What is an infographic?
Infographics: Definition

Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.
What’s wrong with these infographics?

Source: Transparence: A History of Gay Marriage Bans

Source: American Physical Society
What’s right with these infographics?
Today we will

- Understand your audience
- Discuss Fundamentals of Graphic Design
- Explore Best Practices for Accessibility
- Choose a free tool
- Define Creative Commons Licenses
Understanding your Audience
Who is your audience?
Activity:
Working in groups of 2-3, use the handout to create a persona (or character) for your audience.

7 minutes
Share your persona
Elements of Graphic Design
1. Choosing the Size + Shape

- Online vs Print
- Social Media
- Custom
2. Layout

- Focal Point
- Arrangement
- White space
- Repetition
- Visual hierarchy

Image Source: https://s-media-cache-ak0.pinimg.com/236x/53/8c/10/538c10a33546c25f744002fbeb03d036.jpg
white space and hierarchy

white space is your friend.

YOUR EYES HERE
(then here)

Isn't that fascinating?

choose a focal point
3. Choose your colour scheme

- Professional
- Stable
- Calm

- Energy
- Passion
- Happiness

Image: https://commons.wikimedia.org/wiki/File:BYR_color_wheel.svg
Tools to Select Colours

- Coolors.co
- Color Hunt
- COLOURLovers
- Adobe Color CC
4. Typeface

- Aim for 2 typefaces in a project
  - Headings + Body text
- Use a unified theme
- Create contrast
Tools to Select Fonts

- FontPair.co
- Google Fonts
- Fontjoy.com
- Fonts in Use
Activity: Plan a poster about yourself

7 min
Introduce yourself

× Jot down ideas for categories + content
  × Program
  × Hobbies
  × Favourite foods
  × Goals
× Choose size + layout
× Think about colour + font
Free Tools for Designing Your Poster
Canva

Pros

× Drag and drop features
× Have their own design school help content.
× Custom dimensions
× Auto-alignment
× Many templates, fonts, colours to choose from
× Upload your own images (1000 mb)
× Photo editor available within the app
× 2 folders available for organizing (more available in the paid version)
× Multiple download formats (PDF, JPEG + PNG)
× Can share and collaborate

Cons

× Limited images on free account - not able to filter paid for features
× Limited to static images - doesn’t have web video or animated video features
× Requires more time to create
× Cannot collaborate at the same time
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>×  No prior design experience required. Free tutorials available</td>
<td>×  No organizational tools built in</td>
</tr>
<tr>
<td>×  Extensive amount of free icons for use</td>
<td>×  Limited templates</td>
</tr>
<tr>
<td>×  Upload your own images</td>
<td>×  Less storage (40 mb)</td>
</tr>
<tr>
<td>×  Video embed capabilities</td>
<td>×  Minimal download options (PNG)</td>
</tr>
<tr>
<td>×  Autosave</td>
<td>×  Watermark at bottom of design in free version</td>
</tr>
<tr>
<td></td>
<td>×  Cannot collaborate from different accounts</td>
</tr>
</tbody>
</table>
What is Accessibility?
Everyone can experience it.
What are some potential barriers that your audience may experience?
1. Colour Contrast

- Use High-contrast colours
- Body text should be darker than the background.
- Check them using a Colour Contrast tool like WebAIM
2. Legible Font

Use a legible font size and style
× Can someone read it easily without increasing the size?
× No smaller than 14px
× Ideally 16px for your body text
× Sans serif font
× Serif vs Sans Serif
3. Plain Language

- Use language that is familiar with your audience(s)
- Use active voice, with a clear “actor”
- Break up long sentences and paragraphs
- Focus on key information
4. Alternative Format

- Piktochart + Canva don’t produce Accessible documents
- Create a transcript of your infographic
  - Basic: the information that is presented in your infographic
  - Better: Provide some detail in the script about the graphic representation

For example:

In 2015, Canadians aged 12 and up reported that their current mental health was (presented in a pie chart) 6% fair or poor, 22% good, and 72% excellent or very good.
Title

Heading 1

Heading 2

Heading 3
Ask yourself

- What visual cues are you providing that help the audience?
- How can this be modified in the transcript?
- How can I provide information about the visuals that will enhance meaning and understanding for the audience?
Provide the link

- If text:
  Find an Accessible transcript at bit.ly/InfographicExample

- If link:
  Accessible transcript

  - Do not use Click Here for Accessible transcript
Activity: Choose a tool + create your poster

20 min
Steps:

1. Choose either Canva or Piktochart
2. Explore tool (complete the checklist)
3. Select a design and create your poster
4. Share creations and experience
Creative Commons Licenses
Creative Commons

- How authors communicate the terms of use for their work to others
- You’re allowed to remix Creative Commons works that permit derivatives as long as you respect the creator’s terms of use
This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported, 2.5 Generic, 2.0 Generic and 1.0 Generic license.

You are free:

- **to share** – to copy, distribute and transmit the work
- **to remix** – to adapt the work

Under the following conditions:

- **attribution** – You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).
- **share alike** – If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.

From Wikimedia Commons
Keep track of your sources

*Cite all your sources at the end of your video and add to your video description if posting online

<table>
<thead>
<tr>
<th>File</th>
<th>Type of license</th>
<th>Attribution</th>
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<td>Creative Commons Attribution-ShareAlike</td>
<td>Music: Bensound.com</td>
</tr>
</tbody>
</table>
Find Free Images

See our guide:
http://guides.lib.uoguelph.ca/Remixing
Activity: Applying CC to your own work

Step 1: Working in groups of 2-3, take a look at the different licenses.

Step 2: In your groups, order the licenses from most restrictive to most open. Present to the class.

Step 3: Which license would you want to apply to your infographic? What do you need to consider?

5 min
Creative Commons Licenses

1. Attribution CC BY
2. Attribution ShareAlike CC BY-SA
3. Attribution-NoDerivs CC BY-ND
4. Attribution-NonCommercial CC BY-NC
5. Attribution-NonCommercial-ShareAlike CC BY-NC-SA
6. Attribution-NonCommercial-NoDerivs CC BY-NC-ND
How do you apply the CC license?

Creative Commons Information

This work is licensed under a Creative Commons Attribution–NonCommercial–ShareAlike 4.0 International License.
How do you apply the CC license?

Use the Creative Commons license tool

https://creativecommons.org/share-your-work/

- Helps you select the right license
- Provides the icon and text for the license
Now what?

- Step 1: Know your message
- Step 2: Draft the design
- Step 3: What are your options for Accessibility?
- Step 4: Create your infographic
- Step 5: Review and revise
- Step 6: Apply your CC license
- Step 7: Publish and share
Where can I get help?

guides.lib.uoguelph.ca/PSYC1500

Writing Help
By appointment, Monday-Friday
Lib.uoguelph.ca > Get Assistance > Book Writing Appointments

Media Studio
Monday - Thursday 10:00-4:00

Editing Suite:
• Book appointments for help using Canva or Piktochart
• 1 hour, up to 3 per week
What is your most important takeaway from today?
How did we do?

bit.ly/MediaStudioW19
Thanks!

Any questions?

mediastudio.lib@uoguelph.ca
Credits

Special thanks to all the people who made and released these awesome resources for free:

× Presentation template by SlidesCarnival
× Photographs by Unsplash
× Watercolor textures by GraphicBurguer
Presentation design

This presentation uses the following typographies and colors:

- Titles: Lato Thin
- Body copy: Lato Light

You can download the fonts on this page:

http://www.latofonts.com/lato-free-fonts/

You don’t need to keep this slide in your presentation. It’s only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®.