



Career Infographic

Submitted by: Marcela St. Onge, Digital Art and Design
Stone Memorial High School, Crossville, TN

Target Grade: 9th Grade Digital Art and Design

Time Required: 2 days, 45 minute lessons

Standards

CTE Tennessee Standards:

- Standard 3: Identify and analyze the career pathways in art and design professions and the industries in which art and design professionals work, including but not limited to manufacturing, specialized design services, publishing, and advertising. Cite supporting evidence from multiple sources (such as interviews with design professionals retrieved from industry magazines), summarize the aptitudes and training needed for careers of interest. For example, outline the typical requirements needed to become a graphic designer, including personal aptitudes and secondary and postsecondary training required. Devise a tentative career plan to reach employment goals.
- Standard 4: Compile and analyze real-time and projected labor market data from public sources such as the U.S. Bureau of Labor Statistics to explore local and regional occupational opportunities and trends in design careers. Synthesize collected data to develop an informational artifact comparing occupations by job availability, salaries, and benefits.
- Standard 5: Categorize and describe the principles of design which affect 1) the internal relationships of a design, and 2) the design as a whole, citing examples of design principles found in art.

Lesson Objectives

Students will:

- Research an art and design career
- Create an infographic on an art and design career that:
 - Communicates job duties, desirable skills, education requirements/training, and career plan to reach employment goals.
 - Demonstrates an understanding of a minimum of 3 design principles.



Central Focus

This lesson plan can be completed fully online and is designed for distance learning. Students will follow along and engage with a Nearpod presentation on career infographics. Each student will then use various online resources to research and design an infographic for an art and design career of their choice.

Key words: jobs, work force, at-home, digital, STEM field, technology, computers

Background Information

Background info on Nearpod usage:

Link: <https://nearpod.com/>

Lesson Nearpod Link:

<https://app.nearpod.com/presentation?pin=96F97A1889C4E53DE576088838378E5A-1>

Teachers will need to create a Nearpod account. Nearpod is a free platform for a teacher's digital classroom usage. The platform will allow teachers to pay a storage upgrade if needed, but most features can be accessed using the free account. Nearpod is adaptive with most other online classroom platforms, like Google Classroom and Canvas. For more information on how to set up a Nearpod account and platform navigation watch the following YouTube video:

<https://www.youtube.com/watch?v=ISIZX8RxoOQ&t=287s>

Use link to copy google slide:

https://docs.google.com/presentation/d/1ADWOSkutmnHIKNvC3VDJL5P_zT23qAfRP7PoNgsXso0/copy?usp=sharing

It is suggested to use the editable Google Slide presentation and the Nearpod add-on. You can then save your edited Google Slide presentation to the Nearpod platform. Use the above link to the Google slide show presentation and make a copy for yourself to edit. For a more detailed explanation on how to edit and post in Google slides with Nearpod add-on, watch the following video:

<https://www.youtube.com/watch?v=EESMTyvWxAk>

Flipgrid tutorial: <https://www.youtube.com/watch?v=aLzX13jw7bw>

Throughout the lesson, students will learn about infographics and the different types.

- An **infographic** is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic. As in the following examples, infographics use striking, engaging visuals to communicate information quickly and clearly.
- **Static:** Information presented in its entirety at one glance. Examples include newspaper graphics, map folders, product manuals, & expository diagrams.



- **Motion:** Information presented progressively in a linear sequence. Examples include animation or graphic overlays on live action video.
- **Interactive:** Information presented selectively based on viewer's choice. Usually web-based information units, which are narrative, instructive, simulative, or explorative in nature.

Materials

- Computer with internet access
- Photo editing and design software (students can use any design software or an online infographic generator such as Easel.ly, Piktochart.com, or Canva.com)
- Access to Flipgrid
- Copy of Nearpod presentation: https://docs.google.com/presentation/d/1ud0zN3ON6Dg1-KwXoHVX0twFhk-4o5j7_R5FS3hIW04/copy#slide=id.p
- Copy of student's worksheet: https://docs.google.com/document/d/1fr4ixAtsddgSX7OfiL_C7Yg80w8N0qHUcov3L5GFhrl/copy?usp=sharing
- Copy of Career selection list: <https://docs.google.com/spreadsheets/d/19FfymZg1jQYVMmeWfhiWgANe-i53fhvX0bs4EwOppgM/copy?usp=sharing>

