

Infographic: Abnormal Psychology

1. Choose a topic from Unit 4: Abnormal Psychology and sign up with Miss Thibeault.
2. Research more deeply into the topic. Look for interesting, related statistics. You may want to seek out 25+ pieces of information.
3. Look for pictures and graphics that related directly to your topic and the information you found.
4. Filter your research. Sift through what you've discovered to find a common theme. Create a flow chart that links your data together. You may discard much of the information you found, and you may need to find more information to fill in some gaps. Your flow chart should logically lead to a conclusion or point you want to make.
5. Choose an appropriate title, and any subtitles, to help the flow of information.
6. Start creating your infographic. Sketch out a rough plan on paper first, then start creating! Choose a colour-theme that compliments your topic or conclusion. Strategically place information so the eye follows the pathway to you conclusion.
7. Balance information, pictures, numbers, titles, etc., so as to make it visually appealing. Titles should pop, numbers should standout, graphs should be interesting, and pictures should be vibrant. Excess words are typically distracting, but they are necessary at times.

HELPFUL TIPS

- Take time to research effective infographic tips. Many marketing specialists use infographics, and have shared their knowledge online.
- Choose a medium you are comfortable working with. You may want to do this by hand, use MS Publisher, or find a web app that helps with creating infographics. There are many free websites that assist with infographic creation.

INFOGRAPHIC EVALUATION

NAME: _____

GRADE: _____

/20

	5	4	3	2	1
Information	<p>Topic is clear.</p> <p>Information is all related to the topic. No excess information present.</p> <p>Thorough research evident.</p>	<p>Topic is clear.</p> <p>Information is mostly related to topic, or is missing minor components. No excess information present.</p> <p>Research is evident.</p>	<p>Topic is clear.</p> <p>Information is mostly related to topic, but missing components. Excess information may be present.</p> <p>Research is evident.</p>	<p>Topic is too broad.</p> <p>Information is somewhat related to topic, but is missing key facts or includes excess information.</p> <p>Some research is evident.</p>	<p>Topic is unclear.</p> <p>Much of the information is not related to topic or is sparse.</p> <p>Little research is evident.</p>
Organization	<p>Information follows a natural flow. Information is presented in a logical manner.</p>	<p>Information connects in a somewhat logical manner.</p>	<p>Information follows a somewhat illogical flow. Information is disorganized.</p>	<p>Some information follows a flow, but much of it seems illogical. Information is disorganized.</p>	<p>Information does not flow. Information is very disorganized.</p>
Visual Representation	<p>Infographic is visually appealing.</p> <p>Important components are prominent.</p> <p>Effective use of relevant colour, graphics, and visual data throughout.</p>	<p>Infographic is visually appealing.</p> <p>Some components are prominent.</p> <p>Colour, graphics, and visual data are used throughout.</p>	<p>Graphics are disorganized or unrelated.</p> <p>Some components are prominent, but may not be important.</p> <p>Colour, graphics, and visual data are used throughout.</p>	<p>Graphics are disorganized or unrelated.</p> <p>No special attention given to important information.</p> <p>Infographic does not include (or is irrelevant) one of colour, graphics, or visual data.</p>	<p>Infographic does not relevant graphics.</p> <p>No special attention given to important information.</p> <p>Infographic does not include (or is irrelevant) two of colour, graphics, or visual data.</p>
Conclusion	<p>Information and graphics lead to a clear conclusion.</p> <p>All data, headings, graphics, etc., are clearly linked to conclusion.</p>	<p>Information and graphics lead to a conclusion.</p> <p>All data, headings, graphics, etc., are linked to conclusion.</p>	<p>Information and graphics lead to a hazy conclusion.</p> <p>Most data, headings, graphics, etc., are loosely linked to conclusion.</p>	<p>Conclusion is unclear and hard to connect.</p> <p>Some data, headings, graphics, etc., form an unclear conclusion.</p>	<p>No conclusion evident.</p> <p>Data, headings, graphics, etc., do not relate to any conclusion.</p>