

GLG101

Exam 2 - Infographic

You are to pick 1 lab from after Exam 1, and write and design an infographic for that lab, or some part(s) of that lab. An infographic is a graphic and visual illustration of information, data or knowledge to present information quickly and clearly. The best infographic is attractive to look at, and at the same time delivers technical content in a meaningful and clear way. Your audience is any non-scientist. The infographic that you write and design must

- Be on a topic or idea or data presented or developed in that lab. It can be a simple description of that idea and it's importance to the topic of the lab, or how it affects people or how people affect it. For example, the establishment of county boundaries based upon the position of rivers at the time the boundary is established, but the position of the river has since changed because the river meanders.
- Encourage the viewer to read and understand the message.
- Not distort the data or include your opinion of the subject.
- Include data and allow viewers to understand the conclusion / take home point of the message(s).
- Should present at least 2 concepts or pieces of information from that lab. Extra credit for more.
- Appropriately use at least 3 geologic terms per concept.
- Use similar data as used in the lab. For example, if the lab contains topographic maps, the infographic must contain some part of a topographic map.
- Present the take home message or conclusion clearly.
- Contain enough text to deliver the take home message or conclusion clearly.

Your infographic should be 8 ½ x 11, full color. Original art is not required, but is welcome (for extra credit). You must include all sources of images in a reference section. This reference 'section' can be small type and in a corner of the infographic to not take up much room. You may send to me your idea and / or rough draft, if you wish, up to 2 days before the due date. I will try to respond in a timely fashion.

The labs that you can choose from are Glaciers, Fluvial Geomorphology, Groundwater, Coastal Geomorphology, Seismology, Geologic structures and maps, and Geologic Time.

Your infographic will be graded using the rubric on the following page

	Content (30 points)	Graphics & design (10 points)	Technical (10 points)
Extra credit	<ul style="list-style-type: none"> • More than 2 topics that are clearly presented 	<ul style="list-style-type: none"> • Original art / graphics used 	
A (>90%)	<ul style="list-style-type: none"> • 2 topics presented with 3 terms each • data types from lab used • message is clear • data used effectively 	<ul style="list-style-type: none"> • multiple appropriate and meaningful graphics used in a creative fashion • effective balance of text and graphics 	<ul style="list-style-type: none"> • 8 ½ x 11 • Color used • References listed
B (80 to 90%)	<ul style="list-style-type: none"> • 2 topics presented with 2 or less terms • Data types from lab used • Message is clear • Data used effectively 	<ul style="list-style-type: none"> • Most graphics thoughtfully selected that contribute to message • Effective balance between text and graphics 	<ul style="list-style-type: none"> • 8 ½ x 11 • Color used • References listed
C (70 to 80%)	<ul style="list-style-type: none"> • 2 topics presented with 1 term • Some data types from lab used • Message is hard to determine • Data is shown, not clear why it is there 	<ul style="list-style-type: none"> • Mostly text with some graphics that may not contribute to message • Too much text or too many unneeded graphics 	<ul style="list-style-type: none"> • 8 ½ x 11 • Color used • References listed
D (60 to 70%)	<ul style="list-style-type: none"> • 1 topic and no terms • Data types used not like lab • Message is missing or unclear • No data used 	<ul style="list-style-type: none"> • All text and no graphics 	<ul style="list-style-type: none"> • 8 ½ x 11 • Only black and white • References listed
F (<70%)	<ul style="list-style-type: none"> • Subject matter is not part of lab • No attempt at delivering a message • No data used 	<ul style="list-style-type: none"> • No attempt at design or no graphics 	<ul style="list-style-type: none"> • 8 ½ x 11 • Only black and white • No references listed