - Dives over cliff, Family Plot
- VALERIAN 260M
  - Mount Rushmore, North By Northwest
- ROWLEY 66M
  - Westminster Cathedral Tower, Foreign Correspondent
- JUDY/MADELEINE 56M
  - Mission San Juan Bautista, Vertigo
- REN 10M
  - Theatre box, Moe who knows tips, Mash (1970)
- JARRE 15M
  - Sea wall, To Catch a Thief
- FOUSSARD 95M
  - Sea wall, To Catch a Thief
- POLICE OFFICER 35M
  - Apartment building, Vertigo
- TRACY 30M
  - British Museum Reading Room, Blackmail
- SQUARE PENCALLON 22M
  - Meet of ship, Jamaica Inn

Dr Edwardes in Spellbound, Leonard in North by Northwest, Mr Dalby in Vertigo and Ramon in The Man Who Knew Too Much (1934) are not included because they were shot or died before their fall. Others (like Eve in North by Northwest) dangle but don't fall and some (like Jeff in Rear Window) fall but don't die. 

If the world were a village of 100 people

**LITERACY**

- 86 can read
- 14 can't read

**SKIN COLOUR**

- 70 non-white
- 30 white

Source: http://www.toby-ng.com/graphic-design/the-world-of-100/
Why should students care?

Source: infographicsshowcase.com/
Why should libraries care?
Visual Literacy Standards

“Visual literacy is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media.”

Source: ala.org/acrl/standards/visualliteracy
Evaluate Images and their sources.

Design and create meaningful images and visual media.

We chose two.
Introduction to Infographics
at the University of Guelph

Development
Why Infographics?

Teach Visual Literacy

Low tech skills required

Focus on creation

Critical thinking
Lean Startup Method

Idea → Build → Product → Measure → Data → Learn

Lean Startup Method
Define what an infographic is

Identify why infographics are used

Identify and apply the criteria to judge an infographic

Create a basic picture infographic

Learning Outcomes
Active Learning: Open Ended Question

- Students are eased into the workshop environment with a simple question: “What the heck is an infographic?”
- Provides an opportunity to voice prior knowledge as well as creating an encouraging environment.
Evaluation Criteria
Evaluation Criteria: Does it tell a story?

Evaluation Criteria: Does it use good/useful data/information?  

Is it an infauxgraphic?

Source: http://timoelliott.com/blog/2013/07/what-are-infauxgraphics.html
Evaluation Criteria: Does it use good/useful data/information?

Thinking Critically About Data
This short Library video will give you some tips for thinking critically about data. Not all data is created equal and you want to make sure that the data you include is credible a...

What is Data?
This short Library video will introduce you to the basics of data. You'll learn what data is, why we use it and how it is collected. ...
Evaluation Criteria: Does the Visual Style help/hinder?

Source: http://danizablu.files.wordpress.com/2011/02/badinfo.jpg
6 things people accomplish while listening to boring webinars

1. Binge watch kittens on YouTube
2. Catch up on email
3. Update their LinkedIn profile
4. Bang the crud out of their keyboard
5. Christmas shopping on Amazon
6. Defriend anyone on Facebook still posting their Candy Crush scores

Evaluation Criteria: Should the content be in an infographic? All info / no graphic.

Source: http://37.media.tumblr.com/5edd1624bbc75ff91fbf83ae3f7795ed/tumblr_mvugjwidWy1t0rrapo1_1280.jpg
Active Learning: Think-Pair-Share

• Students were given an infographic to evaluate. They had a moment to study the elements, and then paired with a student to discuss their views.

• The class rejoined as a larger group and held a discussion.

• It provided the students with an opportunity to think critically and apply new knowledge.
Active Learning: Hands-On Activity

• By far the most challenging, students are paired and provided with a simple statistic and asked to represent it visually. They are challenged to think of ways to create a simple photographic infographic in a very short period of time.

• Once the photo is taken, they work together to edit the image in PowerPoint.

• A simple guide to using the design features of Power Point is provided.
Active Learning: Share & Reflect

• At the end of the workshop, the final products are presented and each student shares what they enjoyed most about the project and what they found challenging about the process.
Our Experience
User Groups

Staff
- Openness to try new things varies
- Varying tech skills
- Out of comfort zone
- Over analyze

University Students
- Out of comfort zone
- Completed the activity
- Positive Feedback
- Excited about opportunity

High School Students
- Jumped right in
- Least hesitant
- Varying skill levels
- Very open

Continuous Improvement

Move to kits (less choice) → Introduction to Data → All use same dataset → Simplified dataset → Dataset that might not be taken so literally
Young Adults Living with Their Parents

Source: [URL]
Reading in Canada vs. USA

87% of Canadians read a book in 12 months

57% of Americans read a book in 12 months
Canadian* vs. US** Yearly Reading Rates

87%  57%  79%  47%

* 2005 PCH study  **2002 Reading at Risk
What did we learn?

People came!

Data literacy component + partnership with Data Resource Centre

Lean Startup and Continuous Improvement

Challenge: Team Environment

Challenge: Outside of traditional scope

Challenge: Marketing
What software?

Advanced Workshop

Collaboration opportunities?

Offer as an in-class option?

Rubrics

What comes next?
Activity: Advanced Workshop Brainstorm
Summary
References

• ACRL Visual Literacy Competency Standards
• Framework for Information Literacy for Higher Education