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COM 365

“Artifact for Integral Reflection.”

In my Communications 365 course, my favorite assignment was creating an infographic about YouTube's expansive influence. This assignment taught me to apply practical application of design and strategy, which is important to understand when creating social media campaigns. The assignment was a significant accomplishment as it showed my understanding of YouTube’s digital footprint, and my ability to visually communicate complex information. Going forward this skill will be highly relevant in the workforce because now I know how to make infographics using Piktochart for any subject I need to explain.

This assignment demanded the application of design principles, where I integrated text and imagery to craft a visual narrative that was both informative and aesthetically pleasing. As I gathered and analyzed data on YouTube’s usage, demographics, and reach, I saw the potential to transform these statistics into a story told through graphics. The balance of vivid colors, clear typography, and structured layouts created an infographic that was intuitive and engaging for the viewer.

The integration of multiple perspectives was important when trying to show the full scope of YouTube's impact. One example is displaying the platform's subscription numbers alongside its total user base to present a picture of its market penetration. Another example was showing user demographics to provide insight into who is driving the usage of YouTube and where strategic opportunities lie for content creators and marketers. My infographic was grounded in research driven narrative to connect insights from various credible sources. From YouTube's official mission statement to analytics on user engagement, each piece of data contributed to a comprehensive portrayal of the platform. This allowed me to show YouTube's mission, which is to give everyone a voice and a window into the world, while also revealing its strength in creating a community through shared experiences and stories.

This project reflects the practical application of these skills in the workforce, where reducing complex data into accessible visual formats is a daily requirement for social media strategists and communication professionals. Beyond being a tool for summarization, an infographic serves as an instrument for conveying dense information quickly and effectively. This can aid in brand decision-making and campaign strategy. Through the creation of the YouTube infographic, I gained insights into the relationship between data analysis and visual storytelling. This process shows the importance of design in communication and shows how information must be informative, compelling, and tailored to the audience’s needs and expectations.

In conclusion, the infographic serves as a reflection of my educational progression in COM 365. It shows how theoretical knowledge can be paired with practical application to meet the demands of the industry. This assignment increased my proficiency in social media strategy and communications by empowering me with the ability to now navigate the digital media industry's challenges. I am ready to use these skills to inform, engage, and influence in a professional setting that values clear, concise, and visually engaging communication. This infographic demonstrates my progress in this class and a skill set that will be indispensable in my future career.