

Discover MATERIALS

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Discover Materials Infographic Challenge

The Challenge:

We would like you to produce an infographic that highlights and explores a material that has been important to you during the pandemic.

We will be awarding prizes for the top two infographics based upon the following criteria:

- visual appeal
- content (facts/depth/breadth)
- range of sources

Entries must be submitted to: info@discovermaterials.uk by 9pm (BST) on **Sunday 2nd August** and submitted as a picture file.

Please include your name, as the author of the infographic, within the image.

In submitting the infographic to be judged, you are agreeing that the graphic can be shared by Discover Materials more widely.

Introduction:

An infographic provides us with a short, interesting and timely manner to communicate a complex idea with the wider public. An important aspect of using an infographic is that our target is to make something with high **shareability** and this can be achieved by telling a good story with a design that conveys data in a manner that is easily interpreted, as highlighted in **Figure 1**.

In this challenge we want you to consider a material that has been important in the pandemic. There are a huge range of materials that have been vitally important to us all during these chaotic and challenging times. We could imagine materials that have been important in personal protection & healthcare, materials that enable our new forms of engagement and communication in the digital world, or the 'day-to-day' materials that we rely upon and without which we would find modern life incredibly difficult.

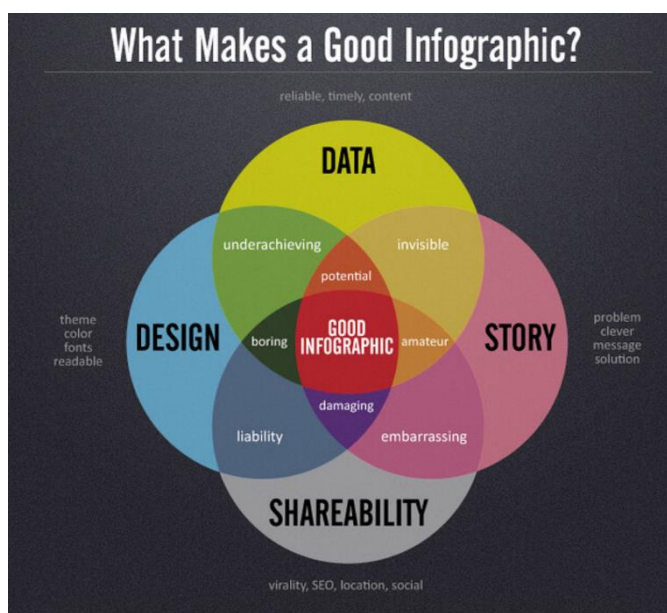


Figure 1: The overlapping aspects of a good infographic
<https://www.flickr.com/photos/dashburst/8448339735>

To help you generate a good infographic, you should first find a few infographics that you like and study what makes them effective.

i) As your first exercise, with a piece of paper:

- (1) Identify each of the elements of the infographic that match the circles of the Venn diagram in Figure 1.
- (2) For each of these aspects of your favourite infographics, describe what you especially like and do not like about the diagram.
- (3) Is the data you chose to represent from a reliable source?
- (4) Consider how the (visual) story is built up/linked together?
- (5) Evaluate what makes it shareable, and to what audience?
- (6) How do the authors promote further reading and understanding within the graphic?

Here are some examples that you might find interesting to explore:

<https://99designs.co.uk/infographic-design/contests/create-infographic-describes-mastering-modern-building-548299>

<https://www.ccohs.ca/products/posters/nanomaterials/>

<https://www.savemoneycutcarbon.com/learn-save/energy-saving-context-infographic-views-lighting-consumption/>

ii) As your second exercise, with a piece of paper:

Pick a topic that you know a little bit about and sketch an infographic. This graphic is not intended to be the final project, but should be an opportunity for you to consider the skills and elements of design for an infographic. You may wish to take a simple object from your home, a topic you have recently learnt about in school, your home town, or your favourite hobby.

Using the ideas you have identified and considered in exercise one, sketch the graphic. Please consider how you storyboard your infographic to tell a visual story about the topic you have focussed on and identify your audience – what would they find useful?

Try to not make your infographic too busy, this helps with clarity and ease of sharing. Use colours and shapes carefully to draw the attention to particular important areas of your design.

Once you have your first general sketch, consider the design and ask family members/friends for some feedback. Use this feedback to refine your design.

For some inspiration and further reading:

- <https://www.designyourway.net/blog/inspiration/when-infographics-go-bad-or-how-not-to-design-data-visualization/>
- <https://dadatavis.tumblr.com/>
- <https://blog.hubspot.com/marketing/create-infographic-in-powerpoint>
- 'Go to guide': <http://goo.gl/HLVGzS>

When designing your final infographic, you may wish to do this in a digital tool, this could be Microsoft PowerPoint, Google Slides, Inkscape (<https://inkscape.org/>) or your favourite graphic design package.

I'd strongly suggest that you sketch a rough outline with pencil and paper before you spend too much time on the computer.

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