

coms 145 Show me the Org Comm (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 assess 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 & Sources—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* and *Journal of Applied Communication Research* to get a sense of topics.

In a couple paragraphs, briefly describe your topic, offer three guiding questions you have about the topic or reasons why the topic is interesting to you, and include at least five *organizational communication* citations in correct APA format, relevant to your topic.

Due Friday, 9/23 by 11:59 p.m., 20 points possible

Part 2: Research Findings—Dive into your sources and/or conduct more research about your topic. Then identify three organizational communication research articles that offer important findings. Use the Research Findings worksheet to identify which elements you want to display visually. You are welcome to include additional sources from other journals or professional sources, but you must have a minimum of three peer-reviewed org comm sources.

Due Friday, October 14 by 11:59 p.m., 30 points possible

Part 3: Draft—Create and then submit a draft of your infographic to Canvas for peer review. (See below for details on the Infographic itself.)

Due Thursday, November 10 by 11:59 p.m. (note the unusual due date), 25 points possible

Part 4: Review & Revise—Review the infographics of 5 colleagues and provide substantive feedback. Use the feedback you receive to revise.

Due Friday, November 18 by 11:59 p.m., 50 points possible

Part 4: Final Draft—Submit the following materials by **Monday, December 5, 200 points possible**

- **Three research articles.** On Canvas, provide your three research articles in their entirety, with the portions of the information you used highlighted.
- **Final, Polished Infographic**

Minimum Requirements:

- o Should have at least four panels/blocks
- o Must include information from all three research articles

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- 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, or all quotes, nor should you focus on the same type of information over and over.
 - Although it is comprised of different graphical elements, your infographic should be one document/graphic so it can be shared easily
 - 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
 - Don't forget your name!
- **Debrief**, 25 points possible
- In two pages, discuss: What information did you represent, and why did you choose it? What were the most important things you learned about organizational communication while completing this project? How do the information pieces/panels fit together? What guided your design choices? What challenges did you face? What advice would you give to future students who complete this assignment?
 - Also include a references list with your sources in full APA format

Part 5: Infographic Showcase—You'll have an opportunity to show off and speak about your infographic. You'll post the final version of your infographic with a short video explaining your goals for the infographic and your favorite facts or findings. You'll also be asked to review colleagues' videos and infographics, and provide reflections and observations.

Video due Monday, December 5 (25 points possible), with peer comments due by Friday, December 9 (25 points possible).

General Assessment Components:

- Assignments complete and submitted on time
- Organizational communication 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, cohesive, and useful research story
- Reflections are clear, thorough and compelling
- Sources are accurately and completely cited in APA format in the debrief
- Collegiality is clearly demonstrated through peer review and reflections

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

Due Dates:

- **Topic and Sources** due Friday, September 23
- **Research Findings** due Friday, October 14
- **Drafts** due Thursday, November 10
- **Peer Reviews** due Friday, November 18
- **Final Infographic + Debrief + Video** due Monday, December 5
- **Peer Comments** due Friday, December 9

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Programs that may be used to create infographics:

Online (all free services): Canva, Infogram, easel.ly, piktochart; Software: 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

** The REALLY important fine print about sources

* Your infographic should aim to teach your audience important aspects of organizational communication. You are welcome to include additional sources, but you must, must, must ground your infographic in org comm research. Start by looking at the journals *Management Communication Quarterly* and *Journal of Applied Communication Research*. You might find sources in other journals, but make sure they reference organizations and communication, otherwise they may not count toward the minimum. See the “How to Find Scholarly Sources Using Google Scholar” on Canvas for assistance.

** Again, you will *not* be successful with this assignment if you aren’t grounding it in org comm research. An organizational communication research article will generally talk about organizational issues and communication in the title, and/or the abstract, and the article will be about some organizational topic. If you get an article from *Management Communication Quarterly*, it is 100% about organizational communication. Sometimes org comm scholars will publish in journals outside of Communication Studies, and then you’d want to look up their bios.

*** Do not be fooled by articles that *look* like org comm, but are really just organizational or management research. These will have organizational topics but not reference communication or any other communication research. We’re looking for org comm, all the time. One way to know if a management article counts is to search for the term “Communication” in the PDF. If there are no communication concepts or references, this article is not org comm.

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Name: _____

E= excellent; G= good; S=satisfactory; NI=needs improvement; P=Poor or missing;

Y= Yes; N= No

1. Content

Does the Infographic include four panels/blocks?	Y	N			
Does the infographic include references?	Y	N			
Sufficient number of org communication sources (3)	Y	N			
Date noted?	Y	N			
Catchy title?	Y	N	NI		
Do the research findings cohere/go together?	E	G	S	NI	P/M
Do the findings tell an interesting story?	E	G	S	NI	P/M
Clarity of argument?	E	G	S	NI	P/M
Trustworthiness?	E	G	S	NI	P/M

2. Visual Presentation

How well do the graphical elements support the argument?	E	G	S	NI	P/M
How effective are the font and color choices?	E	G	S	NI	P/M
Creative use of visual elements?	E	G	S	NI	P/M
How well are panels organized?	E	G	S	NI	P/M
Easy to understand without explanation?	E	G	S	NI	P/M

3. Debrief

Explanations are clear, through and compelling	E	G	S	NI	P/M
Demonstration of creativity and thoughtfulness	E	G	S	NI	P/M
References listed in proper APA format	E	G	S	NI	P/M

Comments:

- | | |
|---|--|
| <input type="checkbox"/> Debrief needs more development | <input type="checkbox"/> Great title |
| <input type="checkbox"/> Fonts/size hard to read | <input type="checkbox"/> Beautiful format/design |
| <input type="checkbox"/> Too many fonts! | <input type="checkbox"/> Can't wait to share on social media! |
| <input type="checkbox"/> Where's your name?? | <input type="checkbox"/> Wonderful mix of graphics and text |
| <input type="checkbox"/> Wowza, too many colors | <input type="checkbox"/> Informative/Interesting |
| <input type="checkbox"/> Could use more color variation | <input type="checkbox"/> Could use more focus on communication |
| <input type="checkbox"/> Seems busy/wordy | <input type="checkbox"/> No communication sources |