Instruction

Day 1

- Share Nearpod presentation link with students.
 - The presentations can be launched as student paced or as a live lessons. The link shared in this presentation is a student paced teacher preview.
- The first slide of the presentation introduces the lesson title and class. This is followed by the applicable teaching standards and the lesson objectives.
- The Nearpod Presentation begins with a quote about graphic design and goes on to define an infographic as "a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.
- This is followed by a slideshow of 19 different inspirational (see Nearpod slideshow) examples of infographics for students to view.
- Next, students are shown the three ways information is communicated on an infographic (static, motion, interactive) and asked via a Nearpod Open Ended Question to determine which applies to the infographic they will be creating from their research.
 - Their responses can be reviewed in the Nearpod teacher report.
- Next, students will be asked to look again at some example infographics and identify principles of design they feel are represented.
 - To set this up, the next slide is a review of the principles of graphic design. Each listed term is a hyperlink that takes students to a concise explanation of the concept with



examples. Students are encouraged to visit the link if they're unsure of their understanding.

- The next activity of the presentation is a series of four Nearpod brainstorming collaboration board activities. The class is shown one of the example infographics and asked which principles of design are represented and how the graphic portrays this principle.
- Each student's response is posted on the board in real-time.
 - Encourage students to come up with as many ideas as possible.
- If possible, have a synchronous virtual meeting during these four brainstorming activities. After each collaboration board activity, lead a class discussion to go over student's ideas and ask questions to broaden and cement their understanding of the principles of design.
- After the discussion, students are required to find their own image and create an analysis of it on Flipgrid.
 - Students are allowed time to record a video up to 1min 30sec of themselves telling why they selected the image and explaining how it uses the principles of design.
- This lesson allows all students to view each other's videos and allows them to make video responses.
- Require students to respond to two other videos (flipgrid will allow students to leave comments on videos).
- The Flipgrid activity is followed by a slide that asks students to select their career choice from a Google Sheets list.
- Have students sign up for the job they prefer to prevent duplication.
- Next, the presentation goes over the requirements for the infographic they will create for their chosen graphic design career/job.
- The next section of the presentation gives links for the career research portion of the lesson.
- The final slide is for the due date.

Day 2

(Day 2 should be completed after students have submitted their first draft of their the infographic)

- The final aspect of this lesson is for the instructor to post each student's completed infographic on a discussion board for other students to give feedback.
- Each student will complete a rubric with feedback on one of their peer's infographics.
 - This process can be done by distributing a copy of the rubric via another Google Classroom assignment.
- The final reflection for the student is taking the rubric they received from their peer and any feedback they received from the discussion board and revise their project to submit for a final grade.

Differentiation



- As an eLesson, students are in control of the length of time they need to go through it, and they can view it as many times as necessary. The activities include written (Discussion boards) and oral (Flipgrid) assessments.
- In addition to posting this lesson as a Google Classroom Assignment, the instructor could do a short video going over the instructions and requirements. This would be an optional video that students would view if they were confused about the assignment or requirements.
- When selecting careers, the instructor could include specific jobs, websites, or resources they would like each student to use to help students who need more guided directions.
- The student handout has a written version of the assignment objectives, requirements, rubric, and questions they can use to guide their research. English Language Learners could easily have a reduced version of the instructions translated to their language.

Assessment

Formative assessment:

- The Nearpod presentation includes formative assessments in the form of open ended questions, discussion boards, and Flipgrid student responses. The teacher can use these to decide if some or all of the students require more guidance.
- The peer review that each student does using the rubric on another student's infographic can be used to assess the progress of learning.

Summative assessment:

- The summative portion of this assessment is the final project, the career infographic. The instructor will use the included rubric to score it.

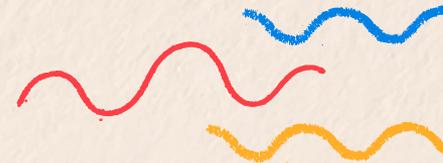
CAREER INFOGRAPHIC

DIGITAL ART & DESIGN

[eLesson Presentation]



THIS LESSON ADDRESSES TN CTE STANDARDS



#03

STRAND CAREER EXPLORATION

Identify and analyze the career pathways in art and design professions and the industries in which art and design professionals work, including but not limited to manufacturing, specialized design services, publishing, and advertising. Cite supporting evidence from multiple sources (such as interviews with design professionals retrieved from industry magazines), summarize the aptitudes and training needed for careers of interest. For example, outline the typical requirements needed to become a graphic designer, including personal aptitudes and

- secondary and postsecondary training required.
- Devise a tentative career plan to reach employment goals.

