North/South Infographic Assignment

Directions: On a piece of blank paper, use your graphic organizer to create an infographic that answers the guiding question, *How was life in the North different from life in the South?*

What is an infographic?
Infographics are a way to present complex ideas in ways that are visually interesting and easy to understand. They use fun graphics to draw in readers and keep them entertained.

Guidelines: Your infographic should:

- Clearly communicate comparison data and ideas
- Include at least six (6) comparison facts (at least two for each category—geography & population, economy, and transportation) that illustrate the differences between the North and South
- Each fact or set of facts should include a representational graphic, graph, or visual
- Be neat, and use 3-4 colors in your color palatte (check out design-seeds.com or coolors.co)
- Finish in blue/black pen or Sharpie, with color aded in colored pencil or marker; no projects finished in lead pencil will be accepted (digital work printed in color is fine).

Your infographic must have the following information represented:
1. A title and date range for the project (something more creative than “Infographic” please; date range would be the “Mid-1800s”); a title for each of the categories (the titles could even be in the form of a question, such as *What were the key differences in transportation development?*)
2. GEOGRAPHY AND POPULATION:
   a. Climate
   b. Terrain
   c. Total population differences (including percentage of slave population in the South)
   d. Cities—What percentage of people lived in the cities?
3. ECONOMY:
   a. Types of economies
   b. Northern % of nation’s manufacturing and industry vs. Southern % of nation’s large farms
   c. Manufacturing output: list comparison data on three manufactured goods
4. TRANSPORTATION:
   a. Roads—use comparison data from your graphic organizer to show differences
   b. Canals—use comparison data from your graphic organizer to show differences
   c. Railroad—use comparison data from your graphic organizer to show differences
5. A summary at the bottom that answers the question, *How was life in the North different from life in the South?* (4-6 sentences)
6. Source citation: cite your sources as The American Battlefields Trust and National Park Service

Grading: 20 points are possible if your infographic meets all of the guidelines above.
The Importance of Infographics

They are also known as:
- Data visualization
- Information design
- Information graphics
- Diagrams

Considered among the first infographics:
- Cave paintings
- Hieroglyphs
- Ancient maps

Recent growth
110 new infographics, on average, were created and published every day between 2011 and 2013.

80% of the work involved in creating an infographic is data-gathering, shaping and checking.

The average online infographic pulled in an average of 875 backlinks and spread over an average of 79 unique domains.

Common types of infographics
- Timelines
- Flow charts
- Maps, locations and geography
- Graphs
- Diagrams
- Size comparisons
- By the numbers
- Explanation of a process
- This vs. that, the versus format
- Visual narrative

Influential people
Edward Tufte, author of "The Visual Display of Quantitative Information," is considered one of the first infographic experts.

Between 1766 and 1800, William Playfair, a Scotsman, invented the line, bar, circle and pie graph, which are often used in current infographics.

Hidden in plain sight
Road signs
Software maps
PowerPoint slides
Weather maps

The latest trend
Turning your resume into an infographic with one click by using your LinkedIn profile

Infographic no-no’s
- Not telling a story in the infographic
- Using fonts that are too small
- Using too much copy
- Using too many colors
- Using a crowded layout white space in good

Infographic reference
Why infographics are so popular: visual, by the numbers, infographics are popular

The History of the Infographic: visual, by the numbers, infographics

General tips and practices
- Statistics change day-by-day, keep your data up-to-date.
- Make sure your company name and website are featured prominently within the infographic (and can’t be easily cropped out).
- Think in terms of bite-size pieces of info, with just a quote or a sentence.
- Include two to three sources, and be sure to list them.

Making graphics stand out
- Bold graphics
- Captivating content and data
- Great design and colors

- Typography, including readable fonts

How to make your infographic go viral
- Publish it on your website
- Upload it to visual.ly’s online gallery
- Promote it in a press release
- Include it in your print and electronic newsletters
- Share it on your social media channels, including Facebook, Twitter, LinkedIn, Pinterest, Flickr and Stumbleupon

Websites for creating infographics
- Infogram
- Piktochart
- Infographicz
- Easel.ly

5 tips on how to create a good infographic
1. Keep it simple. Just because it’s an infographic doesn’t mean there’s a need for every square inch to be filled with tiny percentages and bits of data.
2. Use relevant visuals. Rather than infographics use icons and other visual elements that are relevant to the data. Poor infographics only use stock images of people, bars and circles.
3. Be clever. The best infographics use their visuals in a clever way.
4. Avoid stock infographic vectors. Yes, they look nice, but they say nothing about your data.
5. Leave the ridiculous stats to baseball. "Smith averages 9 innings a game when he pitches on Tuesday evenings in October after eating pizza for lunch." Keep stats simple. The object of an infographic is to make data easier to understand.