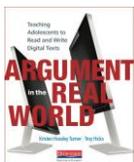


Chapter 4: The Moves of Argument in Infographics

| What is an infographic? | | |
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| <i>Notes from first-period class</i> | <i>Notes from second-period class</i> | <i>Notes from third-period class</i> |
| <p>A visual image that contains easy-to-understand charts and graphs, in addition to creative colors and graphics, to help communicate a thesis, argument, or “so what”</p> | <p>Any static visual presentation that creatively incorporates the use of words, statistics, and images in order to convey a message</p> | <p>A combination of information and graphics (colorful pictures, images, and graphs) that give reasons and ideas to back up a thesis on a topic</p> |
| What makes an infographic an infographic? | | |
| <ul style="list-style-type: none"> • Charts and graphs illustrating a topic through details, stats, and data • Eye-catching • Color palette helps reinforce the message • Pictures with short descriptive bits • Introductory blurb to explain purpose behind infographic • References/works cited • The “composer” uses colors and fonts to bring attention to important point | <ul style="list-style-type: none"> • Infographics show more than tell • Infographics cite their sources in different ways (at bottom of page and also throughout the infographic) • Infographics breakdown one main topic and supply “bits” of information throughout • LAYOUT—one that flows, color scheme, font (size and style) • Information in the form of statistics, comparisons, charts (pie, bar, table, etc.), diagrams, and graphics | <ul style="list-style-type: none"> • They “show” rather than tell about a topic/argument • They “show” with numbers, statistics, and data to make what they are trying to argue true and factual • Often IGs try to present information in a way that lets the reader deduce or infer an argument/idea • Utilize different types of charts: bar, pie, line, and/or graphics, timelines, and visual aids • Do the thinking for the reader, presenting conclusions in a kind of list • Layout helps build the argument: font, colors, layout • Stronger IGs have fewer words—no paragraphs, but “bits” |



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