



# MASSCOMM 420 | Emergent Media Workshop: Infographics

Spring 2020 – 3 credits – Online

## Course Description

In today’s fast-paced mediated world, you need to grab an audience’s attention quickly. Infographics are one way to do that! Used extensively in journalism, public relations, advertising, and other mediated content, infographics provide people with easily digestible information that’s informative, persuasive, even entertaining! In this workshop course, students will develop a portfolio of infographics, showcasing a range of styles and subjects. Students will apply technological skills they’ve learned through the Emergent Media program and other Mass Communication courses. MASSCOMM 220: Multimedia I is a prerequisite.

## Quick Links

<a href="#">Assignments</a>	<a href="#">Assignment Descriptions</a>	<a href="#">Class Meetings</a>	<a href="#">Course Objectives</a>
<a href="#">Grading</a>	<a href="#">Instructor and Office Hours</a>	<a href="#">Readings</a>	<a href="#">Schedule</a>

\*The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name\*



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### Office Hours

Mondays: 10:45 a.m. to 12:45 p.m.  
 Wednesdays: 2-3 p.m.  
 Fridays: 10:45 a.m. to 12:45 p.m.

If these times do not work, please email me three (3) possible times that work better for you.

### Readings

There are no required textbooks or materials for this course. Every week there will be several online readings which supplement the video lectures, tutorials, and assignments. I will share numerous examples of infographics with you, and other resources, to provide you with inspiration for your own infographics.

### Course Objectives

After successful completion of this course, students will be able to:

- Explain what infographics are and why they are used
- Design infographics using a variety of software programs
- Display numerical and statistical data in appropriate formats
- Tell stories using a combination of infographics and words
- Post infographics online and optimize the content for search engines
- Create a portfolio of infographics that can be used for future employment possibilities

### Class Meetings

Because this class is online, there are no set meeting times. There are, however, readings, assignments, tutorials, and lectures every week. This course requires a lot of work and it's easy to fall behind if you take a week off. **Set aside 2-3 blocks of time each week to devote to this course.** Every Monday, I will send an email outlining what's happening that week. **You should check your school email regularly,** as I may send grading and assignment updates throughout the week. If you develop a routine for online learning, you will be most successful in this course.

**Which Adobe design app should I use?**

Ps	Ai
<b>Photoshop</b> Raster image editor	<b>Illustrator</b> Vector graphics editor
<ul style="list-style-type: none"> <li>photos</li> <li>artwork</li> <li>web graphics</li> <li>mockups</li> </ul>	<ul style="list-style-type: none"> <li>logos</li> <li>mascots</li> <li>icons</li> <li>1-page docs</li> </ul>
<b>Features</b> Layers, image adjustment, animation	<b>Features</b> Vector shapes, typesetting, artboards

**Assignments**

Your grade will be based on the following assignments.

Profile Infographic	30
Charts and Graphs (2 times)	60
Diagram	50
Google Map	50
Map Infographic	50
LinkedIn Learning (3 courses)	60
Specific Topic Infographics (4 times)	240
Infographic Support (2 times)	160
Storytelling with Data	100
<u>Story + Infographics Package</u>	<u>200</u>
<b>Total:</b>	<b>1,000 points</b>

**Grading Scale**

Grades are based on total points:

A	925-1,000
A-	900-924
B+	880-899
B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	600-679
F	0-599

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

**Please check the START HERE module on BOLT for full Grading Policies, including the late work policy.**

**Assignment Descriptions**

The following are brief descriptions of your assignments this semester. [More detailed directions are provided on BOLT, along with grading rubrics.](#)

**Profile Infographic (30 points)**

Your first infographic will be a profile card for a person: a celebrity, politician, fictional character, even yourself! It should include a picture of the person, and at least 10 facts.

**Charts and Graphs (30 points each; 60 points total)**

Knowing how to display numerical and statistical data effectively and accurately is an essential skill in infographic creation. You will look over provided statistic sites, distill relevant and interesting numbers, and present them in a visually engaging way.

