Infographic Project
What is an Infographic?

An infographic is artwork for your brain. It's a way of taking numbers, spreadsheets and all kinds of other technical data and turning it into a one-page, easily digestible, fun-to-look-at graphic.

\[ \pi = \text{pie charts} \]

STEP ONE: RESEARCH Infographics by answering the attached Researching Infographics Questions on the school network: K:\Mr.Arnett/ASM3M/4M/Unit 1/Infographic Project/intro.html

STEP TWO: BRAINSTORM possible themes (Statistics: Part-Time Job Salary, Budgets, Climate Change) for your Infographic design that you wish to explore visually ensure to follow the 5 Rules of Great Infographic Design.

STEP THREE: DRAW 3 different CONCEPTUAL DESIGN SKETCHES for possible Infographics designs. Have 1 of the 3 sketches approved by the teacher before you begin creating digital image.

STEP FOUR: CREATE your own Infographic image by arranging and manipulating your source files in Adobe Photoshop or Illustrator. REMEMBER: Your final piece must be comprised from YOUR own creativity and imagination. (i.e. NO copies pre-existing artwork!)

STEP FIVE: REFLECT on your finished work by answering the following questions:

1) What aspect of your work do you find most successful and why?

2) What aspect of your work do you find least successful and why?

3) If you could do this project again, what changes would you make to improve it?

Data Visualization

In the age of big data, we need to both make sense of the numbers and be able to easily share the story they tell. The practice of data visualization, which is the study of the visual representation of data, typically analyzes large data sets. The visual display of this data is the most interesting and universal way to make it accessible to a wide audience. And as with all infographic design, the display method is rooted in the context and desired message. (Source: Francesco Franchi)

Elements of Infographics
- Visualizations which present complex information fast and clearly
- Visualizations which fuse words and graphics to reveal information, patterns and trends
- Visualizations which are easier to understand than words only

5 Rules of Great Infographic Design
1. Plan and sketch
2. Keep it Simple
3. Tell a story through organization
4. Build your personal list of easy and reliable visual associations
5. Keep the purpose and tone in mind
A) 1. What is an Infographic? (1)

2. What are the three elements that Infographics can present? (3)

1. 

2. 

3. 

3. What is the value of an Infographic? (1)

4. How has Infographic popularity grown by the numbers? (1)

5. According to the Infographic titled "Visual Guide to Marvel Character Movie Rights" which motion picture company owns the Namor property? (1)

6. According to the Infographic titled "Carland: On Driving Automobile History" when is the start and stop years? (2)

7. What shape does the Infographic titled "Cornwall By Design" look like? (1)

8. According to the Infographic titled "7 Facts About Bill Gates" if you change all of Bill Gates money to $1 bills, and you can make a road from Earth to the moon how many times would it reach? (1)
9. According to the Infographic titled "Health Food and Balanced Diet" what food group is diagramed at 56%? (1)

10. According to the Spanish Infographic titled "Walt Disney/Marvel" what two corporate entities are combined visually in the composition? (1)

11. According to the Infographic titled "The Greatest Fight In The Universe" what is the percent for who would win in a fight between the Klingons Vs. The Empire? (1)

B) Traditional and Digital manipulation techniques used in my work and how they support my intended visual message (use 6 elements and principles: line, shape, form, value, contrast, movement, rhythm, proportion, variety, unity, texture, space, proportion, colour, balance):

C) Reflective Questions: 1. What part of your finished project did you find most successful and why?

