Infographics & Design 101

Presented by Christine Qualman
ESU #3 Data Specialist
cqualman@esu3.org
@QualmanIC

https://goo.gl/LGavkG
What makes a visual capture our attention?
8 BIG Ideas in Good Design

Alignment
Contrast
Repetition
Proximity
Hierarchy
Balance
Color
Space

There is magic in the night when pumpkins glow by moonlight.
- unknown -

find your own way.
What works?

What doesn’t?
Cheese Please Pizza Joint

Project Breakdown

Leader: Benjamin Shah  Target Launch Date: 01/19/2020

Cheese Please Pizza's Launch

Facilities
- Design and Aesthetics
- Installation and Set-Up
- Systems

Food
- Designing Collaterals
- Printing
- Distribution

Marketing
- Customer Order Process
- Inventory Check
- Product

Operations
- Opening Day
- Logistics

You are special!
APPLES ARE OUT
DOUGHNUTS ARE IN
BACK TO SCHOOL SPECIAL

#AdobeSpark

coffee CULTURE
DAILY USES WATER IN THE MORNING & EVENING

People wake up and follow the same routine go to the bathroom, wash your face, brush your teeth, prepare breakfast, wash clothes, wash car, take a minute to figure out how much water is flowing from your faucets before your even start your day and end your day.

7 Things to Remember About Feedback

1. Feedback is not about praise or criticism. Feedback is information about how we are doing in our efforts to reach a goal. (Brown, p. 48)

2. If students know the classroom is a safe place to make mistakes, they are more likely to use feedback for learning. (Brown, Wilson, p. 38)

3. The feedback students give teachers can be more powerful than the feedback teachers give students. (Doe, Brown, p. 48)

4. When we give a grade as part of our feedback, students routinely read only as far as the grade. (Peter, Johnson, p. 54)

5. Effective feedback occurs during the learning, while there is still time to act on it. (Johnson, p. 38)

6. Most of the feedback that students receive about their classroom work is from other students—and much of that feedback is wrong. (John, Smith, p. 18)

7. Students need to know their learning target—the specific skill they’re supposed to learn—or else “feedback” is just someone telling them what to do. (Smith, Johnson, p. 38)

Tools...

- Templates (SlidesPPT and SlidesCarnival)
- Colors (Adobe Color CC and Venngage Schemes)
- Fonts (Google Font Pairs and Venngage Graphic)
- Charts (ChartChooser)
- Pictures (Pixabay)
Now...
Your Turn...

- Adobe Spark
- Canva
- Piktochart
- Google Slides
Steps to creating an Amazing Design

Identify Audience
Clarify Purpose
Create Story
Identify Visual & Data
Select Layout
Choose Design Elements
Sketch Ideas
Draft Design
Review
Revise, Finalize, & Share