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BRIDGING RESEARCH AND PRACTICE IN FSL

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Infographic

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camerise



What is a research and/or field-inspired infographic?

An infographic, as the word suggests, presents “info” through “graphics.” It is a form of visual communication that prioritises images, graphs and charts over words.

Infographics in FSL research visually display the findings of researchers and practitioners, from pedagogical studies to school surveys and beyond. Being simple, visually appealing and shareable, infographics are an effective way of highlighting the importance of your work and the issues it addresses.

CREATORS AND CONSUMERS

Who is making infographics in FSL?



- Coaches, educators, and instructional leaders who want to share their insights
- Researchers who want to communicate and summarize their findings

Who is likely to read them?



- Teachers curious about improving language instruction and learning more about the field
- Administrators who want to keep a pulse on current issues in education
- Researchers who want to hear to voices from the field





1. CONCEPTUALIZATION

What **features** are **essential** to my infographic?

- Use common colour theming (e.g.: purple for Camerise)
- Provide link to full report if available (i.e.: survey, article, press release)
- Present data on current issues and propose potential solutions

What **other details** should I consider for my infographic?

- Establish the context and problem at the top
- Address the purpose and use to stakeholders up-front
- Provide a glossary of acronyms in separate box
- Provide a timeline to show your initiative's history
- Include key graphic titles and section headings
- Prioritize large, legible fonts



What **questions** might arise while designing my infographic?

- If infographics are created for your initiative, what data will they be presenting?
- Will this be best presented through a visual article, list, comparison, flow chart, process, timeline, statistical, or geographic infographic?
- What story do you want to tell with your data? How do the graphics and titles outline that narrative?



FSL research into practice

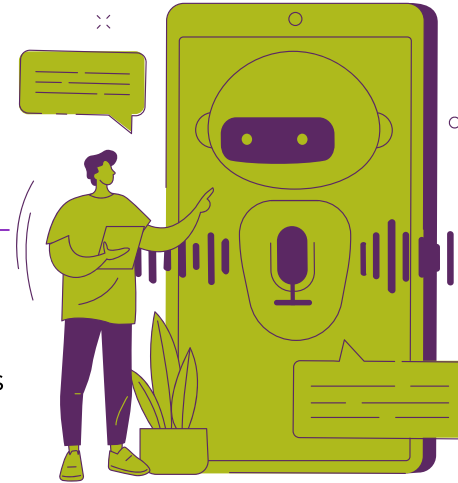




2. CREATION

What **technology** might I need while creating my infographic?

- What format will you be using (e.g.: a png or jpeg file can be easily integrated into a website)? Is it downloadable (e.g.: PDF)?
- What software will you be using to create it (e.g.: free editable templates - Canva <https://www.canva.com/infographics/templates/>, Visme <https://www.visme.co/templates/infographics/>, AdobeExpress <https://www.adobe.com/express/templates/infographic/>)?



How might **generative AI** help give me inspiration for my infographic?



Prompts, such as the ones suggested below, are used to instruct Generative Artificial Intelligence (AI) systems (such as Claude, Gemini, or ChatGPT) to generate ideas, content or perform tasks such as simplification.

Disclaimer: Ideas or text generated by an AI language model are intended to serve as a starting point or inspiration. Professional judgment must be exercised before adapting and incorporating this content for any given context.





- **Formatting:** “Generate concise and impactful headings that effectively organize [topic 1], [topic 2], etc..” “Suggest visual elements or design features that can guide [my target audience] toward taking specific actions [e.g.: visit a website, explore further resources].”
- **Visual Content Ideas:** “Generate [suggestions for] visuals or graphics that complement [specific fact]” “Provide ideas for visually representing the key concepts of [summary of my research] in an infographic.”
- **Language Refinement:** “Simplify the explanation of [complex technical concept] without losing its accuracy.” “Generate concise titles that guide [my target audience] through the sequential steps of [research-based process].”

3. CONSOLIDATION

What should I consider before publishing?

