CREATING an INFOGRAFIC Contest @ your Library

# tmlinfographic
What are infographics?

- Information graphics: visual representations of data
- Allows viewers to easily understand large amounts of complex information
- Visual literacy
- Source: [http://neoman.com/interactive/13reasons](http://neoman.com/interactive/13reasons)
**TML INFOGRAPHIC CONTEST**

<table>
<thead>
<tr>
<th>Contest</th>
<th>You Will Be Judged On:</th>
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</thead>
<tbody>
<tr>
<td>Go to bit.ly/mlinfographic for more information.</td>
<td>35% Content, 35% Creativity, 30% Effort</td>
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</table>

**Prize**
Amazon Kindle

**Specifics**
- You can post your completed infographic to Pinterest or Facebook or a link to the infographic on Twitter. Make sure whatever site you post to you use the hashtag #mlinfographic.

**Deadline**
4/17/2013

**Hashtag**
tmlinfographic

**Where To Enter**
- Twitter: UMHB Library
- Pinterest: UMHB Library
- FB: UMHB Townsend Memorial Library

**Connect**

**Tools**
Here are some great infographic tools:
- EASELLY
- PIKTOCHART
- VISUALLY
Libguide: http://libguides.umhb.edu/infographic

TML Infographic Contest
Last Updated: Feb 11, 2014
URL: http://libguides.umhb.edu/infographic
Print Guide | RSS Updates

Welcome | Example Topics | Infographic Examples | Tools for Creating Infographics | Submitting | Scoring Rubric

Welcome | Comments(0) | Print Page | Search:

IMPORTANT INFORMATION

Contest
Create an infographic on the topic of your choice and you can win a Kindle! Click here for some examples. No graphic or Web design experience? No problem! There are several different tools that you can use to create beautiful visuals with no techy experience needed. Only UMHB students, faculty, and staff are eligible. Do not put your name on the actual infographic.

1st Prize: Kindle
2nd and 3rd Prizes: Sonic Gift Card
All entrants will receive an infographic bookmark

Deadline: 4/17/2013

How to Enter:
- Either email (palonzo@umhb.edu) your infographic as a png/jpg or
- Use the hashtag #tmlInfographic and post it to either your Twitter, Facebook, or Pinterest account (make sure you use #tmlInfographic or we won't be able to find it)
**Scoring**

- Google Form: [http://goo.gl/aSlyJb](http://goo.gl/aSlyJb)
- Judges viewed all infographics via the Pinterest board

### Content

<table>
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<tr>
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<th>Needs Improvement</th>
<th>Good</th>
<th>Excellent</th>
<th>Superior</th>
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<tbody>
<tr>
<td>Accurate information</td>
<td>&quot;&quot;</td>
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<td>Well cited</td>
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<td>Thoughtful analysis</td>
<td>&quot;&quot;</td>
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<td>Free of types and other grammatical errors</td>
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<tr>
<td>Topic is cohesive and understandable</td>
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<td>Quality use of visuals (not too much text, proper image size, etc)</td>
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### Creativity

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<td>Innovative topic and/or use of graphics (presenting old information in a new way, creative topic selection, etc)</td>
<td>&quot;&quot;</td>
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<td>Creative use of charts, graphs, symbols, etc</td>
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<td>Clever color choice</td>
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### Effort

1-5 Rating:
- 1: Little effort
- 2: Moderate effort
- 3: Good effort
- 4: Extensive effort
Winners

1<sup>st</sup> Place: Kindle

2<sup>nd</sup> Place: Sonic Gift Card
http://www.pinterest.com/pin/146859637821 353548/

3<sup>rd</sup> Place: Sonic gift card
http://www.pinterest.com/pin/146859637821 342987/
Issues

Pinterest
- Doesn’t support flash (most interactive infographics are flash based)
- Hashtag retrieval not developed
- Invite pinners
- Pinner identification attached to pin

Twitter
- Shortened links marked as spam (Topsy is a good solution)

Bookmarks/Printouts
- Graphics were too long
- Couldn’t see interactive components
Next Time

Submissions
  • Use Twitter only
  • Send to our Twitter handle (@umhblibrary) w/ the hashtag

Create a terms and conditions section
Thank you!

Handout:  http://goo.gl/D3d8i3

Email:  jennifer.gale.batson@gmail.com

@bookmaven530

Library Homepage:
http://umhblib.umhb.edu  Blog:
http://librarianenumerations.wordpress.com