ENG 1020: 10-step Design Process for Infographic/Project 3B

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10-minute Video Introduction to Infographics
13 reasons your brain craves infographics - 1:34
Infographic of infographics - 1:13
Making infographics - 1:18
5 Impactful Infographic Design Tips - 1:49
7 Common Types of Infographics - 2:36
Piktochart Demo - 1:04

18-minute Crash Course on Graphic Design
How to: Layout & Composition - 5:14
How to: Color - 6:32
How to: Typography - 6:23
Helvetica Movie Trailer - 1:35

Inspiration (Inspo-graphics)
13 Reasons Why your Brain Craves Infographics
Canva Design School
Creative Bloq: 100 Best Infographics
NeoMam Studios Portfolio

Design Worksheets
Information Analysis Worksheet
Information Sketch Worksheet
Layout Thumbnail Sketch Worksheet
960 Design Grid Worksheet
Grids-are-Good SXSW Presentation

Images/Color
Creative Commons
Web Images - Technical
Adobe Kuler

Software Tutorials
Piktochart YouTube Channel
Canva YouTube Channel
WRT Zone Technology Services

Reference
Project 3B Rubric
Project 3B Description
Reader Review Checklist
Creative Commons Attribution Requirements

Overall Goals per Project 3B description

- **Effectively communicate** your data
- Follow infographic **genre conventions:**
  - **Accuracy:** Numbers should be accurate--but can be rounded.
  - **Consistency:** Like items should be represented in the same way and should be differentiated from unlike items.
  - **Completeness:** Clearly show all of the parts that make up the whole.
  - **Order:** Order must be exact--causal relationships should be clear.
  - **Connections:** Ideas must be logically grouped and linked
  - **Citations:** Cite any images and data from research resources--use the footnote feature and/or a 5-point font size so citations do not interfere with the message (impact on the reader).
- Compose **compelling narrative** & **sustained argument** through visualization
- Use credible, library-based **quality research** to develop your argument
- Maintain a clear/consistent **focus on audience**
- **Organize** your infographic in a clear, coherent and logical manner

Graphic Design Process Overview

Brainstorm >> Analyze Information >> Draw Information Sketch >>
Collect Inspiration >> Draw Layout Thumbnail Sketches b.o. 3 Inspo-graphics >>
Draw chosen Layout+Info onto 960 Design Grid >> Scan 960 Design Grid onto PC >>
Trace Layout in Software of Choice >> Choose Colors, Images & Fonts >>
Review >> Refine >> Self-Grade

NOTE

Logos: Use your layout/organization to logically communicate your idea
Pathos: Convey mood/emotion through color
Ethos: Images and fonts should match your ethos and complement your chosen color scheme (pathos).

Project 3B Schedule

Day 1, Tuesday, 11/21 - Steps 1-7
Create Shitty First Draft of infographic in class on the Information Analysis, Information Sketch, Layout Thumbnail Sketch, and 960 Design Grid worksheets. Upload a scanned copy of, at minimum, your 960 Design Grid Worksheet to Blackboard by 11:59pm.

Day 2, Tuesday, 11/28 - Steps 8-10

Submit your Reader Review Draft of your infographic to Blackboard by 2:30pm and bring a copy to class for instructor/classmate feedback. If you want peer/instructor feedback on your reflection paper too, be sure to upload/bring that as well. We will be refining our designs' color, font and image choices and making final tweaks. Ideally, no layout changes should be necessary at this point.

Day 3, Thursday, 11/30
Upload project 3B to Blackboard by 2:30pm. This includes your 750-1,000 word reflection piece. In class, we will conduct our INFORMAL presentations—not more than 3-4 minutes apiece! No need to dress up or freak out; I will be grading your presentation on the 3 criteria per the Project 3B rubric. (Please note that you are NOT presenting your research; rather, your visual design and rhetorical choices, and your growth as a rhetor):

Presentation	Excellent	Acceptable	Needs Revision	Missing
Presentation of Visual Design Choices: describing your infographic as a product				
Presentation of Rhetorical Choices: describing the argument, its implications, and your rhetorical choices to help communicate that argument				
Presentation of Growth as a Rhetor/Communicator				

10-step Design Process
Step 1
Using the Information Analysis Worksheet, collect data from your project 3A final and compile the key/high points onto the worksheet. Decide which pieces of information you want to pull into the infographic. It might help to print your paper and highlight or circle the key/high points before transferring onto the worksheet.
Write your thesis at the top of the Information Analysis Worksheet to ensure your thesis from project 3A carries over to project 3B.

