**COMM 207 Midterm Assignment**

For this midterm, you will learn how to design **an infographic** using Canva, a free easy to use design tool.

You are writing **a magazine feature** on the village community of Fort Langley, and believe **that an infographic would be best to highlight key information in their community profile (in course shell).**

The goal of your feature (which will include the infographic) is **to attract residents, investors, and/or businesses** (i.e., target audience) to Fort Langley. Therefore, your infographic must be **visually persuasive.**

This is a deliverable you can include as part of your portfolio, and so feel free to be creative!

**Recommended Process:**

1. **Sign up** to Canva (it’s free for individuals), and look at their infographics templates <https://www.canva.com/create/infographics/>
2. Determine **your target audience**: Will you focus on attracting residents and/or investors and/or businesses to Fort Langley? (Best to pick one)
3. Review Fort Langley’s community profile in the course shell (you will need to read this more than once), and highlight key information which you think will **be relevant to your audience**
4. Review Fort Langley statistics (page 2) of the community profile) to determine which data may be relevant and in what shape/form you will need it.
5. Start including key information in your infographic template
6. Finish and then review the infographic with a fresh pair of eyes. Is the information accurate? Did you miss anything? Is your infographic visually persuasive?
7. Save it as a PDF and submit along with the answers to the questions (see “Deliverables”)

**Requirements:**

* The infographic must contain both statistical and non statistical data
  + For statistical data, you are welcome to manipulate some of the Fort Langley statistics if you feel it will add value. *If you do, include your calculations in a separate excel sheet.*
* **Everything you need should be in the community profile**; however, you are welcome to go beyond for photos, images, and additional stats. If you do, please be sure to include the sources at the bottom of the infographic.

**Remember:**

* First identify your key messages, or the knowledge you want to convey, before collecting support data.
* There is a lot of information in the community profile. You need to **prioritize it** based on what may be more relevant to your target audience. You only need to include what you feel is more important and relevant.
* Some of the data can be represented visually while others may need to be written out into a brief text.
* Remember to use visual cues and Aristotle’s pillars of persuasion (not all will apply)
* Ensure that the photos and images you use are royalty free. Use sites such as pixabay.com and cite any social images (e.g., from Instagram using #FortLangley)
* Cite any additional stats / data directly in the infographic in small font / lighter color
* See [this article](https://www.entrepreneur.com/article/290341) for more best practices

**Deliverables:**

* The infographic as a PDF **attachment** (worth 15%)
* **In the answer box**: Answer these reflection questions (5%) as briefly and specifically as possible (in under 400 words)
  + - Who is your target audience?
    - Are you using any **visual cues** to make your infographic more memorable? Explain.
    - Are you using **Aristotle’s three principles** to make your infographic more visually appealing? Explain.
    - In class, we spoke about the concept of *"data is meaningless without context".* *Does this apply to your infographic?*

**Grading** will be based on the following of the instructions, and application of course concepts to the visual and questions above. Your infographic will be based on its visual appeal, correct use of data, visual persuasion, and use of other course concepts/best practices mentioned above.

*\*Those who do not follow the guidelines may be penalized\*\*\**

This is an individual assignment. Any signs of plagiarism and or collaboration will be flagged.