

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.easel.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



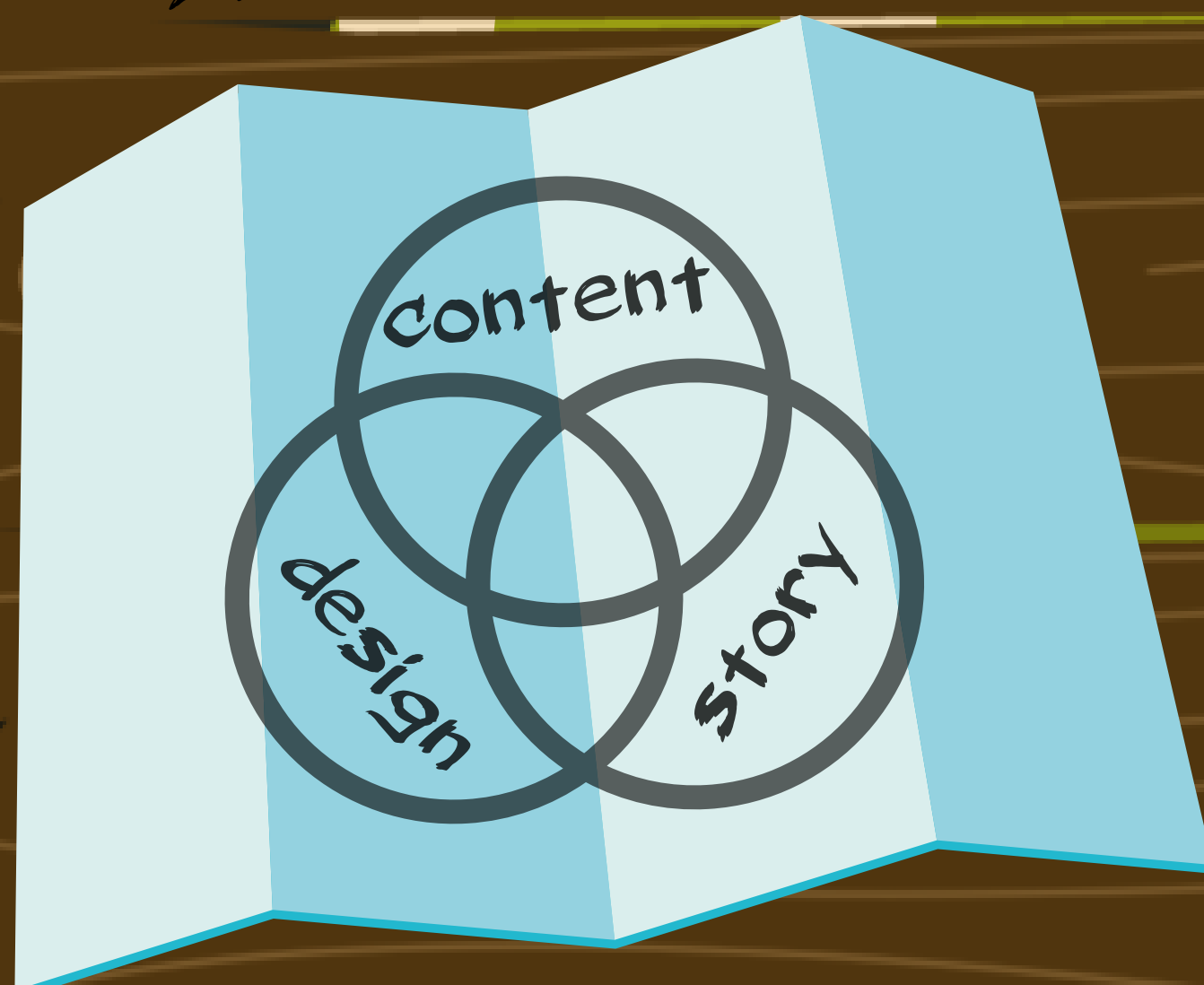
Image + Text + Data About 1 Subject Done Creatively

HOW?

5

- 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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