AS 91880 Digital Technologies

Creating an infographic

1.4 Develop a digital media outcome

Credits: 4

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| **Achievement** | **Achievement with Merit** | **Achievement with Excellence** |
| Develop a digital media outcome | Develop an informed digital media outcome | Develop a refined digital media outcome |

**Achievement Criteria:**

|  |  |  |
| --- | --- | --- |
| **Develop a digital media outcome** | **Develop an informed digital media outcome** | **Develop a refined digital media outcome** |
| Using appropriate tools, techniques and design elements for the purpose and end users | Using information from testing procedures to improve the quality and functionality of the outcome | Iterative improvement throughout the design, development and testing process |
| Applying appropriate data integrity and testing procedures in the development of the outcome | Addressing relevant implications | Applying design elements effectively |
| Describing relevant implications |  | |

***App/website***

1. What website or app will you be choosing for your infographic?

|  |
| --- |
| Twitter |

1. Provide at least 10 interesting pieces of information/data about your chosen website or app and their source. Is the source reliable? Add more rows for more interesting pieces of information or data.

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| --- | --- | --- |
| **Interesting piece of information or data** | **Source** | **Is it reliable?**  **Yes / No / Unsure** |
| There are currently about 110 million users on Twitter. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| Twitter only had 8 employees in 2009. In 2011, they have over 400. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| On Twitter, there are more than 600 million searches done every single day. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| Lady Gaga was the first Twitter account to reach 10 million. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| Barack Obama is currently the most followed account on Twitter with over 117 million followers. | <https://www.google.com/search?q=most+followed+twitter+accounts&rlz=1C1GCEU_enNZ860NZ860&oq=most+fo&aqs=chrome.0.69i59j0j69i57j0l5.2791j1j7&sourceid=chrome&ie=UTF-8> | **Yes** |
| Every day, Twitter gets more than 300,000 new users. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| There are more than 50,000 third-party apps for Twitter. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| Twitter is accessed by more than 30% users via their mobile phone. | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| The death of Osama Bin Laden caused the most tweets to date | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |
| Stephen Colbert sent the most re-tweeted Tweet in Twitter history thus far | <https://www.business2community.com/twitter/20-facts-about-twitter-072412> | **Yes** |

***Appropriate tools, techniques and design elements***

1. What type of charts are you using? Are the charts you are using effective?

|  |
| --- |
| Infographic graph |

1. What colours are you planning on using (main colour, secondary colour, etc)?

|  |
| --- |
| Black (Main colour) - White (Secondary colour) |

1. What fonts will you be using for your text hierarchy (main header, section header, body text)?

Main header

|  |
| --- |
| IMPACT |

Section header

|  |
| --- |
| Berlin sans |

Body text

|  |
| --- |
| Candara |

1. What kind of images/icons/illustrations will you be planning to use? Why did you choose these kinds of images/icons/illustrations?

|  |
| --- |
| I’ll be planning to use images that represent my information |

***Users***

1. Who is the infographic for? (age, gender, ethnicity, profession, etc)

|  |
| --- |
| The infographic is information about Twitter |

1. Will they be able to understand the information/data being displayed?

|  |
| --- |
| Yes |

***Applying appropriate data integrity* and testing procedures in the development of the outcome**

1. Where will you be getting your images/icons/illustrations? (Internet/pictures from a camera/drawings etc). If you are getting them from the Internet, what website?

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| --- |
| I will be getting my images from the Canva website which provides some free images |

1. Are you able to edit your images/icons/illustrations if need be? If so, how will you edit them? (MS Paint/GIMP/Adobe Photoshop etc)

|  |
| --- |
| No |

***Relevant implications***

1. Describe what each implication means

|  |  |
| --- | --- |
| Social | Focuses on a group of people to see if it misrepresents or offends them by their age, gender and ethnicity. |
| Cultural | Focuses on the different cultures relevant to the application |
| Legal | Focuses on if the application obeys the law and does nothing illegal. |
| Ethical | Focuses on if the application stands for the right things and if it is moral. |
| Intellectual property | Focuses on who owns the ideas and text from the application. |
| Privacy | Focuses on if the data within the application is kept private. |
| Accessibility | Focuses on if the application is accessible for anyone on anyone device. |
| Usability | Focuses on whether something can be used for different applications. |
| Functionality | Focuses on if the application works well and doesn’t not break down while in use. |
| Aesthetics | Focuses on the look of the application to see if it looks good. |
| Sustainability and future proofing | Focuses on if the application can be kept up to date and if it is easy to update. |
| End-user considerations | Focuses on the variety of needs the user can access while using the application. |
| Health and safety implications | Focuses on if it is safe for all ages and to see if anything is unsafe. |

