**INFOGRAPHIC**

This assignment will help you to:

1. *Understand* the purposes of and potential uses of data in a visual form
2. *Cultivate* creative visual communication skills
3. *Disseminate* complex information on a topic to diverse audiences

**OVERVIEW**

Infographics are graphic depictions of complex information (e.g., knowledge, data, concepts, ideas, etc.). This medium relies upon visual elements to clearly and concisely communicate complex information to diverse audiences. Infographics use evidence and practice-based data, along with a compelling statistic in an easy-to-read form with simple charts, bold graphs, and other graphics to disseminate information in quick and easily digestible format.

**ASSIGNMENT**

Decide on one topic related to vaccine science as the foundation for creating an infographic. The topic of the infographic can be any science related topics that can help explain the benefits of vaccination. For example, the topic can be related to herd immunity, clinical trials, immune system mechanisms of action, safety precautions in manufacturing. Really, any topic that engages and educates the reader in the science and benefits of vaccination is acceptable. Upon selecting a topic, you will develop an infographic to disseminate information in a way that effectively communicates with diverse audiences (i.e., media, scientists, non-scientists, non-disciplinary experts, disciplinary experts, policymakers, voters, etc.).

***RESEARCH***

Use skills developed in class (e.g., finding, assessing, and using credible sources) to find evidence and data from your course readings, peer- reviewed journal articles, and other quality professional sources about your topic of choice. Remember, a quality resource should be current, provide authoritative information, be reliable, and have a transparent purpose. You must use at least 3 quality professional sources for your infographic. You will need to cite your sources using APA or MLA format at the bottom of the infographic in small print to not take away from the information on display.

***DEVELOPING***

* Please download the infographic software available, PiktoChart is the most common on campus platform however there are many free infographic templates available on line.
* Find the infographic software’s help center for specific directions about how to incorporate elements, modify an existing template or begin with a blank canvas.
* For those who are especially creative and skilled you maybe able to used even a PowerPoint template.
* Keep in mind that your aim is to build a visually appealing infographic that clearly and concisely communicates complex information to diverse audiences.
* Each infographic should start with a tile that grabs the attention of a reader. Data is visualized in charts, tables or figures should be positioned throughout the infographic.
* Colors and font size is important for ease of reading.
* Your name as well as references should be on the infographic in small font so not to distract from the information displayed.

Some free infographic templates

<https://piktochart.com/formats/infographics/>

<https://www.hubspot.com/infographic-templates>

<https://www.canva.com/tools/infographic-maker-v1/?utm_source=google_sem&utm_medium=cpc&utm_campaign=REV_US_EN_CanvaPro_Infographic_EM&utm_term=REV_US_EN_CanvaPro_Free_Infographic%20Templates_EM&gclsrc=aw.ds&&gclid=EAIaIQobChMIrtWW6_Hy6wIVkcDACh2Isw7DEAAYASAAEgKeWvD_BwE&gclsrc=aw.ds>

Many examples of Infographic are shown after a simple google search using the key phrase:

Covid-19 infographics