Project 4: Infographic (30%)

Infographics communicate information in a form that requires careful attention to aesthetics and concise text. They visually communicate complex data, making dense information more understandable. For the final project, you will blend visual elements with written text in order to compose an infographic that offers advice for incoming first-year college students: What do they need to know to survive/succeed in college? What have you learned this year that would have been useful to know from the start?

Guidelines.

You will mainly rely on your own experiences, but you will need data in order to create a graph/chart.¹ For your data, you will either need primary research (e.g., a survey of students) or secondary research (e.g., background context or statistics about college life). Your infographic can be serious or humorous—whichever you choose must be tailored to a first-year college student audience.

¹ [http://blog.visme.co/types-of-graphs/](http://blog.visme.co/types-of-graphs/)
1. **Infographic.** Infographics require careful attention to content and design in order to communicate complex information in a visual form that is compelling and accessible. You will use either Piktochart ([http://piktochart.com/](http://piktochart.com/)) or Canva ([https://www.canva.com/](https://www.canva.com/)) to create an infographic, and while you can choose one of the templates they provide, I expect you to make adjustments to meet the following requirements:

- combination of graphs and charts, images, icons, and text that clarify and enhance the content and visual design
- at least one chart or graph that presents data
- purposeful color palette
- 2–3 fonts that are readable and serve different purposes, e.g., title, headings, body text
- minimal text: short paragraphs, brief descriptions, titles, legends, and labels
- link at the bottom to cite secondary research (if applicable)

2. **2-page reflection.** Project 4 asks you to apply what we’ve learned about visual media, design, and rhetorical appeals and reflect critically on your own college experience thus far. You’ll write a reflection on the process of creating your infographic: how did you apply rhetorical design principles in order to construct an argument specifically for first-year students? what were your goals? how does the blending of text with visual design help to communicate your message?

   If you conduct a survey, include your results at the end of your 2-page reflection. If you conduct secondary research, include MLA citations for your sources.

**submission details.**

You will submit your infographic and reflection together on Google Classroom.

**Project 4 is due by 1pm on Thursday, May 3rd.** We will not meet in the classroom during your final exam slot, but I will be in my office (WTH 323) if you need anything.