#04

STRAND CAREER EXPLORATION

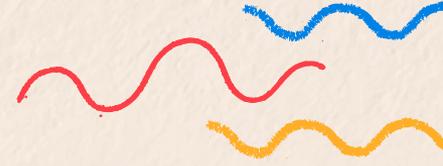
Compile and analyze real-time and projected labor market data from public sources such as the U.S. Bureau of Labor Statistics to explore local and regional occupational opportunities and trends in design careers. Synthesize collected data to develop an informational artifact comparing occupations by job availability, salaries, and benefits.

#05

STRAND ELEMENTS & PRINCIPLES OF DESIGN

Categorize and describe the principles of design which affect 1) the internal relationships of a design, and 2) the design as a whole, citing examples of design principles found in art.

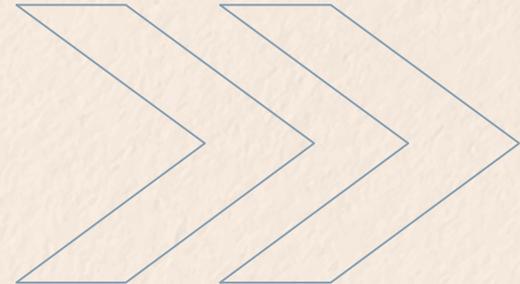




You have learned about the principles of layout and composition.

You have looked at examples of each principle, and learned about how they come together to communicate a message.

Now, it's time to use what you've learned about these principles to create your own Infographic design.



LESSON OBJECTIVES

ONE|01

Research an art and design career, and prepare an Infographic on it.

TWO|02

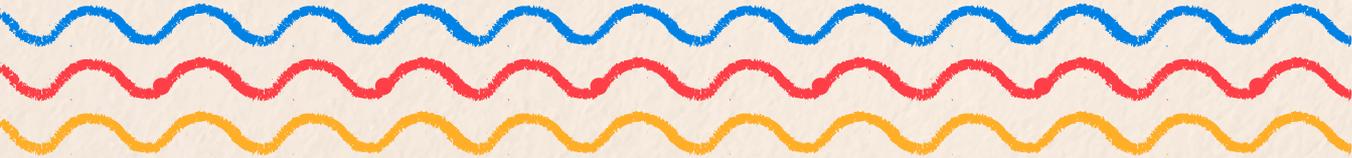
Infographic will include job duties, skills, education, and local/national labor market data.

THREE|03

Infographic will demonstrate your understanding of a minimum of 3 design principles.



“There are three responses to a piece of design — yes, no, and WOW! Wow is the one to aim for.” — Milton Glaser



Images credit: *Public Transport Infographics*

1890

POPULATION: 2,507,414



OMNIBUS



HORSECAR



CABLE CAR



TROLLEY

Cross Section of Manhattan Street Showing Trolley Yoke, Trolley
Conduit Placement

An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.

As in the following examples, infographics use striking, engaging visuals to communicate information quickly and clearly.

WHAT IS AN INFOGRAPHIC?

Slideshow



Slideshow

How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.

