Name_____
Date_____

Infographic Analysis Protocol

Directions: *Analyzing an infographic requires an acute attention to detail. As you follow each steps be sure to follow the directions and write in complete sentences. You will complete each step on a <u>separate</u> sheet of paper. Be sure to label each step as you go.*

Step 1- The first impression: Look at the infographic as a whole. Scan the infographic from top to bottom and note what sticks out to you. What is your first impression of this infographic? List 3 things that you notice immediately. For each thing you notice, list what it makes you think.

> *EX: The first thing I noticed about this infographic is that it has a picture of a brain at the top, this makes me think this infographic may explain something having to do with intelligence.*

Step 2- The story: What are the main points or arguments this infographic is trying to get across to its audience and how are they illustrated/portrayed in the infographic? (List 3 things)

> *Ex: The first main argument is asking if emotional intelligence leads to a higher job performance. It is illustrated as being in large bold salmon colored letters. The part that says "improved job performance" is larger and bolder than the first part of the sentence.*

Step 3- The data: What are the supporting details for each main argument or point? For each of the points/arguments listed above, provide 1-2 of the supporting details that the infographic provides. Please restate in your own words.

> *EX: The supporting details for the first argument are that 1 in 3 hiring managers think that emotional intelligence is an important consideration when looking at hiring or promoting candidates. The second detail is that 71% of hiring managers said it is more important than IQ.*

Step 4- The strategy: Answer the following questions in complete sentences:
1. Who is this infographic targeting? Why?
2. What are the colors that are being used? Why do you think the creator used these colors?
3. How does the creator use font to emphasize certain things?
4. What are the images that the creator uses? How do they add or take away from the textual information?