Step 2
Ask yourself: "What type of infographic design will best represent my information?" What type of claim/thesis in my project 3A am I representing in project 3B--an argument of fact, value or policy? Jot this down along with your thesis and keep it in mind for step 3.

Determine: WWWWWH. Essentially, define the *rhetorical situation* in which your infographic is operating: **Who** will be reading it? **What** do they want/need to know? **Where**: Does place/location play into your data you're presenting? **When**: Does a timeline work or is a sense of time/history important to your message? **Why**: Why does this information matter (to your reader)? **How** to best present this to your reader? How does this topic *work?* Does a *process* need to be communicated in your infographic?

<mark>Step 3</mark>
Choose 1 of the [7 Common Types of Infographics](#):
1. **List** supports a claim through a series of steps; best for a specific claim or argument.
2. **Comparison/Vs.** compares two things in a head to head study; best used to highlight differences or similarities or to prove how one option is superior or inferior to the other option.
3. **Flowchart** provides a specific answer for reader choices to show how multiple avenues can lead to the same conclusion.
4. **Visual article** makes an article more enjoyable to consume.
5. **Map** showcases data trends based on location to show places, culture or people.
6. **Timeline** tells a story through chronological flow to show how something has changed over time, or to make a long complicated story easier to understand.
7. **Data Visualization** makes data driven arguments easier to understand; facts and statistics easier to absorb.

<mark>Step 4</mark>
Using the [Information Sketch Worksheet](#), list all the information you want to include in your infographic. Then, draft an Information Sketch (or 2, or 3) which contains all the information in "chunks." Devote more space to the important elements that you want to emphasize. More space = more important.

<mark>Step 5</mark>
<div align="center">

NOTE
This is not copying, this is what designers call "inspiration."

</div>

Gather inspiration from these or other websites: [13 Reasons Why your Brain Craves Infographics](#), [Canva Design School](#), [Creative Blog: 100 Best Infographics](#), [NeoMam Studios Portfolio](#). Select (at least) 3 inspiration infographics (aka inspo-graphics) that you like, whose layouts would work well for the depth/breadth of information you have to present.

PRINT copies of your 3 inspo-graphics.

Using the Layout Thumbnail Sketch Worksheet, draw thumbnails of your 3 inspo-graphics in the 3 boxes at the top; flesh them out for *your* topic/thesis/rhetorical purposes in the smaller squares.

Step 6

WARNING

This step creates the foundation for your entire project. Do not skip it, or you will become stressed during your digital design on the computer. I cannot stress enough how important it is to design first on paper, THEN transfer to the computer. Professional designers recommend this because it makes their lives easier, and because our brains are hard-wired for pen-to-paper.

NOTE

Designers use 12-column grids to easily create their layouts.

Using the 960 Design Grid Worksheet, draw your 3 layout contestants based off your 3 inspo-graphics. This will help you to narrow it down and to put your mind more at ease that you have chosen the layout most suited to your rhetorical purpose. Choose your favorite one, on which to build your digital project. (You might end up liking elements of all 3, and designing a 4th out of them.) Do not crowd your design. White space is your friend. Follow the recommendations on How to: Layout & Composition and 5 Impactful Infographic Design Tips.

Step 7

WARNING

Again, this is a time-saver. Do NOT skip the step or you will regret it later when your brain is mush and you encounter frustration with your chosen tool. Design on paper first, THEN input into the software.

Scan your final layout drawn on the 960 Design Grid Worksheet or take a picture of it with your phone and upload it to your computer. You will use this photo of your design to view it side-by-side when you create your digitally polished product using Piktochart, Canva, InDesign, PhotoShop, or PowerPoint.

Step 8

NOTE

It is best to work with a palette of warm, cool, or mixed color tones; to use complementary colors; and to base color choices off the color psychology chart.

