# Infographic

Creating an infographic related to media literacy

# What and Why?

**What:** Acting as a media literacy “peer expert” who is tasked with teaching other teenagers about media literacy, you will create an infographic using either Canva or Adobe Spark to visually represent something important you learned about media literacy during this unit. You will present your infographic to your classmates.

**Why:** By being able to take one aspect of media literacy and define it both visually and with text in an easy-to-understand format for your peers, you will show that you internalized and fully understand an important aspect of media literacy and are well on your way to being an informed consumer of all information shared via various media channels.

# Essential Questions We've Explored in This Unit

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- Why is it important to build 21st-Century communication skills?
- How do communicators use research and evidence to support their main ideas?
- What is the role of media in our society, and how can we become responsible consumers and producers of news and information in the digital age?
- How do confirmation biases, stereotyping, and other cognitive biases impact the way we interpret events, news, and information?
- What is the role of social media on the traditional news cycle, and how does it influence public opinion and the press?

# Ideas for Your Infographic Topic

Your ideas are only limited by your imagination and the things you've learned in this unit that really stuck with you. **Having said that, here are some possible topics for your infographic:**

- How does fake news/disinformation spread?
- Which social media sites spread the most misinformation?
- What are social media sites doing to stop the spread of misinformation?
- How does a video go viral?
- How to spot a conspiracy theory
- What's confirmation bias, and how do we combat it?
- Branded content - is it good for consumers/how does it work?
- What current influencers made the most money off social media in 2021?
- Types of logical fallacies

# Ideas for Your Infographic Topic (continued)

- Fact Check 101 - best ways to fact check info
- Who are the top celebrity influencers in the U.S., and what do they promote?
- How do algorithms feed us information?
- Debunking Covid-19 myths/disinformation
- Debunking climate change myths/disinfo
- Dos and Don'ts of online searches
- History of social media in the U.S.
- Social media trends by age group in the U.S.
- Types of people/demographics who are most susceptible to believing/sharing disinformation
- Most-reliable news outlets versus least-reliable

*On both slides, these are merely suggestions to get you thinking. If you have another idea you want to explore, talk it through with Ms. Lindley first! You are free to choose any topic that allows you to show off your knowledge.

# How to Create Your Infographic

You may use Canva or Adobe Spark. The tools are pretty easy to use, and I know many of you have previously used them. I'll provide 1-to-1 help as necessary in class.

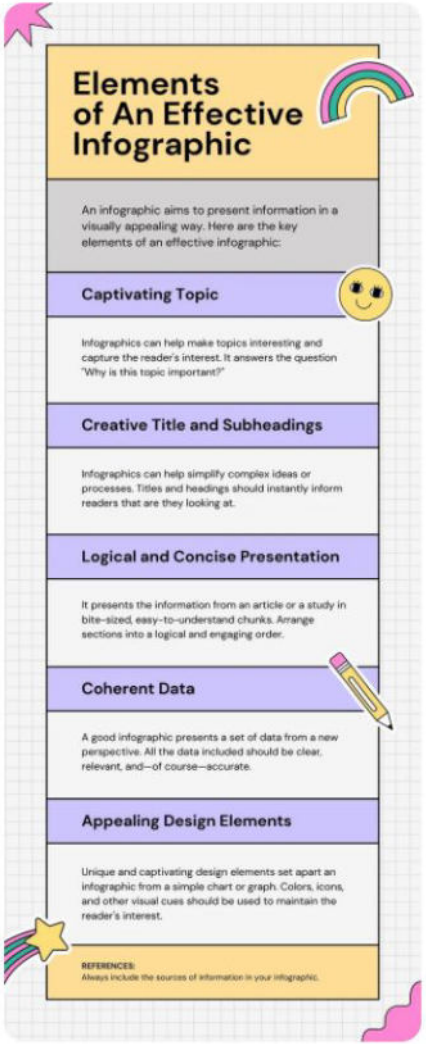
**Canva - Click this link to join our class's Canva group**

**Adobe Spark - Click the link here, and then click "log in with your school account" and use your school GMail**

***Both Canva and Spark have templates you can use, but you are not limited to the templates. You can use them as a starter but customize with your own colors, design ideas, art, photos, etc. Or, you can start from scratch with a blank design. I can show you how to upload photo and art elements you might need.**