**Diagram (50 points)**

Diagrams are very common in the realms of science, technology, and history. They make complex processes or systems easy to understand. This assignment tasks you with creating a diagram that breaks down something complex into its component parts.

**Google Map (50 points)**

Google Maps are a great way to create an interactive tool that helps your audience find new plays to visit. You will create a map based on a theme, and post it to the class blog. The map should include descriptions, pictures, and hyperlinks for the areas of interest.

**Map Infographic (50 points)**

Maps are commonly used to show how something works, how people are arranged, or how landscapes change across geographic space. For this project, you will create a map that conveys a single idea, that is, focused on a topic of relevance to your audience.

**LinkedIn Learning (20 points each; 60 points total)**

Three times throughout the semester, you will complete short courses on LinkedIn Learning related to visual design. Each student is entering this workshop with different skillsets, so you can take courses that enhance the skills you want to learn.

**Specific Topic Infographics (60 points each; 240 points total)**

After practicing several different types of infographics, you will now create infographics around specific topics. These topics are: Economics and Money, Politics and Elections, Health and Environment, and Media and Entertainment. These infographics will require a bit of research, and you can create any kind of infographic you find relevant.

**Infographic Support (80 points each; 160 points total)**

Infographics are rarely used in isolation. The written word has a place in providing context for the infographics. For these assignments, you will be given a data-heavy new story. Your job will then be to provide infographics to accompany this story.

**Storytelling with Data (100 points)**

This assignment is an inverse of the “Infographic Support” assignment. You will be given a series of infographics: your task is to write a short article that connects the graphics together.

**Story + Infographic Package (200 points)**

For the final assignment, you will write a story, and create the infographics for it, on any topic you want. This will serve as the final exam, and should exhibit all skills you’ve learned.

**The Academic Honesty, Grading, and Special Needs Policies  
are available on BOLT under the START HERE module.  
You should review these policies frequently.**

**Course Schedule and Checklist**

**How to Use:** Please print off this checklist, and use it week to week to keep track of assignments, readings, and other activities. I endeavor hard to never change due dates. The due dates for all assignments are included in the following schedule, as well as on BOLT. You should consider putting these due dates into a planner or digital device.

Week Begins	Activities
<p><u>Week 1</u> Monday, Jan. 20</p>	<p><b>Monday, Jan. 20: NO CLASSES due to Martin Luther King Jr. Day</b> <b>Tuesday, Jan. 21: Classes Begin</b></p> <p><b>Videos (51:38 total)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 1.1 Course Introduction (16:39)</li> <li><input type="checkbox"/> 1.2 Definition of Infographics (15:24)</li> <li><input type="checkbox"/> 1.3 Purpose of Infographics (19:35)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> (START HERE module on BOLT) Course Syllabus, Academic Honesty and Plagiarism Policies, Grading Policies, and Special Needs</li> <li><input type="checkbox"/> <a href="#">A Periodic Table of Visualization Methods</a> [interactive infographic]</li> <li><input type="checkbox"/> <a href="#">8 Types of Infographics: Which is Right for You?</a></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Email Dr. Dennis WordPress username. <b>DUE Sunday, Jan. 26 at 11:55 p.m.</b></li> </ul>
<p><u>Week 2</u> Monday, Jan. 27</p>	<p><b>Tuesday, Jan. 28: ADD/DROP ENDS</b></p> <p><b>Videos (1:13:30 total)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 2.1 Information Overload (17:26)</li> <li><input type="checkbox"/> 2.2 Designing for Online (15:31)</li> <li><input type="checkbox"/> 2.3 Data Sources (16:48)</li> <li><input type="checkbox"/> 2.4 Programs to Use (15:03)</li> <li><input type="checkbox"/> 2.5 Using LinkedIn Learning (8:42)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Cairo, A. (2016). The Five Qualities of Great Visualizations, p. 41-65 [PDF reading]</li> <li><input type="checkbox"/> <a href="#">The Do's and Don'ts of Infographic Design</a></li> <li><input type="checkbox"/> <a href="#">How to Make an Infographic in 5 Steps (Beginner Guide)</a></li> <li><input type="checkbox"/> <a href="#">How to Create an Infographic</a> [using Canva]</li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Begin working on LinkedIn Learning 1 course. You should complete about an hour's worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Profile Infographic due to class blog by <b>Sunday, Feb. 2 at 11:55 p.m.</b></li> </ul>

