

# INFOGRAPHICS

IN POPULAR MEDIA  
a syllabus



**Dr. Curtis Newbold**

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## WHAT WE'LL LEARN

**History:** The history of infographics, how they have played a role in communicating information for diverse audiences, and what their contemporary role is in popular culture and the media.



**Ethics:** The ethical dimensions of infographics, how they affect the way people interpret data, and how they can (mis)represent information.



**Influence:** The influence of infographics, how they have been used across media platforms, and how they increase readership, brand awareness, and the general spread of information.



**Creation:** How infographics are created, how research is conducted, what tools are used, and how infographics are produced for different media.



## REQUIRED MATERIALS



**The Best American Infographics 2013**

By Gareth Cook  
ISBN: 978-0-547-97337-1



**Infographics: The Power of Visual Storytelling**

By Lankow, Ritchie, and Crooks  
ISBN: 978-1-118-31404-3



Pen

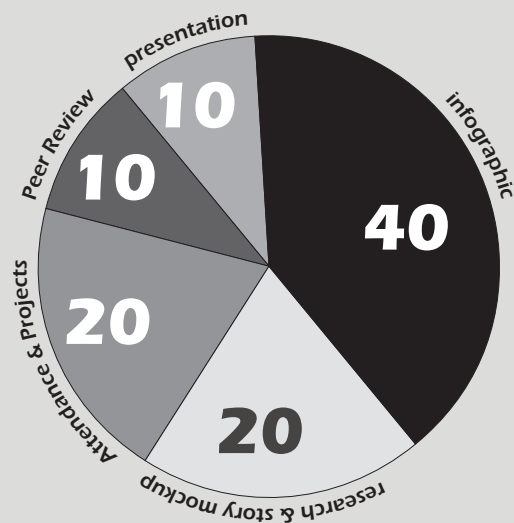


Paper

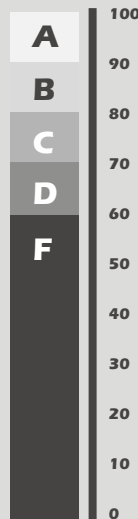


Laptop

## ASSIGNMENTS



## GRADING



## POLICIES

- NO** late work will be accepted.
- NO** cheating will be tolerated.
- ONLY** one absence is allowed.
- RESPECT** your peers.
- DON'T** use cell phones during class.

# ASSIGNMENTS

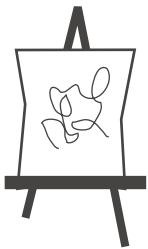


## Daily Presentation

**Due: On assigned date**

**Value: 10 points**

Each class period, we will begin with a presentation about an infographic. For this assignment, you will find two infographics: one that communicates well and ethically and one that communicates poorly and/or unethically. For the good infographic, you will determine who created it, where they got their research, who the intended audience is, and what design principles are being employed that make the communication effective.

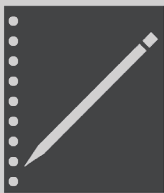


## Attendance, Warm-Ups, & Activities

**Due: Everyday**

**Value: 20 points**

Each class period, we will take a few minutes to look at infographics that you found in various media. For this assignment, you will find an infographic for every class period that relates in some way to that day's readings. You will be expected to discuss with your classmates how it relates to the readings. You can find either a good or a poor example; it does not matter. In class, you will also complete a number of mini projects that will be turned in for credit. Your attendance and participation will be assessed based on these warm-ups and in-class projects.



## Research & Story Mock-Up

**Due: May 19, 21**

**Value: 20 points**

For your final project, you will develop an infographic that requires you to conduct research. By Monday, May 19, you will need to have collected several data sets that you can incorporate into a single infographic. In class that day, we will work on developing ideas to visualize the data. On Wednesday, May 21, you will need to have completed a sketch (mock-up) of your infographic that tells the story you want.



## Peer Review

**Due: May 21, in class**

**Value: 10 points**

In class on May 21st, you will be expected to have completed a mock-up version of your final infographic. You will present this version to your peers, who will give you detailed feedback. You will be expected to provide useful and informative feedback that addresses issues in design, ethics, storytelling, and overall display.



## Infographic & Reflection

**Due: May 28**

**Value: 40 points**

Your final project for the course is the creation of your own, original infographic. You will be expected to create a design using traditional design software, such as MS Office or the Adobe Creative Suite (you CANNOT use infographic generators online). You are expected to have conducted your own research and compiled it into a persuasive and informative document that relies heavily on images, graphics, and icons to tell a story. On the final day of class, you will present the infographic to the class, explaining how your infographic reaches its target audience, how it communicates ethically, how it tells a compelling or interesting story, and how it effectively employs visual communication practices. You will write a short reflection that describes your class experience.

# SCHEDULE

MONDAY  
May  
5

## In Class

Welcome  
Syllabus  
Intro to Infographics

## Homework (due next time)

Read: Lankow, Ritchie, Crooks, pages 10 – 59  
Find: Warm-up infographic

WEDNESDAY  
May  
7

## In Class

Infographic Presentations & Warm-ups  
Infographics in the media  
Appeal, comprehension, retention  
Information design rules (lines, shapes, colors, etc.)  
Activity

## Homework (due next time)

Read: Lankow, Ritchie, Crooks, pages 60 – 145  
Find: Warm-up infographic

MONDAY  
May  
12

## In Class

Infographic Presentations & Warm-ups  
Formats and storytelling  
Visual Metaphors  
Researching Data  
Activity

## Homework (due next time)

Read: Lankow, Ritchie, Crooks, pages 146 – 195  
Find: Warm-up infographic  
Research: Topic and data for infographic

WEDNESDAY  
May  
14

## In Class

Infographic Presentations & Warm-ups  
Sharing your story  
Visualizing information  
Ethical considerations  
InDesign workshop  
Activity

## Homework (due next time)

Read: Lankow, Ritchie, Crooks, pages 196 – 253  
Find: Warm-up infographic  
Research: Topic and data for infographic (due in class Monday)

MONDAY  
May  
19

## In Class

Infographic Presentations & Warm-ups  
Good, future of infographics  
Creating infographics  
InDesign workshop

## Homework (due next time)

Develop: Mock-up of infographic

WEDNESDAY  
May  
21

## In Class

Infographic Presentations & Warm-ups  
Evaluating infographics for clarity, interest, and ethics  
Presenting infographics (for final class)  
Activity  
In-class peer review of mock-ups

## Homework (due next time)

Create: Final version of infographic (due May 28)  
Prepare: Presentation of infographic (due May 28)  
Write: Reflection (due May 28)

MONDAY  
May  
26

## In Class

No class. Memorial Day.

## Homework (due next time)

Create: Final version of infographic (due May 28)  
Prepare: Presentation of infographic (due May 28)  
Write: Reflection (due May 28)

WEDNESDAY  
May  
28

## In Class

Infographic presentations

## Homework (due next time)

Have a great summer!