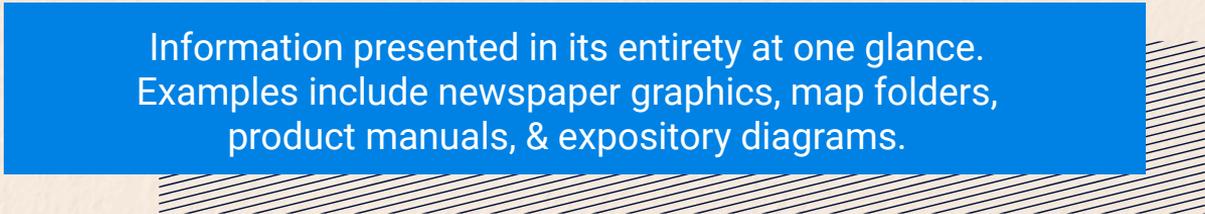


INFOGRAPHICS: COMMUNICATE INFORMATION IN 1 OF 3 WAYS



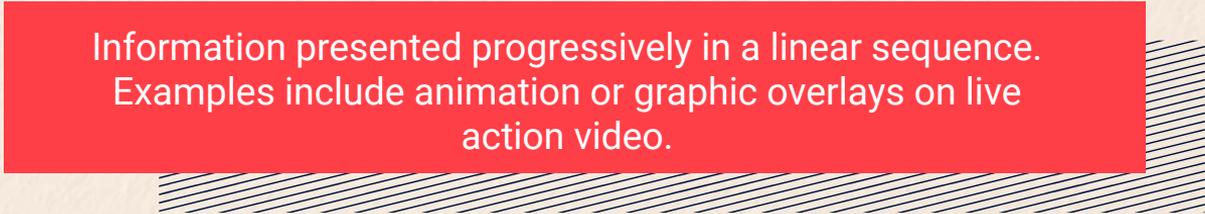
STATIC

Information presented in its entirety at one glance. Examples include newspaper graphics, map folders, product manuals, & expository diagrams.



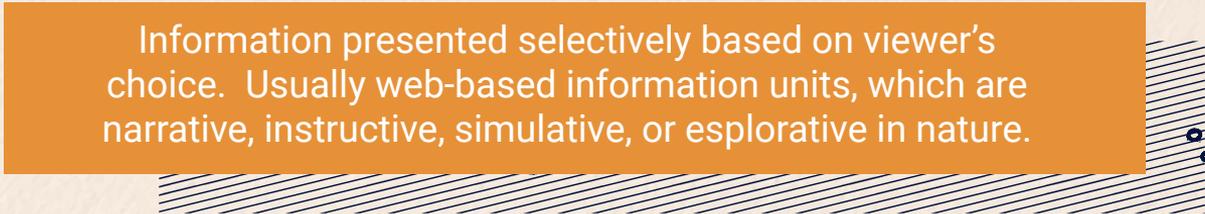
MOTION

Information presented progressively in a linear sequence. Examples include animation or graphic overlays on live action video.



INTERACTIVE

Information presented selectively based on viewer's choice. Usually web-based information units, which are narrative, instructive, simulative, or explorative in nature.





Open Ended Question

Which method of communication do you think your Infographic will be using?

How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.



PRINCIPLES OF GRAPHIC DESIGN

Let's take another look at those principles of design



Visit these links to review any concepts you may need a refresher on.



1. [UNITY](#)
2. [CONTRAST](#)
3. [HIERARCHY](#)
4. [EMPHASIS](#)
5. [PROPORTION/SCALE](#)
6. [BALANCE](#)
7. [REPETITION/RHYTHM](#)
8. [ALIGNMENT](#)



Collaborate!



How many principles of design do you see?

List both the principle and DEFEND your reasoning.

How to Edit

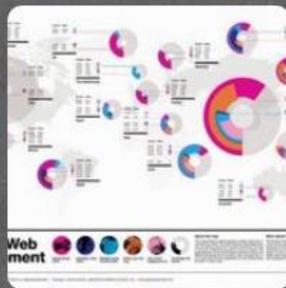
Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.





Collaborate!



How many principles of design do you see?

List the principle and **DEFEND** your reasoning.

How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.





Collaborate!



How many principles of design do you see?

List the principle and DEFEND your reasoning.

How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.





Collaborate!



How many principles of design do you see?

List the principle and DEFEND your reasoning.

How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.





0 Responses 0 Replies 0 Views [0.0h Engagement](#)



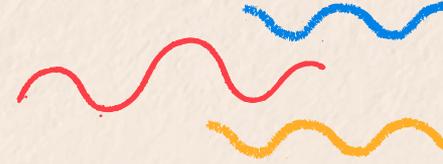
How to Edit

Click [Edit This Slide](#) in the plugin to make changes.

Don't have the Nearpod add-on? Open the "Add-ons" menu in Google Slides to install.



NEXT: SELECT YOUR CAREER



The next slide will take you to a Google sheet with a list of possible jobs for you to choose from.
This is the job that you will do your research on for creating your infographic.

RULES

Only 1 student name per job.

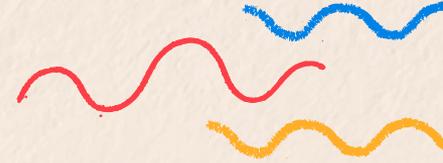
Do not remove someone else's name to steal their selection.

If a job is taken, pick another one.

Only the jobs listed are available to select from.



