Lesson 4: Infographics

Overview

In this lesson, students will learn to create their own infographics using a free online infographic tool, Piktochart. Students will learn essential skills in designing their infographics as well as use different layout options and tools when designing their infographics. At the end of this lesson, students will be able to generate effective infographics as an additional resource when creating their data stories.

Purpose

The purpose of this lesson is to teach students about the essential skills and tools necessary for creating an effective infographic. More specifically, students will utilize tutorials provided by Piktochart in order to create two infographics--one about any topic and one about their assigned fish/shellfish. Students will build upon their prior knowledge of data visualization in order to create an effective visualization regarding their assigned data set. Students will gain an understanding of the importance of data visualization by creating their own infographics.

Agenda

Warm Up (15 min)
    Let's Watch! Google Trends
Activity (90 min)
    Let's Play! Making An Infographic
Wrap Up (15 min)
    Let's Talk! Why Do We Care?

Objectives

Students will be able to:

- Use prior knowledge on data visualization to create effective infographic
- Explain how Google Trends uses visualizations to illustrate trends
- Identify trends and patterns that can contribute to a data story

Vocabulary

- Vocabulary Guide
- Vocabulary Cards
- Vocabulary Slideshow With Audio
- Vocabulary Slideshow
- Vocabulary Word Search
- Vocabulary Crossword
- Vocabulary Word Wall
- Vocabulary Quizizz

Links

For the Students:

- One copy of the Making An Infographic - Activity Guide

For the Teacher:

- Data Sets Collection: Topic, CSV, ReadMe, Big Questions, Errors Key, Data Story

- [Infographics Quiz](#)

- [Infographics Rubric](#)

- [Answer Key: Making An Infographic - Activity Guide](#)
- [Answer Key: Making An Infographic (FIFA) - Activity Guide](#)

- [Making Infographics with Piktochart](#)

Teaching Guide

Warm Up (15 min)

Let's Watch! Google Trends

🎙️ *Remarks*

> In the last class, we learned that data visualization is important when we are trying to communicate a message about interesting trends and patterns when found in our data. Recall that we looked at several infographic examples and we attempted to understand their message. Some of these infographics clearly communicated their messages (i.e., What Are The Odds?) while others were confusing and just bad altogether. For instance, the last infographic we examined with the male and female signs expressed different levels of concern but failed to mention the topic of concern. We learned a lot from examining the effectiveness of these infographics which will be useful when we create our own infographics.
>
> I would like to begin this class by showing you two videos about Google Trends. Google Trends can serve as an additional resource to us when we need to identify trends and patterns about a particular topic. We will be using Google Trends for additional analysis on our assigned data sets from the last class. As we watch the next these videos, I want you to keep the following question in mind:

💭 *Let's Think!* What is Google Trends? Why is Google Trends important?

Watch: As a class, watch Google Trends [6:15 min].

Watch: As a class, watch Google Trends Visualization Predicts The Flu [2:10 min].

🎙️ *Remarks*

> We understand now that certain search trends are good indicators of activities and patterns. Some of these search trends can even be used for predictions such as the flu as we watched in one video. It is clear then that Google Trends can be a useful tool when we try to examine trends and patterns about our assigned data sets. Google Trends even provides nice visualizations that effectively communicate its message about the data.
>
> Now that we have a better understanding of Google Trends, we can begin working on the next activity. We will use an infographic tool known as Piktochart to design our own infographics.

Activity (90 min)

Let's Play! Making An Infographic

🎙️ *Remarks*

> I would like to quickly review the expectations of this activity before you get started. In this activity, you will learn how to use the different tools and options by completing a beginner's tutorial in Piktochart. This tutorial is a step-by-step guide but call me over if you need any help. After completing the tutorial, you will then use the skills you learned to create a table containing

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information about your assigned fish/shellfish and an infographic on it with important patterns and trends that you want to visualize.

Please keep in mind that your infographics do not have to look perfect! You just want to make sure that they are effective in portraying the message you are trying to get across about your data set. Again, please call me over if you need any help or if you have questions.

When you have finished this activity, I would like you to submit your completed activity guide. I will let you know if you are missing anything in your activity guide when you submit. Okay, get started!

Distribute: One copy of the following to each student:

- [1] Making An Infographic - Activity Guide   [45 mins]

As a class, review the overview of the activities as well as the expectations and necessary submissions for the activities as discussed in the *Remarks* above.

Support: Allow students time to work on the activity. As you circulate the classroom, assist any students that may have questions or issues that need to be resolved as they work through the activity.

Transition: As the class time comes to an end, try to bring students' attention back to you to have a final discussion about data visualization.

Wrap Up (15 min)

Let's Talk! Why Do We Care?

🎙 *Remarks*

I hope you all had fun looking at infographics in these activities. I would like to have a quick discussion on infographic design.

Discussion Questions: The following can be used as potential discussion questions during your wrap-up with students:

- What is Google Trends? Where does Google Trends data come from? How did Google Trends predict the flu? Why is Google Trends important?
- How is Piktochart similar to Pixlr? How is Piktochart different from Pixlr? What are some interesting features that Piktochart offers?
- What are some of the tools you used in Piktochart to create your infographics? Do you think the infographics you made are effective in communicating their message? Why? Why not?

💬 **Discuss:** Allow students an opportunity to share their responses with the class.

🎙 *Remarks*

Great responses! I want to reiterate that data visualization is important in showing trends and patterns especially when we are trying to tell a data story about it. In the next class, we will create our own visualizations (i.e., scatter charts, line charts, bar charts) using our assigned data sets in Google Sheets. I will explain more of this in the next class. Make sure you have submitted your completed activity guide to me before you leave class. I will see you all in the next class where we will make our own data visualizations!