INFOGRAPHICS
ON THE BRAIN

WHAT?

- Syllabus
- Class Handout
- Visualization / Compare
- Practice Ready Skill

Get Inspired / Further Reading:

- 13 Reasons, by NeoMam Studios: http://neomam.com/interactive/13reasons/

- 10 Education Examples: https://www.casel.ly/blog/10-great-examples-of-using-infographics-for-education/

- Effective Teaching with Infographics: http://www.scribblelive.com/blog/2013/09/25/how-to-turn-infographics-into-effective-teaching-tools

WHY?

90% of info processed by the brain is visual

5 x more info bombards us than in 1986

7 second attention span for most people

We are visually wired, overloaded with info, can process text & graphics faster

HOW?

Image + Text + Data
About 1 Subject
Done Creatively

Free Web Apps:
1. Piktochart
2. Venngage
3. Canva
4. Easel.ly
5. Infogram

ROAD MAP TO A STRONG INFOGRAPHIC

1. Serves a Clear Purpose
2. Uses Space Effectively
3. Leads the Viewer in a Specific Direction
4. Highlights Important Facts Visually
5. Uses Sections to Divide Content
6. Shows Data Clearly
7. Encourages the Eye to Compare Data
8. Uses Examples and/or Templates

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