

Infographic Essay (10% of final grade)

Due: March 22nd by 8:00 PM

Description

You are asked to answer one of the questions below in an infographic—that is, "a highly visual representation of information, data, or content that is intended to quickly communicate information to a reader. Smaller than but similar to a poster, an Infographic often communicates a central argument, topic, or thesis focusing on the overall patterns, themes, or salient points" ([source](#)). The final product should synthesize your reading and analysis of textual evidence yet be clear and detailed enough for an interested but potentially uninformed audience (think of a fellow CU GS student who has not taken LitHum). Your audience should walk away with a solid understanding of your argument.

Your infographic essay should:

- Present a clear thesis statement that answers the question;
- Engage at least 3 texts read throughout the semester;
- Include a balance of textual evidence (direct quotations) and critical commentary;
- Fit within one (1) page or an Instagram carousel post.

What makes an effective infographic? ([source](#))

Effective infographics tell a story. There is an introduction, main argument, and conclusion (Canva, 2017). Each element (text, graphics, data representations, etc.) meaningfully contributes to communicating an accurate and concise presentation of information. As a quick visual representation, Gillicano and colleagues (2014) suggest that an infographic is easily comprehended and read in less than a minute.

Much like an essay, an infographic is often the end product of a research project or inquiry process. As an academic work, it is important that the information be accurate and properly cited.

Infographics should easily allow readers to access referenced material through citation.

Overall, thought should be given to who the target audience is and what purpose the infographic will serve. Accurate, properly referenced material is communicated effectively through a highly visual and well-organized layout.

Tools

Please create a free account on [Canva](#). Browse the many free templates for infographics and Instagram carousels, and select one that fits your vision and personal style.

Format

JPEG or PDF of infographic or compressed (.zip) file of carousel images clearly labelled (Sáenz 1, Sáenz 2).

Rubric (10 pts)

Content, argument, and focus: 4 points

Accurate and detailed information is provided and supports the thesis/argument/purpose; all content (visual and textual) concisely complements the purpose of the infographic; the infographic effectively informs and convinces the reader of its intended purpose

Visual appeal: 2 points

Fonts, colours, layouts, & visual elements meaningfully contribute to the infographic's ability to convey the overall message

Organization: 2 points

Information is systematically organized and supports readers' comprehension of the main message

Citation: 1 point

Full bibliographic citations are included for all sources referenced

Mechanics: 1 point

The infographic is free of spelling or grammatical errors

Topics

The topics for this infographic are the same ones you started to develop during the Midterm's "Roadmap for an Essay" section. Please take a look at the feedback I gave you as you develop your visual essay and, as always, check in with me for any guidance or concerns.

Topic 1

Discuss sight—its importance and/or its function—in at least two works we have read.

Topic 2

Discuss the expression of love, longing, lust, sex and/or desire in at least two works we have read.

Topic 3

Discuss the construction and representation of the 'self' and 'other' in at least two works.

Topic 4

Discuss the thematization of reading and storytelling in at least two works.

Topic 5

Discuss the representation and the interpretation of the natural world (animals, celestial bodies, natural phenomena, flora) in at least two works.