

1145-N1-1808

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In this first year seminar students build core skills for visual analysis and learn about the cognitive, communication and aesthetic principles of information design. By examining collections of example infographics students develop an understanding of the components of effective infographics and construct a definition of visual literacy. They learn that effective visual communication relies on the visual literacy skills of both the producer of the graphic and the intended audience. Class activities include "deconstructing" infographics to develop students' visual literacy skills. To demonstrate their mastery of reading and interpreting infographics students take turns presenting an "Infographic of the Day" to the class. To develop their skills in preparing infographics students learn to use a variety of infographics tools, such as Vidi, Many Eyes, Tableau, Infogram and R. Working in small groups, students prepare infographics for data from a variety of sources, including a survey of students in other first-year seminars across campus and class data of VARK (Visual, Aural, Reading/Writing and Kinesthetic) learning styles. In addition to providing examples of student work from throughout the course a collection of good resources will be provided. (Received September 24, 2018)