

I was originally nervous about creating an infographic because I am not artistic at all. After researching infographics, I decided to use Canva Pro, and I had a terrific experience. My progress was slow but steady, but this was more due to the endless number of widgets, backgrounds, and photos you can use. In the end, I wanted to include a field and a football in the infographic, but I didn't want them to disrupt or distract from the message. I inserted them in the background on the bottom, and I think they were a nice touch. After choosing the background, I decided to use complementary dark green and light green fonts. I followed a pattern of one column followed by two columns and repeated it throughout the infographic.

To keep things high level, I focused on the force involved during a tackle. Force is calculated from mass times acceleration, so I highlighted the high speed of NFL players and the weight disparity involved when players are double-teamed during kickoffs. I also included the NFL's research about how kickoffs have the most concussions and how double-teaming wedge blocks pit bigger and stronger players against each other. I wrapped up the infographic by including some of the kickoff rule changes that the NFL implemented prior to the 2018 season. I wanted to highlight how the rule changes were directly informed from the statistics presented earlier in the infographic. Finally, I concluded the infographic by stating the preliminary results of how concussions were reduced on kickoffs following the rule changes.