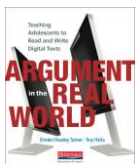


Chapter 4: The Moves of Argument in Infographics

Characteristics and Content of Infographic

The Conventional Characteristics of an Infographic (Declarative Knowledge of Form)	The Content of an Infographic (Declarative Knowledge of Substance)
<ul style="list-style-type: none"> • Statistics presented in numerical form, or as a chart • Art (ranging from clip art to highly-designed art specific to the work) • Directional signals (arrows, line breaks) • Shapes (which may represent relationships or motion) • Recurring patterns, fonts, and colors, as well as appropriate use of whitespace (Williams’ CRAP principles; see page X) • A legend • A (relatively) clear “path” through the infographic (typical “left-to- right, top- to- bottom” reading may not apply) • Clearly identifies the topic with headline, images, and overall design • Short segments of text; generally, few words or a sentence limited to explaining the statistics at hand (caption-like), though one infographic 	<ul style="list-style-type: none"> • Tells a story • Makes a clear claim, though it may be implicit • Presents reliable and useful data that connects to the claim • May offer rebuttal to a counterargument but often slants toward one side



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