1. Select all the implications that might be relevant to your infographic.

Social

Cultural

Legal

Ethical

Intellectual Property

Privacy

Accessibility

Usability

Functionality

Aesthetics

Sustainability and future proofing

End-user considerations

Health and safety implications

1. Choose 5 of the relevant implications above **and** describe how it is relevant to your infographic.

Relevant implication #1

|  |
| --- |
| Social- this poster is about Twitter and although it’s a social media platform, my poster refrains from showing any offensive or negative remarks about any social groups such as ethnicities, genders, or age |

Relevant implication #2

|  |
| --- |
| Intellectual Property- this implication is relevant because the images and graphs that I used were free and doesn’t offend anyone |

Relevant implication #3

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| --- |
| Accessibility- This implication is relevant because my poster’s colours don’t clash too much, and it is very easy to read |

Relevant implication #4

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| --- |
| Aesthetics- This implication is relevant because in my poster the colours don’t clash, and the colours mix well. |

Relevant implication #5

|  |
| --- |
| End-user Consideration- This implication is relevant because the vocabulary is easy to read. |

**Images/illustrations/icons**

1. Insert the **original** images/illustrations/icons before any edits

|  |  |
| --- | --- |
| **Image/illustration/icon** | **Source** |
|  | <https://www.canva.com/design/DAD-uP12IPc/h2tn5SyNY4Eqxq7hOfU0cQ/edit> |
|  |  |

1. Insert the **initial** version of your infographic below and provide feedback from 3 different people about the infographic

Infographic

|  |
| --- |
|  |

Feedback #1

|  |
| --- |
| *Name: Tyler*  *What do you like about the infographic?*  It shows the viewer information that is interesting to know about the application.  *What didn’t you like about the infographic?*  *I didn’t like how the images were repeated*  *Suggestions for modification:* |

Feedback #2

|  |
| --- |
| *Name: Liliana*  *What do you like about the infographic?*  *I like how the graph uses photos that are relevant to the information provided.*  *What didn’t you like about the infographic?*  *I didn’t like how there was a big space in the middle with nothing on it*  *Suggestions for modification:* |

Feedback #3

|  |
| --- |
| *Name: Alex*  *What do you like about the infographic?*  *Like the colour*  *What didn’t you like about the infographic?*  Everything  *Suggestions for modification:* |

1. Insert any **updated** versions of the images that you have made and how you edited them

|  |  |
| --- | --- |
| **Image/illustration/icon** | **Edits**  **(Cropped, resized, changed contrast etc)** |
|  | <https://www.canva.com/design/DAD-uP12IPc/h2tn5SyNY4Eqxq7hOfU0cQ/edit> |
|  |  |

1. Insert the **updated** version of your infographic below and provide feedback from 3 different people about the infographic

Infographic

|  |
| --- |
|  |

Feedback #1

|  |
| --- |
| *Name: Tyler*  *What do you like about the infographic?*  I like how he took my advice  *What didn’t you like about the infographic?*  The title  *Suggestions for modification:* |

Feedback #2

|  |
| --- |
| *Name: Liliana*  *What do you like about the infographic?*  He changed the middle  *What didn’t you like about the infographic?*  The tittle is plain.  *Suggestions for modification:* |

Feedback #3

|  |
| --- |
| *Name: Alex*  *What do you like about the infographic?*  The middle part  *What didn’t you like about the infographic?*  The top of it  *Suggestions for modification:* |

1. Insert any **final** versions of the images that you have made and how you edited them

|  |  |
| --- | --- |
| **Image/illustration/icon** | **Edits**  **(Cropped, resized, changed contrast etc)** |
|  | <https://www.canva.com/design/DAD-uP12IPc/h2tn5SyNY4Eqxq7hOfU0cQ/edit> |
|  |  |

1. Insert the **final** version of your infographic below and provide feedback from 3 different people about the infographic

Infographic

|  |
| --- |
|  |

Feedback #1

|  |
| --- |
| *Name: Tyler*  *What do you like about the infographic?*  How he changed the colour to match the application  *What didn’t you like about the infographic?*  Nothing  *Suggestions for modification:* |

Feedback #2

|  |
| --- |
| *Name: Liliana*  *What do you like about the infographic?*  He fixed the tittle.  *What didn’t you like about the infographic?*  Simple colours  *Suggestions for modification:* |

Feedback #3

|  |
| --- |
| *Name: Alex*  *What do you like about the infographic?*  The colour and tittle  *What didn’t you like about the infographic?*  Nothing  *Suggestions for modification:* |