

SCD STRATEGY FOR UNDERSTANDING INFOGRAPHICS

by Teacher Shaellyn Farnsworth



STRUCTURE

Infographics have a definite structure, just like any other text that students read.

Identifying the structure of an infographic helps readers understand the flow of the information and is part of comprehending information.

GUIDE QUESTIONS:

- ✓ Is it chronological? Is there a cause and effect? Is inductive or deductive reasoning used?
- ✓ Is the information organized by a person, event or product?
- ✓ Does the author use data or percentage to organize information?



CONTENT

Infographics are constructed around content to help the reader understand complex ideas visually. Students should identify the story that the visual content is telling the reader.

Have students key in on important words, phrases, and repetition. Most infographics chunk information into digestible, bite-sized segments. Identify the parts and how they relate to the whole.

GUIDE QUESTIONS:

- ✓ What is the main claim and evidence that the author is using to support it?
- ✓ Where does the information come from?
- ✓ Is it reliable and current information?



DESIGN

Infographics visually tell a story and relate information to students. Not only is content important in this form of communication, but design elements help convey meaning.

Making students aware of design principles used in infographics is another strategy to support comprehension.

GUIDE QUESTIONS:

- ✓ How is the typography used? Italicized and bold-faced words jump out to the reader and signal important information.
- ✓ How are colors used in the infographic? What information is emphasized through the use of specific colors? Do the colors relate to the content or topic?
- ✓ How is pacing, alignment, and whitespace used intentionally to focus the reader's visual cueing system, provide direction or flow, or connect similar ideas?
- ✓ How do the icons, numbers, images add to the overall understanding of the infographic's message?