FOCUS ON ACTIVE LEARNING

EXPOSURE TO infographics

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Take these with you. Leave these with us.
ACRL Visual Literacy Standards

Infographics Workshop @ the University of Guelph

Next Steps
Do you have an infographics workshop at your library?
What is an infographic?
AN INFOGRAPHIC IS

DATA

SORTED

ARRANGED

PRESENTED VISUALLY
Why should students care?
Why should libraries care?

Source: wiredacademic.com/2012/03/infographic-a-librarians-worth-relevance-around-the-world/
Visual Literacy Standards
Introduction to Infographics
at the University of Guelph
Development
Our Workshop
Evaluation Criteria

Does it tell a story?
Does it use good/useful data/information?
   Does the Visual Style help/hinder?
Should the content be in an infographic?
Our Experience

Introduction to Infographics

LIBRARY WORKSHOP
LEARNING COMMONS
LIBRARY
Young Adults Living with Their Parents


29.6%  

20.9%
Reading in Canada vs. USA

87% of Canadians read a book in 12 months

57% of Americans read a book in 12 months
Canadian* vs. US** Yearly Reading Rates

* 2005 PCHstudy  ** 2002 Reading at Risk

87% 57% 79% 47%
What did we learn?
Activity: Marketing Brainstorm
What comes next?
Activity: Advanced Workshop Brainstorm
Summary
References

- ACRL Visual Literacy Competency Standards
- Framework for Information Literacy for Higher Education