Select the colors you want to use in your design, using the Color Wheel (figure A) to select complementary colors (directly opposite each other on the Wheel), a Color Palette of Warm, Cool or Mixed tones (figure B), Color Psychology (figure C), and the video How to: Color. Gather palettes from Adobe Kuler or search Pinterest or Google for "color palettes for [insert emotion/mood you want to convey/use for *pathos*]." (Kuler, beloved by the graphic design community, is fun and easy to use.)

Figure A

Figure B

Figure C

Start working in the software of your choice—Piktochart, Canva, InDesign, PhotoShop, or PowerPoint. Choose a template that corresponds to your scanned 960 Design Grid Worksheet, then start applying color and images. PiktoChart and Canva have stock images built-in. Pull any additional *license-free* images you want to use from Creative Commons and follow their attribution guidelines to avoid (a) copyright infringement and (b) plagiarism.

NOTE

Designers recommend not more than 2 fonts or else it starts to overwhelm the reader.

Pick 2 fonts which match your *ethos* and complement your chosen color scheme (*pathos*), referencing the below infographic, "Top 10 Fonts Web Designers Love" (figure E). Designers laugh at Papyrus and Comic Sans. Helvetica defines beauty itself (figure D). If you don't believe me, there is a whole movie devoted to the font Helvetica. There is a whole SNL sketch devoted to making fun of Papyrus with Ryan Gosling in it.

Figure D

TOP 10 FONTS
WEB DESIGNERS LOVE

34 Designers helped out by taking a survey to do this Infographic about most used and loved fonts by designers.

- **3** Female ♀
- **31** Male ♂
- **14** Countries in **5** Continents

73 different fonts mentioned including
46 Free and
27 Premium Ones

Museo Slab Maven Gotham OSTRICH
PLASTIC BILL PT Serif DejaVu Serif
Alte Din 1451 Mittelschrift Yanone Kaffeesatz Comic
Cambria BEBAS Aller Onyx Ubuntu
Myriad Pro DIN Times New Roman
Helvetica Futura
Maven Copse
Quicksand ChunkFive Cabin Quicksand Lobster FRANCHISE
Maven FF Tisej Corbel Garamond Pro ENGEBRECHTRE Dandelion in the spring
ENGEBRECHTRE Cabin Franklin Gothic Trebuchet MS
Appleberry Impact OSTRICH Arial Appleberry
Georgia Kozuka League Gothic Rockwell **Georgia**
Maven Mincho PT Serif Sorts Mill Goudy Marketing Script Verdana
Marketing Script Comic Sans Tahoma Maven Gotham
Verdana

Top 10 Most L♥ved Fonts

1. Helvetica
2. Arial
3. Georgia
4. **Gotham**
5. Myriad Pro
6. DIN
7. Futura
8. League Gothic
9. Cabin
10. Corbel

Top 10 Favorite Free Fonts

1. Myriad Pro
2. League Gothic
3. Cabin
4. Corbel
5. Museo Slab
6. Bebas Neue
7. Ubuntu
8. Lobster
9. FRANCHISE
10. PT Serif

Top 10 Premium Fonts

1. Helvetica
2. **Gotham**
3. DIN
4. Futura
5. **Neo Sans**
6. Adobe Casion
7. Skolar
8. Kautiva
9. Caecilia
10. Fedra Sans

Thank you very much for all the designers who took a part in polls and surveys and helped me to find out which fonts are the most popular among web & graphic designers.

Research done by: **Tomas Laurinavicius**   Infographic design by: **Piktochart**   Exclusively for: **HONGKIAT.COM**

Figure E

Review your design against the [rubric](#), [project description](#) and [Reader Review checklist](#); grade your work.

Infographic (30pts)	Excellent	Acceptable	Needs Revision	Missing
Does the Infographic meet the expected conventions of the genre?				
Does the infographic appropriately and effectively use research/data to support the claim?				
Does the infographic present a clear claim and a focused argument?				
Does the infographic present information in an organized manner? Is it well-designed and balanced (i.e., not too "busy" or disproportionate)?				
Does the infographic accurately cite sources according to the conventions of the genre?				