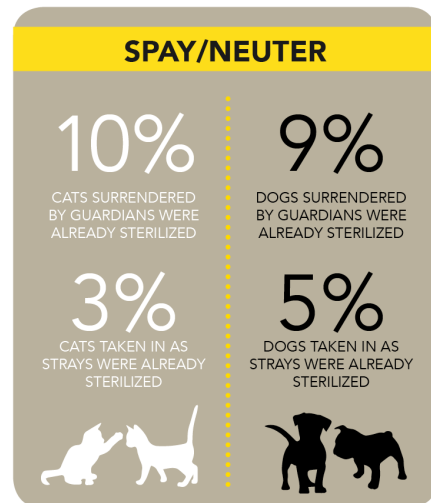
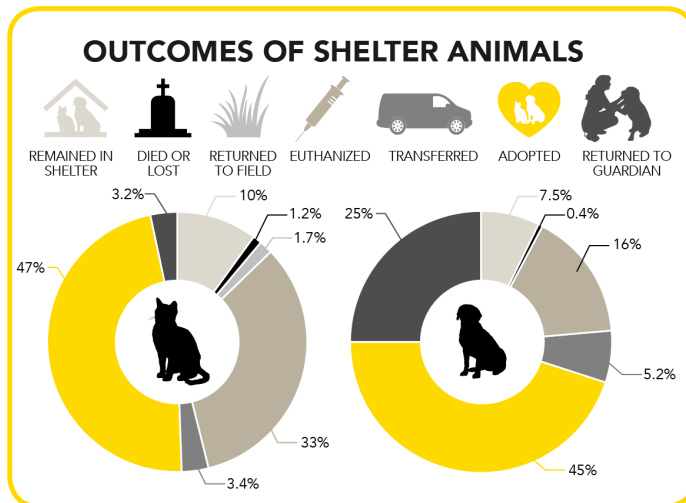
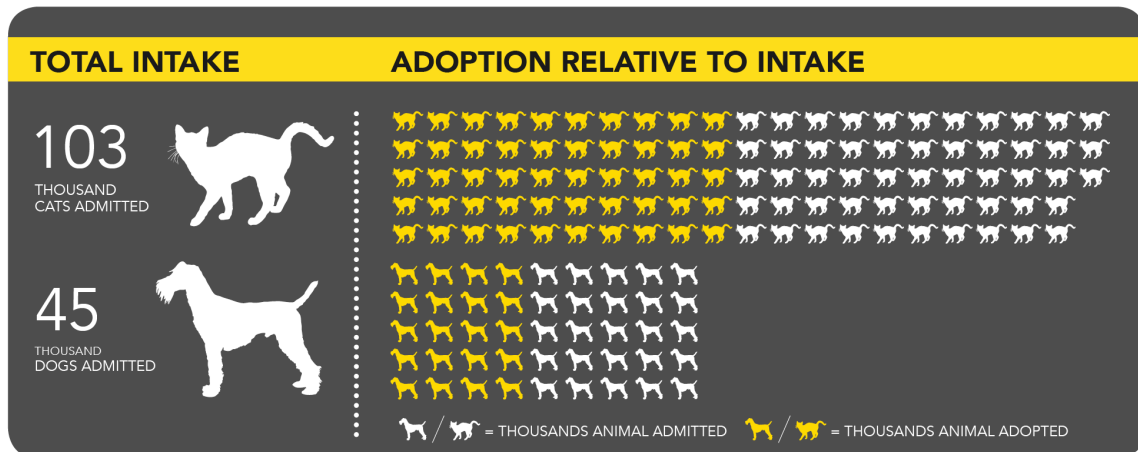


Project 4: Infographic (40%)

So far this semester, we've talked about visual rhetoric (project 1), clear content and design (project 2), and how design elements can transform information and convey different messages (project 3). We've talked about a lot of C-R-A-P, typography, and the importance of having a clear audience and purpose when designing.

For your final project, you will use the design principles we've discussed to create an infographic that visually presents data sets to make an argument or tell a story.

CANADIAN ANIMAL SHELTERS



1 CANADIAN FEDERATION OF HUMANE SOCIETIES. ANIMAL SHELTER STATISTICS 2013. [HTTP://CFHS.CA/ATHOME/SHELTER_ANIMAL_STATISTICS/](http://cfhs.ca/athome/shelter_animal_statistics/) avenirCREATIVE

(<https://visual.ly/community/infographic/animals/canadian-animal-shelters/>)

requirements

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 find reliable, current data and construct an engaging argument using InDesign or Illustrator.

You may use (or create!) any data set you want, but some good places to find data include Pew Research Center, US Census Bureau, Data.gov, Kaggle.com, and reddit.com/r/datasets.¹

Your infographic must contain the following elements:

- thoughtful combination of graphs and charts, images, icons, and text that clarify and enhance the content and visual design
- at least 3 charts and/or graphs that present your data
 - Of the 3, you need at least two different types, e.g., pie chart, pictogram, stacked bar graph, flowchart, etc.
- purposeful color palette
- fonts in 3 hierarchical levels, e.g., title, headings, body text
- minimal text—brief descriptions, titles, legends, and labels
- references at the bottom for material and/or CC licensed images

2. Reflection. You will identify the “thesis” and purpose of your infographic, discuss the data you included and how you chose to represent it, and reflect on your rhetorical design choices—e.g., typography, color, visuals, alignment. Your reflection must be grounded in the course readings and discussions. Remember to provide a link to your dataset. **2 pages.**

Project 4 is due by 10am on Thursday, December 13th. We will NOT meet in the classroom during our scheduled final exam slot (8-10am).

You will submit your infographic as a PDF file to preserve its formatting. Submit your reflection as a Google Doc.

¹ Data are connected pieces of information that can be sorted, filtered, and analyzed.