Which license type should I use to publish my work:	Which media format to use (e.g. PNG, JPEG, WebP, PDF):	Is the infographic accessible?
<ul style="list-style-type: none"> • Creative Commons licence (to allow users to download, use or modify) <ul style="list-style-type: none"> ◦ CC-BY ◦ CC-BY-NC-SA ◦ CC-BY-SA ◦ CC-BY-NC-ND ◦ CC-BY-ND ◦ CC-BY-NC • Copyright Licence (to restrict use) : “all rights reserved” + name of author 	<ul style="list-style-type: none"> • Consider the format that will be most user-friendly based on your licensing intent 	<ul style="list-style-type: none"> • Do the fonts and colour contrast make it easy to read? • Is there Alt Text for images?

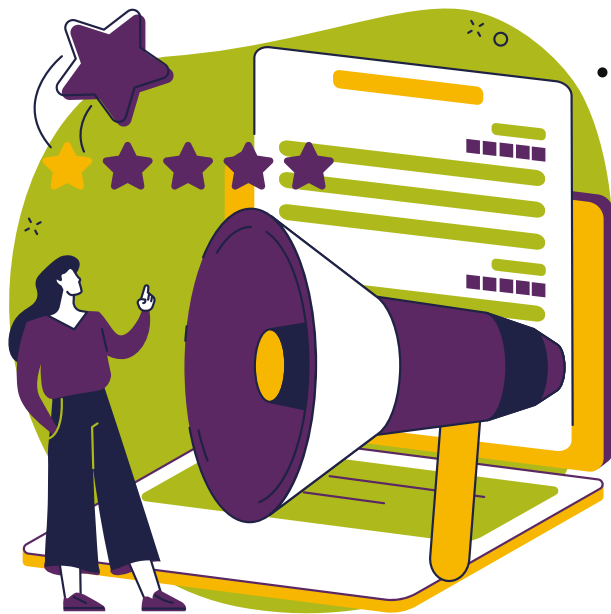




Where could my infographic be **promoted or disseminated**?



- Which social media platform will you be sharing it on (e.g.: X/ Twitter, LinkedIn, Facebook (Groups), Pinterest, Instagram)?
- Which graphic-centric platforms will you be sharing it on (e.g.: Visual.ly <https://visual.ly/>, Behance <https://www.behance.net/>)?
- Will it be posted on an educational repository such as Camerise?
 - Go to <https://camerisefsl.ca/>
 - Click on “Add a new resource” on landing page
 - **Basic information** - Provide your infographic title, description, resource type (i.e.: infographic, chart), learning material type, upload file / add link
 - **Categories** - Add publisher information and any details if it is to be used in a classroom setting (i.e.: prep time, teaching duration, educational level, subject)
 - **Accessibility Statement** - Note if it has been assessed for accessibility purposes, has sensitive content or contains content related to equity, diversity, and/or social justice





GO DEEPER

What **other sources** are saying?



- *Research Impact Canada - Infographic Design for Knowledge Mobilization Module*
 - https://rise.articulate.com/share/sUG_m7CTkldQ6phbVIUqV45evvihETL4#/
- *Infographics in higher education: A scoping review*
 - <https://doi.org/10.1177/20427530221107774>
- *Infographics in Education: Review on Infographics Design*
 - <https://doi.org/10.5121/ijma.2017.9602>
- *The Journal of mHealth - What is the Role of Infographics in Healthcare?*
 - <https://thejournalofmhealth.com/what-is-the-role-of-infographics-in-healthcare/>





BE INSPIRED

What are some **examples** of great infographics in **FSL research**?

- Statistics Canada - Increasing diversity of languages
 - <https://www150.statcan.gc.ca/n1/en/pub/11-627-m/11-627-m2022051-eng.pdf?st=FwY8U4QC>
- Ombudsman Ontario - Help us improve the French language services
 - <https://www.ombudsman.on.ca/Media/ombudsman/ombudsman/resources/Brochures/Help-us-improve-the-French-language-services-FLS-poster-accessible.pdf>

What are some **examples** of great infographics in **other fields**?

- Government of Canada - How new laws and regulations are created
 - <https://www.justice.gc.ca/eng/laws-lois/infograph.html>
- Centers for Disease Control and Prevention - Graphics
 - <https://www.cdc.gov/globalhealth/infographics/default.html>
- Statistics Canada - Infographics
 - <https://www150.statcan.gc.ca/n1/pub/11-627-m/index-eng.html>
- World Health Organization - Infographics
 - <https://www.who.int/tools/compendium-on-health-and-environment/media>





CREDITS

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