INFOGRAPHIC PROTOTYPE

O·CITY

Module II   Course Infographic   Topic Realization of an infographic   Lesson 3
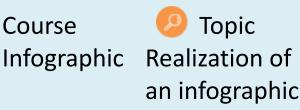
Activity

- **Short Description**: Definition of the infographic proposal and prototyping through a preliminary sketch that defines the main visual characteristics of the infographic and shows how it might look. This activity is the synthesis of the outcomes and the continuation from previous activities of Topic 2 (T2.L1.2, T2.L2.1, and T2.L2.2).

- **Methodology**: The methodology of this activity is based on learning by experience, since by creating the prototypes of their infographic, the learners become familiar with the User-Centered Design approach and the key steps and requirements for creating an infographic. Moreover, they reinforce their knowledge on the learning topic.

- **Duration:** 6 hours

- **Difficulty (high - medium - low)**: High

- **Individual / Team**: Individual

- **Classroom / House**: House

- **What do we need to do this activity?**

  - **Hardware** Optionally, Personal Computer, or any other digital device for graphics, in the case of digital information visualizations.

  - **Software** Web browser, and, optionally, any graphics software, in the case of digital information visualizations.
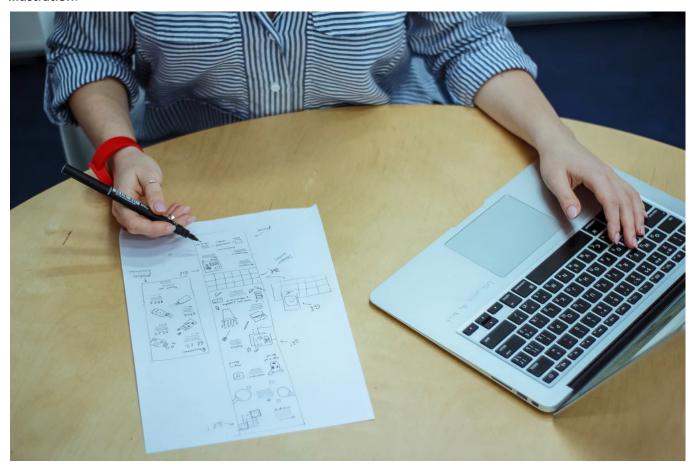
- **Other resources** Pencil and paper, colours

Description

- **Text description**: Elaborate a clear proposal for your infographic by synthesising all the information gathered about users, context of use, purpose, topic, and types of contents. Then, create a sketch of your infographic that defines its main visual characteristics and shows how it might look. This activity is the continuation of the previous ones about the collection, organization, and choices of contents and purposes of the infographic to be created for the O-City World platform (T2.L1.2, T2.L2.1, and T2.L2.2). Indeed, in this activity, you are required to make full use of all the knowledge and methods acquired through the lessons and the activities of Topic 1 (Lesson 1, Lesson 2, Lesson 3) and 2 (Lesson 1, Lesson 2, Lesson 3), especially consider the quick tips and rules from Lesson 1 of Topic 2.

- **Illustration**:

Example of design sketch. Photo by Eugene Chystiakov on Unsplash (https://unsplash.com/photos/c3IwI6AmExM)

Instructions

1. Clearly define the users, context of use, purpose, topic, and types of contents of your infographic in a proposal that identifies its main requirements and answers the questions you roughly defined in the previous activities of Topic 2 (T2.L1.2, T2.L2.1, and T2.L2.2), such as:

Who are the users of your infographic? Why does he/she need that infographic? What effect the infographic will have on the heritage (e.g., attract new tourists, better inform visitors, entertain, etc.)?

What information does the user need? Why does the user need that information (goal)?

It would be useful to also consider Activities T1.L1.1 e T1.L1.2, in order to be able to answer to the following questions:

Which are the interests, skills (e.g. visual literacy), and behaviours of users? What are their wants?

Where and when the information visualization is used by the users? Are there any constraints deriving from where and when the information visualization will be used?

Which elements of the infographic meet the user requirements and how?

2. Synthesize all the outcomes in a short proposal. Take the following as a base to elaborate it:

"My infographic about *(add topic and heritage)* allows *(users)* to *(purpose and context of use of the infographic)* by presenting *(types of contents)*".

Keep in mind that you have to create a static infographic that can be uploaded on the O-City World platform.

3. At this point, you should clearly identify the tone and style for your infographic, i.e. the way you will speak to the audience (e.g. friendly, seriously, professionally, scientifically, etc.) and what you want your infographic to express, according to the intended application in the context of use and to the emotions to evoke about the affected heritage.

Also consider which traits of the heritage should be conveyed, e.g. reputation, openness, attractiveness, etc.

4. Make a rapid sketch of your infographic by drawing the rough idea of its key visual elements. Include some notes specifying design choices and helping in capturing the essence of the infographic.

Hand-draw the first sketches using pencil and paper. Then, if you prefer, you can make a digital version of it. However, remember that the aim of making a prototype is to quickly produce a testable solution allowing you to easily test and discuss if the design meets the identified requirements and if you should consider other ideas before moving to the implementation stage. Therefore, you should represent the basic concepts showing the general idea and goals, without overdoing it.

In making the sketch of your infographic, focus mainly on the composition (i.e., how many sections there are and how they will be organized in the layout) and on the arrangement of the elements on the graphic, but without being extremely precise. On the contrary, it shows only the skeleton of your infographic.

5. Arrange a semi-definitive version of the contents, based on the visualization techniques you define in Activity T2.L2.2. Just draft them in order to visualize the textual outline to insert in the infographic.

In general, remember that you should create textual content that is engaging and easy to read: Short, clear, effective, usually separated into sections.

When creating contents ask yourself:

What will the user do to find or after finding the information (interaction)?

Does the information provided effectively support the user in reaching his/her goal?

6. Create the palette of your infographic, but do not add colour to the elements on the graphic. Note that it should be consistent with the tone and style of the infographic.

7. Identify the possible typefaces of your infographic, but still do not apply them to the text. Note that they should be consistent with the tone and style of the infographic.

8. Make changes and adjustments, or even different sketches of the same infographic, until you achieve a satisfying design (still a rough version).

9. You can find some examples of rough sketches by the infographic designer Adolfo Arranz here:
https://www.behance.net/gallery/37869347/Infographics-The-importance-of-the-rough-sketch

Expected outcomes

- Understand the importance of prototypes in the User-Centered Design process and why they are useful to design an adequate user experience.

- Understand the key steps and requirements in designing an information visualization.

- Learn to design an infographic prototype that allows an adequate user experience.

- Understand the User-Centered design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

- **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):
1. *INFORMATION AND DATA LITERACY*
1.2 *Evaluating data, information and digital content*
3. *DIGITAL CONTENT CREATION*
3.1 *Developing digital content*
5. *PROBLEM SOLVING*
5.2 *Identifying needs and technological responses*
5.3 *Creatively using digital technologies*

ENTRECOMP (Competences developed):
1. *IDEAS AND OPPORTUNITIES*
3. *INTO ACTION*
3.5. *Learning through experience*

Example (when necessary): None