Lab 4

26 January 2023

This worksheet is about combining different tools to create an infographic. The main focus is on Step 4, where you use a visual tool to combine graphics and text into a finished product.

Note: Distribute the tasks among your group members. Steps 1 and 2 may be interchanged.

1. *Choose an audience* from one of the following.

   - children in elementary school
   - third-year students in university
   - new employees in a startup
   - the board of directors of a large corporation
   - *... or describe your own audience*

2. *Choose a dataset* from the given sample data (or data you find online).

   (a) You may modify the given data (or data you find), for example:
      - take a subset of of the given rows / columns
      - consider relative instead of absolute changes (if the data has a time component)

   (b) Create a chart from the dataset using one of the tools we have seen so far, including:
      - Google Sheets / Microsoft Excel
      - Power BI
      - Python / matplotlib

3. *Craft a message* that delivers the main point of the data to your audience. Include:

   - a clear, short title (a few words)
   - an honest, not misleading description of the data (a few sentences)
   - a call to attention, or a call to action that speaks to your audience (a few sentences)

4. *Choose a tool* to combine your visual and your text.

   - Canva (suggestion: begin with the "Infographic" template)
   - Figma (suggestion: use the "Explore Community" button, search for "Infographic")
   - Infogram (suggestion: begin with one of the "Infographics" templates)

5. *Adjust the details* of your infographic. Read about:

   - choice of typeface and font: `threadreaderapp.com/thread/1531766604626857989.html`
   - using color effectively: `threadreaderapp.com/thread/1531651972776054785.html`
   - fonts, color, audience, layouts: in the books provided

6. *Submit your infographic* in the submission spot for today on ORTUS.