Week Begins	Activities
<p><u>Week 3</u> Monday, Feb. 3</p>	<p><b>Videos (1:21:44 total)</b></p> <ul style="list-style-type: none"> <li>☐ 3.1 Line Charts and Bar Graphs (27:24)</li> <li>☐ 3.2 Pie Charts (21:05)</li> <li>☐ 3.3 Tables (15:45)</li> <li>☐ 3.4 Where to Get Images (17:30)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>☐ Wong, D. M. (2013). The Basics, p. 19-35 [PDF reading]</li> <li>☐ <a href="#">Excel Charting Basics: How to Make a Chart and Graph</a></li> <li>☐ <a href="#">How to Work with Tables, Graphs and Charts in PowerPoint</a></li> <li>☐ <a href="#">100 Years of Tax Brackets, in One Chart</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>☐ Continue working on LinkedIn Learning 1 course. You should complete about an hour's worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>☐ Charts and Graphs 1 due to class blog by <b>Sunday, Feb. 9 at 11:55 p.m.</b></li> </ul>
<p><u>Week 4</u> Monday, Feb. 10</p>	<p><b>Videos (1:19:04 total)</b></p> <ul style="list-style-type: none"> <li>☐ 4.1 Expressing Probability (21:43)</li> <li>☐ 4.2 Expressing Percentages (18:32)</li> <li>☐ 4.3 Expressing Scale (18:48)</li> <li>☐ 4.4 Providing Credit (20:01)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>☐ Krum, R. (2014). Online Infographics, p. 57-90 [PDF reading]</li> <li>☐ <a href="#">How to Choose the Right Charts for Your Infographic</a></li> <li>☐ <a href="#">5 Infographics to Teach You How to Easily Make Infographics in PowerPoint</a></li> <li>☐ <a href="#">How to Make Infographics with PowerPoint</a></li> <li>☐ <a href="#">12 Infographic Tips That You Wish You Knew Years Ago</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>☐ Finish working on LinkedIn Learning 1 course. Submit certificate and reflection to BOLT by <b>Sunday, Feb. 16 at 11:55 p.m.</b></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>☐ Charts and Graphs 2 due to class blog by <b>Sunday, Feb. 16 at 11:55 p.m.</b></li> </ul>
<p><u>Week 5</u> Monday, Feb. 17</p>	<p><b>Videos (1:08:39 total)</b></p> <ul style="list-style-type: none"> <li>☐ 5.1 Iconography (21:27)</li> <li>☐ 5.2 Color (18:15)</li> <li>☐ 5.3 Designing for Colorblindness (13:45)</li> <li>☐ 5.4 Black and White Graphics (15:12)</li> </ul>

