

### INFOGRAPHIC DIAGRAM (Individual, 20%)

An infographic diagram is a visual communication tool to represent detailed information on a subject using visual or graphic techniques. Diagramming is becoming a very powerful visual technique for conveying complex ideas. Creating an infographic diagram, however, is challenging and takes practice.

In this assignment each student, individually, is required to create an infographic diagram expressing some aspect of their SDG in Hong Kong. All the infographics for your group will need to be upload to Curios, so it is worth discussing your ideas for this assignment with your group mates to see if they can be aligned in some way (visually, thematically). Look out for the Infographic Video Guide that introduces some of the principles and basic approaches to creating effective diagrams.

#### Process

You will need to:

- (i) find a data set (from a published source) relating to an issue relevant your group's SDG in Hong Kong
- (ii) identify a sustainability principle, e.g. over consumption, abuse of resource, inefficiency, waste etc. related to that data set.

Then, construct a simple infographic diagram on a single A3 paper (one side only), using photographic images or drawings, symbols and text, to represent the data and sustainability principle in a manner that might persuade people to change their behaviour / habits to address the issue.

You can find examples from previous years diagrams in the video. If you are not familiar with the graphics / illustration software such as Adobe Illustrator, Adobe Photoshop, InDesign, etc. don't worry, I find it simplest just to use PowerPoint (set paper size to A3) which has a large range of shapes and images. If in doubt ask your tutor for help. Your final infographic diagram will need to be uploaded to your gallery on Curios, and submitted in PDF format to Edx. Please use the correct file name format.

#### Submission

Session 4	Assignment brief
Session 7	Review of draft infographics in tutorials and workshop
Session 10	Post final infographics to Curios

#### Criteria

The individual infographic diagram (20%):

- is effective, visually engaging, and expresses clearly the data and the sustainability issue in graphic form
- has a clear and simple message, with a central focus
- is logical, well structured, consistent and balanced in its graphic forms and layout.
- demonstrates a good understanding of the relationship between the data and the sustainable issues

