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?
Animated

Source: http://vimeo.com/92595987
In America, the average person uses nearly 2,000 gallons of water per day. Every time you flush the toilet, wash your hands, drive your car, or take a bite of your lunch, you're using water.

The biggest surprise may be that 95 percent of your water footprint isn't from a long shower or running your washing machine—it's from the food, energy, and products you use every day.

Source: http://awesome.good.is/transparency/web/1204/your-daily-dose-of-water/flash.html
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 Vertigo & Caryle, Hitchcock characters are always plunging to their doom from great heights - but who takes the fall?

- Fry: 9.8m
  - Status of Liberty, Saboteur

- Mr. Caypor: 5.9m
  - A mountain lodge, Secret Agent

- Maloney: 7.5m
  - Drives over cliff, Family Plot

- Rowley: 6.4m
  - Westminster Cathedral, Tower, Foreign Correspondent

- Rien: 1.0m
  - Theatre box, Mlle (With a Vow) Top Mason (1939)

- Judy/Madeleine: 16m
  - Mission San Juan Bautista, Vertigo

- Police Officer: 5.0m
  - Apartment building, Vertigo

- Tracy: 3.0m
  - British Museum Reading Room, Blackmail
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?
Why should libraries care?

Source: wiredacademic.com/2012/03/infographic-a-librarians-worth-relevance-around-the-world/
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
Old Supplemental Program

RefWorks
Research in 8 ½ Steps

New Self-Directed Program

Introduction to Infographics
Information Literacy
Multiliteracies
Why Infographics?

- Teach Visual Literacy
- Low tech skills required
- Focus on creation
- Critical thinking
Lean Startup Method

Idea → Build → Product → Measure → Data → Learn → Idea
Learning Outcomes

- Define what an infographic is
- Identify why infographics are used
- Identify and apply the criteria to judge an infographic
- Create a basic picture infographic
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?
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 knew 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.
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
Reading in Canada vs. USA

87% of Canadians read a book in 12 months
57% of Americans read a book in 12 months
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