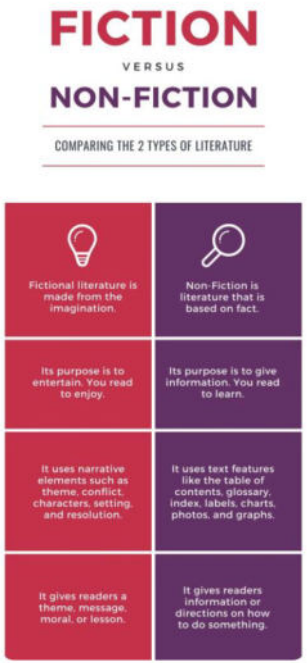
# Elements of a Great Infographic

*Image courtesy of Canva




- Interesting subject matter that includes **<u>at least 3 facts</u>**
- A title and subheadings that make an impact and increase “eye flow” throughout the infographic
- <u>Researched</u> data from reliable source(s) presented in an ethical, logical, and concise manner
    - (Sources <u>must</u> be included somewhere on the infographic - usually in smaller print at the bottom)
- A design that is both eye-catching and clean enough your information doesn’t get lost in too many design details. Be aware of use of color, shapes, font choices, and artwork; how do they all work together visually?
- Takes no more than 30-40 seconds to read

# Inspiration - Examples of Infographic Designs



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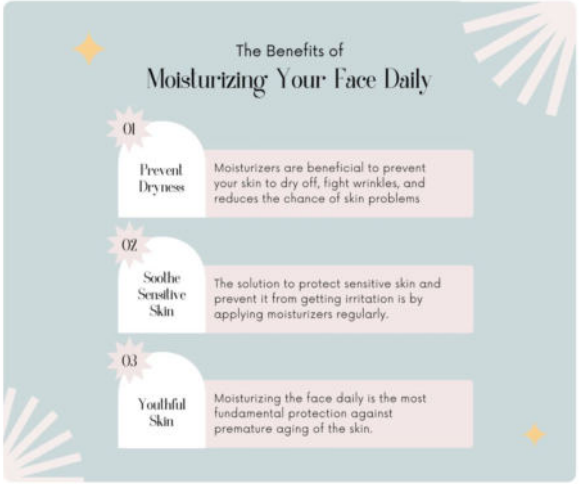

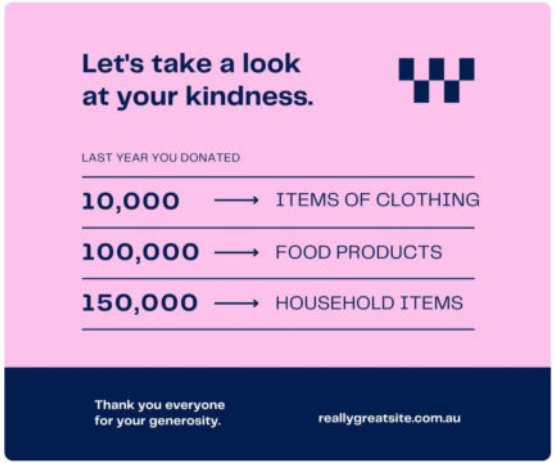


*All infographic design inspiration on this and the previous slide taken from Canva template suggestions. Ms. Lindley also has magazines you can look at for inspiration.

# Submission Expectations, Timeline, and Due Dates

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- **Tuesday, Dec. 7** (D Day) - Go over assignment, ask clarifying questions, start brainstorming ideas/working
- **Wednesday, Dec. 8** (A Day) - Work time after “do now” activity
- **Thursday, Dec. 9** (W Day)- Work time after “do now” activity
- **Friday, Dec. 10** (S Day) - Work time after “do now” activity; ask a peer for feedback for revisions
- **Monday, Dec. 13** (O Day) - Infographics due submitted to Canvas and presented to the class this day

# Checklist for Completion, Step-by-Step

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- ❏ Choose a topic related to something that interests you based on the media literacy unit and that you feel is valuable enough to teach to your peers
- ❏ Research your information via valid, reliable sources and pare down the info to the most precise to be presented concisely in an infographic
- ❏ Design an eye-catching infographic (**that contains a minimum of 3 facts**) based on the principles discussed previously in this slide deck

# Checklist for Completion (continued)

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- ❏ **How to turn in your project in 3 parts:**
  - ❏ **SUBMIT** your infographic as a file upload to the assignment in Canvas
  - ❏ **PRINT** one copy for the class drawer for bulletin-board display (put name on the back, please)
  - ❏ **PRESENT** your infographic to the class
- ❏ Your presentation should discuss:
  - ❏ Why you chose your topic/why did you think the topic was important for your peers/what you learned
  - ❏ How you researched your information and decided what was most valuable
  - ❏ Why you designed your infographic the way you did
- ❏ **Grading Rubric Linked Here**