2. What part of your finished project did you find least successful and why?

3. If you had to do this project, what part would you change or improve on and why?
<table>
<thead>
<tr>
<th>Knowledge/Understanding</th>
<th>Level 0</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>0</td>
<td>Student demonstrates understanding of the elements &amp; principles of design in the infographic 0.25</td>
<td>Student demonstrates some understanding of the elements &amp; principles of design in the infographic 0.50</td>
<td>Student demonstrates considerable understanding of the elements &amp; principles of design in the infographic 0.75</td>
<td>Student demonstrates a high degree of understanding of the elements &amp; principles of design in the infographic 1</td>
</tr>
<tr>
<td>Thinking/Inquiry Infographic Concept &amp; Design</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>0</td>
<td>Concept and context is unclear and/or weak. Meaning or ideas conveyed are not on par with student grade level. 0.25</td>
<td>Concept and context is slightly unclear and/or weak. Meaning or ideas conveyed are below expectations for student’s grade level. 0.50</td>
<td>Concept and context is clear and valid. Meaning or ideas conveyed are on par with student’s grade level. 0.75</td>
</tr>
<tr>
<td>Communication Clarity: Research questions;</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>0</td>
<td>Student discusses research questions; influences in the artistic statement with limited clarity. 0.25</td>
<td>Student discusses research questions; influences in the artistic statement with some clarity. 0.50</td>
<td>Student discusses research questions; influences in the artistic statement with considerable clarity. 0.75</td>
</tr>
<tr>
<td>Reflective Questions</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>0</td>
<td>Student explains use of Infographic techniques in the artistic statement with limited clarity. 0.25</td>
<td>Student explains use of Infographic techniques in the artistic statement with some clarity. 0.50</td>
<td>Student explains use of Infographic techniques in the artistic statement with considerable clarity. 0.75</td>
</tr>
<tr>
<td>Application Creative Process: Ability to solve a series of artistic problems, showing an awareness of formal qualities, visual conventions, and relevant ideas and concepts. Preliminary Sketches (3)</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>Incomplete.</td>
<td>Preliminary sketches are somewhat clear and complete. Concepts are somewhat complete. Planning is somewhat substantial &amp; shows some alternative ideas. (1-2) 1.75</td>
<td>Preliminary sketches are mostly complete. Concepts are complete. Planning is evident &amp; shows some divergent thinking is evident. (2-3) 1-1.75</td>
<td>Preliminary sketches are thorough and complete. Concepts are fully developed. Planning is exceptional &amp; shows considerable flexibility in thinking. (3+) 2</td>
</tr>
<tr>
<td>Creative Process: Demonstration of Skill Development &amp; following procedures including Clean Up</td>
<td>Incomplete.</td>
<td>0</td>
<td>Student demonstrates limited effectiveness in demonstrating the creative process and following procedures. 5-6</td>
<td>Student demonstrates considerable effectiveness in demonstrating the creative process and following procedures. 7-8</td>
<td>Student demonstrates superior effectiveness in demonstrating the creative process and following procedures. 8-10</td>
</tr>
<tr>
<td>Uses elements &amp; principles of design &amp; traditional &amp; digital techniques to produce an effective artwork (e.g. shape, line, colour, unity etc.)</td>
<td>Incomplete.</td>
<td>0</td>
<td>Student demonstrates limited use of the elements &amp; principles of design and traditional &amp; digital techniques to produce an art work of limited effectiveness. 1</td>
<td>Student demonstrates some use of the elements &amp; principles of design and traditional &amp; digital techniques to produce an art work of some effectiveness. 2-3</td>
<td>Student demonstrates considerable use of the elements &amp; principles &amp; traditional &amp; digital techniques to produce an art work of considerable effectiveness. 3-4</td>
</tr>
</tbody>
</table>

A1. The Creative Process: apply the creative process to create a variety of artworks, individually and/or collaboratively; A1.1 use various strategies, individually and/or collaboratively, with increasing skill to generate, explore, and elaborate on original ideas and to develop, reflect on, and revise detailed plans for the creation of art works that address a variety of creative challenges (e.g., extend their skills in using brainstorming, concept webs, mind maps, and/or groups discussions to formulate original and innovative ideas for an art work on a social or personal theme; use critical research skills to explore and elaborate on ideas; demonstrate fluency in formulating clear and detailed plans; demonstrate flexibility in revising their plans on the basis of reflection)
A.1.2 apply, with increasing fluency and flexibility, the appropriate stages of the creative process to produce two- and three-dimensional art works using a variety of traditional and contemporary media (e.g., extend their skills in working with a range of media; demonstrate flexibility in revising plans in response to problems encountered during other stages of the creative process; reflect on the effectiveness of preliminary versions of their work, and revise the work on the basis of reflection and self-assessment)

A.1.3 document their use of each stage of the creative process, and provide evidence of critical inquiry, in a portfolio that includes a range of art works created for a variety of purposes (e.g., ensure that their portfolio includes the following: evidence of critical inquiry associated with idea generation and elaboration; evidence of research on how different artists approach specific themes and/or use particular techniques that can be adapted in their own work; preliminary and final works to show evidence of thoughtful revision), and review and reflect on the contents of their portfolio to determine how effectively they have used the creative process

A2. The Elements and Principles of Design: apply the elements and principles of design to create art works for the purpose of self-expression and to communicate ideas, information, and/or messages;

A2.1 apply the elements and principles of design with increasing skill and creativity to produce two- and three-dimensional art works that express personal feelings and communicate specific emotions (e.g., extend their skills in combining various elements and principles to convey a sense of fear, happiness, hopefulness, despair) A2.2 apply the elements and principles of design as well as a wide range of art-making conventions with increasing skill and creativity to produce art works that comment and/or communicate a clear point of view on a variety of issues (e.g., extend their skills by manipulating elements and principles and using conventions in creative ways to produce an art work that conveys the point of view of a teenager living on the street or that comments on a current event or social issue)

A3. Production and Presentation: produce art works, using a variety of media/materials and traditional and emerging technologies, tools, and techniques, and demonstrate an understanding of a variety of ways of presenting their works and the works of others.