INFOGRAPHIC REQUIREMENTS

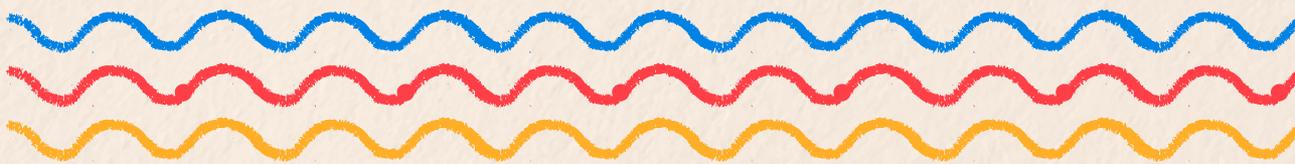


1. **Size**
 - a. Letter, Legal, or Tabloid
2. **Career/Job Title**
3. **Overview** of job duties, knowledge, skills, & special abilities
4. **Career path** showing secondary & post-secondary education/training/licensing required
5. **Local and national labor market data** (includes all of the following)
 - a. Job outlook
 - b. Projected employment numbers (local/national)
 - c. Typical wage (local/national)
6. **Graphics & illustrations**
 - a. Minimum 3, all must complement the purpose of the infographic
7. **Cite your sources**
 - a. Sources must include ALL of the following:
 - i. Classified job posting from an actual employer
 - ii. Interview with a professional currently doing the job (can be print, video, or personally conducted and recorded)
8. **Upload & submit your final design as a pdf file to the Google Classroom Assignment.**

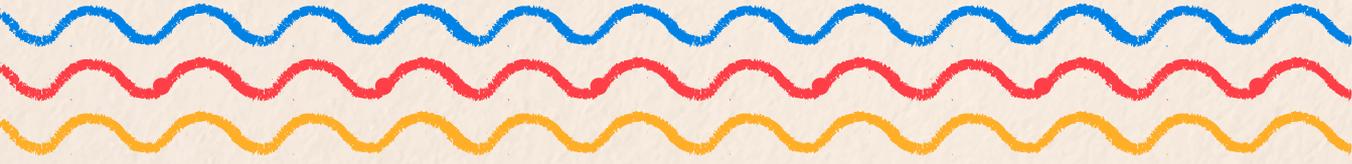


RESEARCH RESOURCE LINKS

1. O Net Online <https://www.onetonline.org/find/career>
 - a. For umbrella career, shows tasks, technology skills, required knowledge, personal skills, abilities, work activities, education, state data, and has a job classified lookup.
2. Bureau of Labor Statistics <https://www.bls.gov/ooh/>
 - a. Daily tasks, work environment, how to become one, job outlook, and state and area data.
3. Career OneStop <https://www.careeronestop.org/ExploreCareers/explore-careers.aspx>
 - a. Job outlook, projected employment numbers, salary information, job duties, and skills.



DATE ASSIGNED:
DATE DUE:



Graphic Design Career Infographic

CAREER TITLE YOU SELECTED

INTRODUCTION

You will create an infographic of a selected or assigned graphic design career/job that communicates an overview of the job, shows the career path, education and training requirements, and local and national labor market data (use the links provided). When looking at a career path, it helps to identify current activities that you could be doing that build skills needed for the career. Additionally, there may be pre-requisite job experience in a lower level position that you would need before you could be hired for your selected career/job. For example, if your chosen career or job was to be a principal of a school, your career path would need to show a number of years teaching experience prior to attaining that principal position.

LESSON OBJECTIVES

1. Students will research an art and design career, and prepare an infographic on it.
2. Infographic will communicate information about the job duties, desirable skills, education requirements/training, career plan to reach employment goals, and include local and national labor market data.
3. Infographic will demonstrate an understanding of a minimum of 3 design principles.

INFOGRAPHIC REQUIREMENTS (at a MINIMUM)

1. Size
 - a. Letter, Legal, or Tabloid
2. Career/Job Title
3. Overview of job duties, knowledge, skills, & special abilities
4. Career path showing secondary & post-secondary education/training/licensing required
5. Local and national labor market data (includes all of the following)
 - a. Job outlook
 - b. Projected employment numbers (local/national)
 - c. Typical wage (local/national)
6. Graphics & illustrations
 - a. Minimum 3, all must complement the purpose of the infographic
7. Cite your sources
 - a. Sources must include ALL of the following:
 - i. Classified job posting from an actual employer
 - ii. Interview with a professional currently doing the job (can be print, video, or personally conducted and recorded)
8. Upload & submit your final design as a pdf file to the Google Classroom Assignment.

