

VISUAL REPRESENTATION



Module II



Course

Infographic



Topic

Realization of
an infographic



Lesson 2

Activity

- **Short Description:** Identification of the visual representations that best suit the data, information, and contents to include in your infographic. This activity is the continuation of the previous one about the organization of the gathered data and information aiming at defining the topic and the purpose of the infographic (T2.L2.1).
- **Methodology:** The methodology of this activity is based on learning by experience and inquiry-based learning, since by researching existing visualization techniques and selecting those that best fit their needs, the learners become familiar with the basic elements needed for creating an infographic and reinforce their knowledge on the learning topic.
- **Duration:** 2 hours
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** Personal Computer.
 - **Software** Web browser, word processor.
 - **Other resources** None.



Description

- **Text description:** Referring to the data, information, and contents selected in Activity T2.L2.1, choose which visual representations best suit them in order to facilitate users understanding of your infographic. Reflect on which visualizations and contents (data, texts, images, illustrations, etc.) are more indicated to achieve the topic and the purpose of your infographic. At the end of this activity, you will have a more clear view about the type of contents to include in your infographic. In this activity, you should make full use of the knowledge just acquired in Lesson 2 of Topic 2, possibly finding other resources to enlarge your knowledge about visualization techniques, such as those suggested in the lesson (<https://datavizproject.com/>; <https://datavizcatalogue.com/>), if necessary.
- **Illustration:** None

Instructions

1. Consider the data, information, and contents selected in Activity T2.L2.1 and try to define (for each cluster) how to graphically represent them in a way that best suits their characteristics and that help users in understanding them.
It can be useful to ask yourself: “What information does the user need?” and “Why does the user need that information (goal)?”
2. Produce a report where you link each content to the kind of visual representation chosen for it, taking into account that possibly it will be used in the final infographic.
Consider that you can have different types of contents and related visual representations in your infographic: Graphs and charts (different typologies), maps (different typologies), icons, photos, illustrations, text, diagrams, etc.
3. Carefully evaluate and select the type of contents to include in your infographic, based on which visualization techniques might best suit its topic and purpose.
For example, if the type of visualization you chose fails in properly meeting the above mentioned requirements or does not clearly represent data or information, you should avoid using it.
Also consider feasibility: If you are not able to adequately and effectively use a graph or another visualization technique, it is better to change type of visualization or content.
4. Add your considerations to the report.
5. Optionally, try to use a data visualization tool to represent the selected type of contents.

Expected outcomes

- Understand the specific features and potentialities of the different graphical representations of data and information.
- Learn to correctly and effectively apply visualization techniques to represent data and information facilitating understanding and avoiding misleading.



- Learn to correctly and effectively read visualization techniques representing data and information to avoid being misled.
- 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 3**
- **Module II, Course Infographic, Topic 2, Lesson 4**

DIGICOMP (Competences developed):

- 1. INFORMATION AND DATA LITERACY**
- 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