Week Begins	Activities
<p><u>Week 5</u> Continued</p>	<p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">Notre Dame Cathedral fire – a Visual Guide and Timeline</a></li> <li>□ <a href="#">It’s “Wine” Not Dark Red – Here Are the Correct Names of All Color Shades</a></li> <li>□ <a href="#">How Humans React to Different Colors</a></li> <li>□ <a href="#">How to Design for Color Blindness</a></li> <li>□ <a href="#">Designing UI with Color Blind Users in Mind</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>□ Begin working on LinkedIn Learning 2 course. You should complete about an hour’s worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Pictorial Diagram due to class blog by <b>Sunday, Feb. 23 at 11:55 p.m.</b></li> </ul>
<p><u>Week 6</u> Monday, Feb. 24</p>	<p><b>Videos (42:08 total)</b></p> <ul style="list-style-type: none"> <li>□ 6.1 Creating a Google Map (8:07)</li> <li>□ 6.2 Creating a Google Map Tutorial (20:01)</li> <li>□ 6.3 Mapping Data (14:00)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">Visualize Your Data on a Custom Map Using Google My Maps</a></li> <li>□ <a href="#">My Maps Help</a></li> <li>□ <a href="#">Million Dollar Blocks</a></li> <li>□ <a href="#">Designing for Accessibility and Inclusion</a></li> <li>□ <a href="#">Designing Accessible Icons (Part 1 of 2)</a></li> <li>□ <a href="#">Designing Accessible Icons (Part 2 of 2)</a></li> <li>□ <a href="#">The Accessible Icon Project</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>□ Continue working on LinkedIn Learning 2 course. You should complete about an hour’s worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Google Map due to class blog by <b>Sunday, March 1 at 11:55 p.m.</b></li> </ul>
<p><u>Week 7</u> Monday, March 2</p>	<p><b>Videos (57:21 total)</b></p> <ul style="list-style-type: none"> <li>□ 7.1 Choropleth Maps (18:53)</li> <li>□ 7.2 Color for Maps (20:50)</li> <li>□ 7.3 Creating a Choropleth Map (17:38)</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">How the US has Hidden Its Empire</a></li> <li>□ <a href="#">4 Maps that Show Who’s Being Left Behind in America’s Wind-Power Boom</a></li> <li>□ <a href="#">37 Maps that Explain How America is a Nation of Immigrants</a></li> <li>□ <a href="#">Radical Cartography</a></li> <li>□ <a href="#">A Step-by-Step Guide to Making a Choropleth Map in Google Spreadsheets</a></li> <li>□ <a href="#">Quick Map in Google Sheets</a> (3:52)</li> </ul>

Week Begins	Activities
<p><u>Week 7</u> Continued</p>	<p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>□ Finish working on LinkedIn Learning 2 course. Submit certificate and reflection to BOLT by <b>Sunday, March 8 at 11:55 p.m.</b></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Map Infographic due to class blog by <b>Sunday, March 8 at 11:55 p.m.</b></li> </ul>
<p><u>Week 8</u> Monday, March 9</p>	<p><b>Spring Break Week!</b></p>
<p><u>Week 9</u> Monday, March 16</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li>□ 9.1 Telling the Truth with Data</li> <li>□ 9.2 Misleading Visuals</li> <li>□ 9.3 Lying with Statistics</li> <li>□ 9.4 Asking the Right Questions</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">How to Create Outstanding Modern Infographics</a> [optional Adobe Illustrator tutorial]</li> <li>□ <a href="#">Infographics Lie. Here’s How to Spot the B.S.</a></li> <li>□ <a href="#">11 Most Useless and Misleading Infographics on the Internet</a></li> <li>□ <a href="#">5 Ways Writers Use Misleading Graphs to Manipulate You</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>□ Begin working on LinkedIn Learning 3 course. You should complete about an hour’s worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Economics and Money Infographic due to class blog by <b>Sunday, March 22 at 11:55 p.m.</b></li> </ul>
<p><u>Week 10</u> Monday, March 23</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li>□ 10.1 The Right Chart for the Right Reason</li> <li>□ 10.2 Media Formats of Infographics</li> <li>□ 10.3 Search Engine Optimization for Infographics</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">Would You Share Your Views of Donald Trump Over Dinner?</a></li> <li>□ <a href="#">Diverse and Engaging Instances of Interactive Infographic Design</a></li> <li>□ <a href="#">How to Use Color Blind Friendly Palettes to Make Your Charts Accessible</a></li> <li>□ <a href="#">Every Time Ford and Kavanaugh Dodged a Question, in One Chart</a></li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li>□ Continue working on LinkedIn Learning 3 course. You should complete about an hour’s worth of the course this week.</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Politics and Elections Infographic due to class blog by <b>Sunday, March 29 at 11:55 p.m.</b></li> </ul>