RESEARCH RESOURCE LINKS

1. O Net Online <https://www.onetonline.org/find/career>
 - a. For umbrella career, shows tasks, technology skills, required knowledge, personal skills, abilities, work activities, education, state data, and has a job classified lookup.
2. Bureau of Labor Statistics <https://www.bls.gov/ooh/>
 - a. Daily tasks, work environment, how to become one, job outlook, and state and area data.
3. Career OneStop <https://www.careeronestop.org/ExploreCareers/explore-careers.aspx>
 - a. Job outlook, projected employment numbers, salary information, job duties, and skills.

QUESTIONS TO GUIDE YOUR RESEARCH

You will use your answers to these questions to make your Infographic

1. Job/Career Title
2. Overview of the job
3. Main tasks
4. Skills required
5. What opportunities are available?
6. What would a possible career path look like?
7. What kind of education and experience is required?
8. Are there any licenses required
9. Potential salary/income, both local and nationally
10. Future employment trends?
11. In what kinds of places or workspace might people in this job work? (lab, outside, in an office, etc.)
12. In what types of companies do people with this job work?
13. What current activities could help build skills for the job
14. Does this job require you to perform a prerequisite job for a number of years before you can do it? Or some related task for a number of years?

RUBRIC

Criteria	Exceptional 4	Admirable 3	Marginal 2	Unacceptable 1
Main Idea/Topic	The topic of the infographic is specific in nature and is intended to inform or convince the viewer.	The topic of the infographic may be a bit too broad to allow the viewer to understand the main points.	The topic of the infographic is hard to ascertain and needs to be made more specific.	Topic and/or main ideas are absent or very unclear.
Infographic Type	The type of infographic chosen (i.e. timeline, informational, etc.) highly supports the content being presented.	The type of infographic chosen represents the content being chosen but another type may lead to more clarity for the viewer.	The type of infographic chosen does not convey the information well or support the content being presented.	It is unclear which type of infographic was selected, or the infographic is a confusing jumble of different types.

Content Accuracy	Overview of job duties, knowledge, skills, & special abilities is complete. Career path showing secondary & post-secondary education/training/licensing is communicated. Local and national labor market data is completed.	Overview of job duties, knowledge, skills, & special abilities is mostly complete. Career path showing secondary & post-secondary education/training/licensing is communicated, but in a confusing way. Local and national labor market data is completed incomplete.	Overview of job duties, knowledge, skills, & special abilities are insufficient. Career path showing secondary & post-secondary education/training/licensing is confusing or missing. Local and national labor market data is missing or confusing.	Significant amount of the job skills, career path, and/or labor market data is missing.
Mechanical	The infographic contains no grammatical errors.	The infographic contains few grammatical errors.	The infographic contains many grammatical errors.	The infographic lacks the ability to make grammatical sense.
Graphics-Relevance	The 3 or more graphics used represent information appropriately.	Most graphics represent information accurately, only 2.	All graphics relate to topic but do not represent information appropriately, only 1.	Graphics do not relate to the topic or are not present.
Graphics-Visual	Color, shape, size, and arrangement of graphics contribute meaning to the overall message.	Color, shape, size, and arrangement are eye catching and contribute some meaning.	Color, shape, size, and arrangement are present but do not add to the information.	Color, shape, size, and arrangement are distracting or misleading.
Design/ Layout	The design/layout is neat, clear, and visually appealing.	Is attractive in terms of design, layout, and neatness.	Is acceptably attractive though may be a bit messy.	Is distractingly messy, unattractive, or poorly designed.
Research	The general and personal questions are all answered.	5 or less general and personal questions are incomplete.	8 or less general and personal questions are incomplete.	Missing answers to more than 8 general and personal questions.

Graphic Design Related Jobs	Student Name
Animation/ animator	
Animator 3D	
Architecture & engineering drafter	
Art director	
Artist	
Creative director	
Creative Manager	
Design Director	
Digital artist	
Flash designer	
Graphic artist	
Graphic designer	
Illustrator	
Marketing graphics designer	
Marketing manager	
Motion graphics artist	
Multimedia artist	
Multimedia producer	
Online producer	
Packaging designer	
Photo editor	
Product designer	
Production artist	
Publications designer	
User experience (UX) designer	
User interface (UI) designer	
Video & film editor	
Visual content creator/manager	
Web designer	