

# coms 180

## “Show Me” Infographic

**Assignment:** Visual arguments are an increasingly important method of sharing information in today’s society. For this assignment, you will translate organizational communication research into a visual “infographic” format. Your goal is to synthesize research and present important findings in an appealing, understandable, and share-able manner.

### Objectives:

- To find and interpret organizational communication research appropriately
- To use relevant organizational communication research to craft a cogent visual argument
- To craft a compelling and informative infographic

**Content:** Choose an organizational communication topic. Conduct research about the topic, selecting three related organizational communication research articles. Then you will interpret the research and identify findings that will help you tell an interesting story. Finally, you will use this information to create an infographic to visually tell that story to a broad audience.

### Components:

**Part 1: Topic**—Choose an **organizational communication** topic. Be specific but not overly complex, otherwise you may have trouble finding research. Remember, you’re aiming to tell a clear story. Visit the journal Management Communication Quarterly to get a sense of topics.

Briefly describe your topic, and offer three guiding questions you have about the topic or reasons why the topic is interesting to you. **Due Wednesday, October 6 in hard copy.**

**Part 2: Research**—Conduct research about your topic and identify three research articles that offer important findings. Use the Findings worksheet to identify which elements you want to display visually. **Due Monday, October 24 in hard copy.**

**Part 3: Draft**—Submit a draft of your infographic to Blackboard for review by **Monday, November 7.** (See below for details on the Infographic itself.)

**Part 4: Final Draft**—Submit the following materials to Blackboard AND bring hard copies to class where specified below.

- **Three research articles.** On Blackboard, provide your three research articles in their entirety, with the portions of the information you used highlighted. (You can also turn in hard copy, but do not feel compelled since these articles are often quite long.)
- **Infographic.** Due online and in hard copy **Monday, November 21.**
  - o Should have at least four panels/blocks (see samples on Blackboard)
  - o Must include information from all three articles
  - o Your infographic should include at least two different types of panels/blocks, with different types of images and information. For instance, you should not use all pie charts or all bar graphs, nor should you focus on the same type of information over and over.
  - o Although it is comprised of different graphical elements, your infographic should be one document/graphic so it can be shared easily

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- Include your sources on the bottom of the graphic as well as the date you created the graphic (use your judgment on style for sources)
  - Include a catchy, content-ful title.
  - Upload a digital copy to Blackboard AND bring a poster-size version to class.
- **Debrief.** Due online and in hard copy **Monday, November 21**
- For each infographic panel/block, I would like a brief paragraph about your choices. This information should follow your infographic on a separate page/document. For instance: What story did you want to tell with your infographic? What information did you represent, and why did you choose it? How do the information pieces/panels fit together? Why did you choose particular fonts, graphics, icons, sizes, colors, etc., and how do they highlight, strengthen, or complement your information?
  - Also include a references list with your sources in full APA format

Part 5: Infographic Fair—You’ll have an opportunity to show off and speak about your infographic. Print a poster-sized\* version of your infographic and prepare a brief discussion of your main findings to share on **Monday November 21 and Wednesday November 23.**

### Assessment Components:

Draft complete and submitted on time

Research articles cohere/go together

Research findings are accurately interpreted

Creative use of visual elements (photos, colors, fonts)

Panels/blocks are organized well and flow together to tell an interesting research story

Explanations of your choices are clear, thorough and compelling

Sources are accurately and completely cited in APA format

\*If there are typographical, grammar, and/or spelling errors, points may be deducted.

### Due Dates:

- **Topics** due Wednesday, October 6 (hard copy)
- **Research** due Monday, October 24 (hard copy)
- **Drafts** due ONLINE Monday, November 7
- **Infographic & Debrief** due Monday, November 21 (online AND hard copy)

\*\* The Student Tech Center on campus will print your poster FOR FREE with three days advanced notice and this assignment sheet. <http://www.csus.edu/irt/stc/printing.html>\*\*

### Programs that may be used to create infographics:

Online (all free services): infogr.am (infogr.am; templates) easel.ly (www.easel.ly; templates) piktochart (piktochart.com; templates) Pixlr (online, like Photoshop; from scratch) Software: PowerPoint Paint Adobe (e.g., InDesign, Photoshop)

### Resources regarding infographics:

“5 rules for infographic success: A how-to guide with case samples”

[http://www.slideshare.net/IQ\\_Agency/5-rulesinfographicsuccess?from\\_action=save](http://www.slideshare.net/IQ_Agency/5-rulesinfographicsuccess?from_action=save)

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## “Show Me” Infographic

“The psychology of attraction (infographic)” <http://www.iconicdisplays.com/wp/the-psychology-of-attraction-infographic/>