**EAC594**

**Infographic Assignment**

**Value: 15%**

**Please hand in hard copy to me on the day of the submission.**

Using any one of the infographic creation tools listed below, you are asked to work either on your own or with one partner to create one infographic about any business communication topic that we have covered either in class, from your textbook or any business communication topic of your choice. To do this, you will have to create an information “story” that has a focal point, so be sure to narrow the topic. You can then create the infographic, meeting the criteria listed below.

## DO NOT PLAGIARISE/ADD REFERENCE PAGE

Your focus in all components of this assignment should be on the **analysis and synthesis**, not the simple reproduction, of the information you collect from written sources.

* Where you use research information to support your information and/or arguments, whether it be direct quote or paraphrases, make sure you list your references on a Reference Sheet attached at the end of your infographic.

**The “Story”**

Good infographics present information that matters to the reader, making links between ideas and imagery to make the information compelling and focused. The information is presented in a **logical** sequence—hence, the information can be said to have an introduction, background, details, and a close, like a report. The text is quite **sparse** though concrete. Use the following resources to find out more about infographics:

**Possible Topics:**

You are free to choose your own topic for your infographic, or you may consider one of the following suggestions: Remember that your main goal is to visually grab your audience’s attention and provide clear information about your topic, whatever it may be.

Unemployment

Pick an entrepreneur and give information on their business strategies

Information about a company that was not a success (eg. NastyGal)

Small business success strategies

Display information about a company or product of your choice

Pick any of the topics covered in your text or related to business communications.

**Infographic Creation Tools**

You may use any of the following tools to create your infographic:

Piktochart

<http://piktochart.com/>

Canva \* Excellent, easy to use guide!

<https://www.canva.com/>

or Power Point

If you find a different **infographic** creation tool that works better for your design process, feel free to use it.

**Resources**

Why We Need Infographics, and How to Make them Great

<https://www.shutterstock.com/blog/thomas-porostocky-why-we-need-infographics-and-how-to-make-them-great>

10 Steps to Creating the Perfect Infographic

<http://www.creativebloq.com/design/10-steps-creating-perfect-infographic-3145672>

Top Tips from Experts on What Makes an Infographic Great

<http://www.easel.ly/blog/top-tips-from-experts-on-what-makes-a-great-infographic/>

**Course Outcomes Addressed by this Assignment**

1. Analyze audience, context, and purpose to choose the most effective message structure, format, content, language, tone, and medium for the situation  
  
2. Format business documents using electronic tools and page design conforming to AODA requirements

3. Compose correspondence and reports using concise, polite, you-focused, positive, coherent, as well as plain, grammatically and mechanically sound language  
  
4. Write business reports, adapting the content and structure to suit a variety of purposes   
  
5. Incorporate research material into business documents using ethical documentation and citation practices

6. Collaborate to manage and complete project requirements, deadlines, and tasks

7. Create visual aids using digital tools

8. Use digital and mobile applications to plan, create, and communicate information

**Criteria for Assessment: Please see the rubric below.**

**Rubric for Infographic Assignment**

**Overview of a Communication Topic**

**Student Name/s:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Characteristics | 1  Weak | 2 Needs Work | 3  Good | 4  Excellent |
| 1. Relevant and understandable overview of the topic |  |  |  |  |
| 1. Logic of infographic:   Coherent flow of information; logical structure |  |  |  |  |
| 1. Page design: uncluttered, appealing, clear |  |  |  |  |
| 1. Concise yet specific text |  |  |  |  |
| 1. Images serve to augment meaning and align with the content |  |  |  |  |
| 1. Grammar, spelling, mechanics |  |  |  |  |
| 1. Sources included and complete; more than one source is consulted |  |  |  |  |
| TOTAL: |  |  | /28 = | /15 |

**Comments:**