Week Begins	Activities
<p><u>Week 11</u> Monday, March 30</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 11.1 Infographic Release Strategies</li> <li><input type="checkbox"/> 11.2 Cluttered Infographics</li> <li><input type="checkbox"/> 11.3 Noisy Infographics</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <a href="#">Common Symbols and Meanings: How to Use Them in Design</a></li> <li><input type="checkbox"/> <a href="#">What Are the 9 Types of Infographics?</a></li> <li><input type="checkbox"/> <a href="#">It's Easy to Become Obese in America. These 7 Charts Explain Why</a></li> <li><input type="checkbox"/> <a href="#">Star Size Comparison</a> (6:50)</li> </ul> <p><b>LinkedIn Learning</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finish working on LinkedIn Learning 3 course. Submit certificate and reflection to BOLT by <b>Sunday, April 5 at 11:55 p.m.</b></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Health and Environment Infographic due to class blog by <b>Sunday, April 5 at 11:55 p.m.</b></li> </ul>
<p><u>Week 12</u> Monday, April 6</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 12.1 Drafting and Storyboarding</li> <li><input type="checkbox"/> 12.2 Choosing Effective Visuals</li> <li><input type="checkbox"/> 12.3 Using Whitespace Effectively</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Knaflic, C. N. (2015). The Importance of Context, p. 19-34 [PDF reading]</li> <li><input type="checkbox"/> <a href="#">The Mueller Report Redactions, Explained in 4 Charts</a></li> <li><input type="checkbox"/> <a href="#">See How Much of the Mueller Report was Redacted</a></li> <li><input type="checkbox"/> <a href="#">Copy, paste, legislate: We looked for legislation that was written by special interests. We found it in all 50 states.</a></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Media and Entertainment Infographic due to class blog by <b>Sunday, April 12 at 11:55 p.m.</b></li> </ul>
<p><u>Week 13</u> Monday, April 13</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 13.1 Focusing Your Audience's Attention</li> <li><input type="checkbox"/> 13.2 Affordances</li> <li><input type="checkbox"/> 13.3 Accessibility</li> <li><input type="checkbox"/> 13.4 Aesthetics</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <a href="#">The Atlantic Slave Trade in 2 Minutes</a></li> <li><input type="checkbox"/> <a href="#">Concrete and Coral: Tracking Expansion in the South China Sea</a></li> <li><input type="checkbox"/> <a href="#">Indonesia Plane Crash</a></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Infographic Support 1 due to class blog by <b>Sunday, April 19 at 11:55 p.m.</b></li> </ul>

Week Begins	Activities
<p><u>Week 14</u> Monday, April 20</p>	<p><b>Sunday, May 3: LAST DAY FOR COURSE WITHDRAWAL</b></p> <p><b>Videos</b></p> <ul style="list-style-type: none"> <li>□ 14.1 Storytelling with Data</li> <li>□ 14.2 Story Structure</li> <li>□ 14.3 Putting It All Together</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">23 Charts and Maps that Show the World is Getting Much, Much Better</a></li> <li>□ <a href="#">California is Burning</a></li> <li>□ <a href="#">The Fallen of World War 2</a> (18:30)</li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Infographic Support 2 due to class blog by <b>Sunday, April 26 at 11:55 p.m.</b></li> </ul>
<p><u>Week 15</u> Monday, April 27</p>	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li>□ 15.1 The Future of Infographics</li> <li>□ 15.2 Infographic Resumes</li> </ul> <p><b>Read</b></p> <ul style="list-style-type: none"> <li>□ <a href="#">How to Create an Infographic Resume That'll Get You Hired (+10 Inspiring Examples)</a></li> <li>□ <a href="#">Infographic Resume Tools</a></li> </ul> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Storytelling with Data due to class blog by <b>Sunday, May 3 at 11:55 p.m.</b></li> </ul>
<p><u>Week 16</u> Monday, May 4</p>	<p><b>Monday, May 4: LAST DAY OF CLASSES</b> <b>May 5-8: FINALS WEEK</b></p> <p><b>Assignment</b></p> <ul style="list-style-type: none"> <li>□ Story + Infographic Package due to Class Blog by <b>Friday, May 8 at 11:55 p.m.</b></li> </ul> <p><b>Friday, May 15: GRADES AVAILABLE TO VIEW ON MyHusky</b></p>