

Client Self-Promo, Public Service Announcement, EducationalJob # MD1-06-InfographicsDesc/Title Web (mobile-ready) Infographic

Designer \_\_\_\_\_

Specs For Screen (RGB @ 72 ppi) 3 sizes options:

ID # \_\_\_\_\_

[600px x 2400px] [640px x 3500px] [750px x 3275px]

Deadline \_\_\_\_\_

Choose by area needed to best fit the design

Start \_\_\_\_\_

End \_\_\_\_\_

## Competency/Task

After conducting competent **research** on “designing effective infographics” you will select a **topic** (or topics) worthy of presenting facts and figures about (for your own ORIGINAL infographic). Your piece can be serious, informative, controversial, witty, whatever... but the facts/numbers/data must be accurate (researched/confirmed/believable)! Your original design style will be your own and obviously must work well on screen. Studying others who have gone before is the best way to brainstorm your own approach.

Type legibility and clear visual communication from the art is a must! You’ll probably need to review (dust off) your Illustrator and PowerPoint graphing/charting techniques to get your numerical data looking good graphically. Successful, attractive visual communication of data is the challenge here. This tall, vertical format addresses the scrolling found in mobile devices. Carefully consider the small space/screen in how you deliver your info... you’re basically telling a short story through your facts and presentation. To accomplish this design task you may employ all your weapons, as needed (InDesign/Illustrator/Photoshop).

## Instructions

1. **Review** *Reference links* (in *Supplemental Information* below), they will provide ideas, inspiration, techniques and design cues to consider. Review the samples (and/or others online) very thoroughly. Sketch out visual notes as you do this (it will help flesh out your own related ideas).
2. **Brainstorm** the style of art to use 3D, 2D/Flat styles, linear, organic, etc. choose best for series. Develop your own, entirely original solutions and design/layout... NOT a rehash of reference material or preexisting samples! You must sketch out your ideas, pre-computer use; figure on roughly 5-10 thumbnail solutions to get what you need.
3. **Discuss** thumbnails with instructor; acquire approval. Keep all thumbnails for portfolio.
4. **Design/Prepare** artwork in Photoshop, Illustrator, InDesign or use each (can use vector and/or raster solutions to get to your final piece). Note: save and keep all native files, with layers intact, for your files and future edits. Key considerations: Impact/Legibility/Clarity/Colors/Contrast/Composition/Content/Context. Proof (run tests) for screen display.

5. **Submit** digital files:

File size still matters on the web, especially for mobile! Too many designers try ignoring this reality. Don't be one of them! Experiment with each of the save-for-web optimization options/steps to get the absolutely smallest possible file size... that still looks acceptably good.

**Web-optimized Infographic** (RGB, 72 ppi) in 4 different formats:

- PNG
- GIF
- JPEG
- PDF

### Criteria/Required Elements

All graphics used should be highly understandable and able to clearly communicate their meaning. Challenges include: communication goals, usage context, size(s), and complexity vs. simplicity, value/contrast, color scheme, quality and clarity. Avoid over-complication, excess detail and poor quality.

**Optional Portfolio Project:** Create a larger version for print in a different format (4C, 300 ppi, 8" x 10" or 10" x 8"). To achieve the higher resolution (required for print) you would design the print piece first and then downsize pieces for screen version.

### Supplemental Information

**Reference links:**

<http://www.creativebloq.com/design/how-create-great-infographics-2126467>

<http://www.fastcodesign.com/1670019/10-steps-to-designing-an-amazing-infographic>

<http://www.smashingmagazine.com/2011/10/14/the-dos-and-donts-of-infographic-design/>

<http://visual.ly/learn/infographic-design>

<http://www.hongkiat.com/blog/50-informative-and-well-designed-infographics/>