A3.1 use with increasing skill a wide variety of media, including alternative media, and current technologies to create two- and three-dimensional art works for a variety of purposes (e.g., extend their skills in the manipulation of a variety of media and technologies to create a sculpture for an outdoor space, a mixed-media work for display on the Internet, an installation evoking their cultural heritage) A3.2 use with increasing skill a wide variety of traditional and current materials, technologies, techniques, and tools to create original art works for a variety of purposes and audiences

A3.3 demonstrate a understanding of the appropriate standards and conventions for presenting art works for a variety of purposes (e.g., as samples in a portfolio to be viewed by prospective employers or postsecondary educational institutions; as part of a year-end exhibit by the senior class; as part of a thematic display in a cultural centre; for inclusion in a virtual gallery), and apply these standards and conventions when preparing various types of visual art works for presentation

B1. The Critical Analysis Process: demonstrate an understanding of the critical analysis process by examining, interpreting, evaluating, and reflecting on various art works;

B1.1 demonstrate the ability to support their initial responses to a variety of art works with informed understanding of the works’ artistic form and function (e.g., describe their initial response to an art work, and explain in detail how specific aspects of the work’s content, formal qualities, and media inform that response) B1.2 deconstruct with increasing skill and insight the visual content and the use of elements and principles of design in their own art work and the work of others (e.g., extend their skills in identifying individual elements and principles and aspects of the visual content in an art work, interpreting their function, and analysing their effect; compare and contrast the use of shape, form, line, texture, space, and balance in Frank Lloyd Wright’s Falling Water and Moshe Safdie’s Habitat) B1.3 explain in detail, with reference to a variety of historical and contemporary art works (e.g., the social scenes painted by Pieter Bruegel the Elder; Joseph Paxton’s Crystal Palace; works by Canadian war artists, such as Alex Colville’s Bodies in a Grave or Molly Lamb Bobak’s Private Roy, Canadian Women’s Army Corps), how knowledge of a work’s cultural and historical context, achieved through extensive research, has clarified and enriched their understanding and interpretation of a work’s intent and meaning B1.4 describe in detail and reflect on with increasing insight the qualities of their art works and the works of others, and evaluate the effectiveness of these works using a wide variety of criteria (e.g., provide an informed explanation of why a work of art is, or is not, successful with respect to its ability to communicate a message or emotion, its technical and aesthetic conventions, its form and stylistic qualities, its originality)

B2. Art, Society, and Values: demonstrate an understanding of how art works reflect the societies in which they were created, and how they can affect both social and personal values;

B2.1 analyse, on the basis of research, the function and social impact of different kinds of art works in both past and present societies (e.g., how art works function to decorate private and public space, to investigate and draw attention to themes and issues, to criticize political policy and social norms, to satirize public figures, to memorialize people and commemorate events, to preserve aspects of a people’s culture; how works of art can symbolize political, religious, social, or economic power; the power of art to help change personal and public positions on social and political ideas) B2.2 assess the impact of socio-economic, political, cultural, and/or spiritual factors on the production of art works (e.g., how artists are affected by oppression, persecution, censorship, or war, or by cultural, political, and/or religious beliefs; how access to locations, materials, technologies, and funding can affect the production of art works)

C1. Terminology: demonstrate an understanding of, and use correct terminology when referring to, elements, principles, and other components related to visual arts;

C1.1 extend their understanding of the elements and principles of design, and use terminology related to these elements and principles correctly and appropriately when creating or analysing a variety of art works (e.g., when analysing how artists’ manipulation of space, movement, form, and proportion affects meaning in an installation or an environmental work; extend their skills in discussing specific elements and principles associated with installation art; additive and subtractive techniques, digital manipulation, impasto, optical colour mixing, pointillism), and use this terminology correctly and appropriately when creating, analysing, and/or presenting art works C1.3 explain in detail the stages of the creative process and the critical analysis process, and explain, using appropriate terminology, how these processes contribute to the successful creation and analysis of art works

C2. Conventions and Techniques: demonstrate an understanding of conventions and techniques used in the creation of visual art works;

C2.1 extend their understanding of a wide variety of techniques that artists use to achieve a range of specific effects (e.g., techniques used to create a range of textures in an art work, to develop the connection and relationship between forms in a composition, to draw attention to specific parts of a work) C2.2 extend their understanding of the variety of conventions used in visual art (e.g., allegory, appropriation, juxtaposition, synectics; conventions associated with formalism, objective and non-objective abstraction, propaganda, realism, social commentary), and explain in detail how they are used in a variety of art works

C3. Responsible Practices: demonstrate an understanding of responsible practices in visual arts.

C3.2 demonstrate appropriate health and safety procedures and conscientious practices in the selection and use of various materials, techniques, tools, and technologies when producing or presenting art works (e.g., demonstrate safe practices when creating installations, assemblages, earthworks, constructions, multimedia projects; demonstrate appropriate protocols, deportment, and respect for others when working in a studio or visiting a presentation space)