



Dr. Paz

Show & Tell: Infographics to Keep and Sustain Engagement

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Background

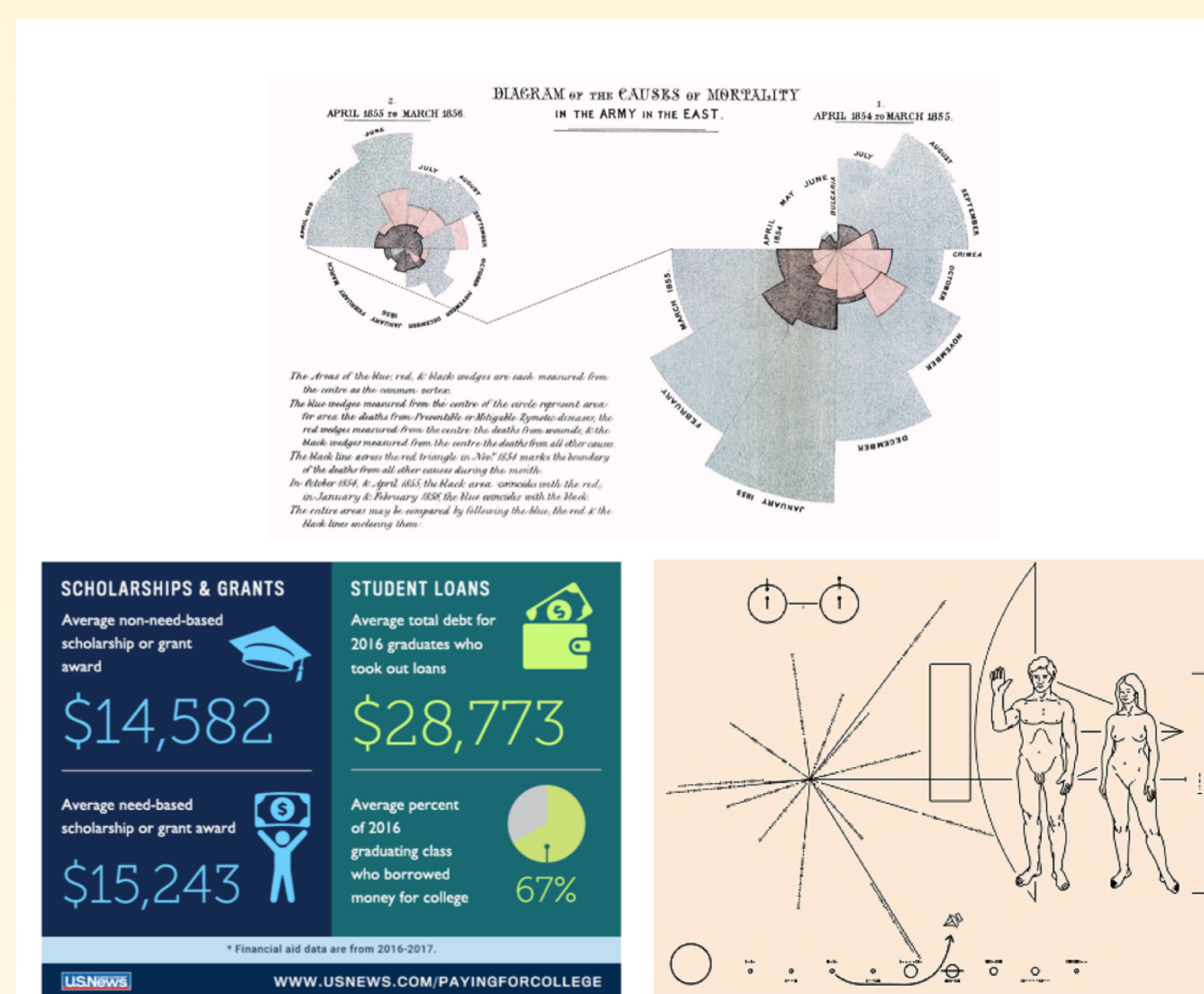
We started using Infographics as a supplement to the syllabus for 3 semesters now. The **Info Syllabus**, as we refer to the addendum displays the key information students design from the syllabus in a visual format, allowing us to engage students multimodally. We created several templates to share

What is an Infographic?

Infographics use a visual shorthand allowing users to quickly and efficiently gain knowledge. Complex concepts are communicated fast and in an easily understood manner.

We see infographics often.

- Pioneer Plaque sent into space in 1972
- US News & World Report
- Florence Nightingale Rose, illustrated death rate of soldiers



Considerations

1. Infographic should appeal to the intended audience.
2. Information provided in the infographic should be clear and understandable.
3. The design of the infographic impacts the user perception and how the user judges the information and it's usefulness.

Theory

When considering how individuals use graphics to enhance learning a number of theories apply.

Information Processing Theory

- George Miller (1956) noted individuals can only hold 5-9 pieces of information in short term memory.

Dual Coding Theory

- Alan Pavio (2014) noted individuals receive messages for learning verbally and visually.

Working Memory Theory

- Alan Baddeley & Graham Hitch (1974) noted the focus I on the processing of verbal and visual

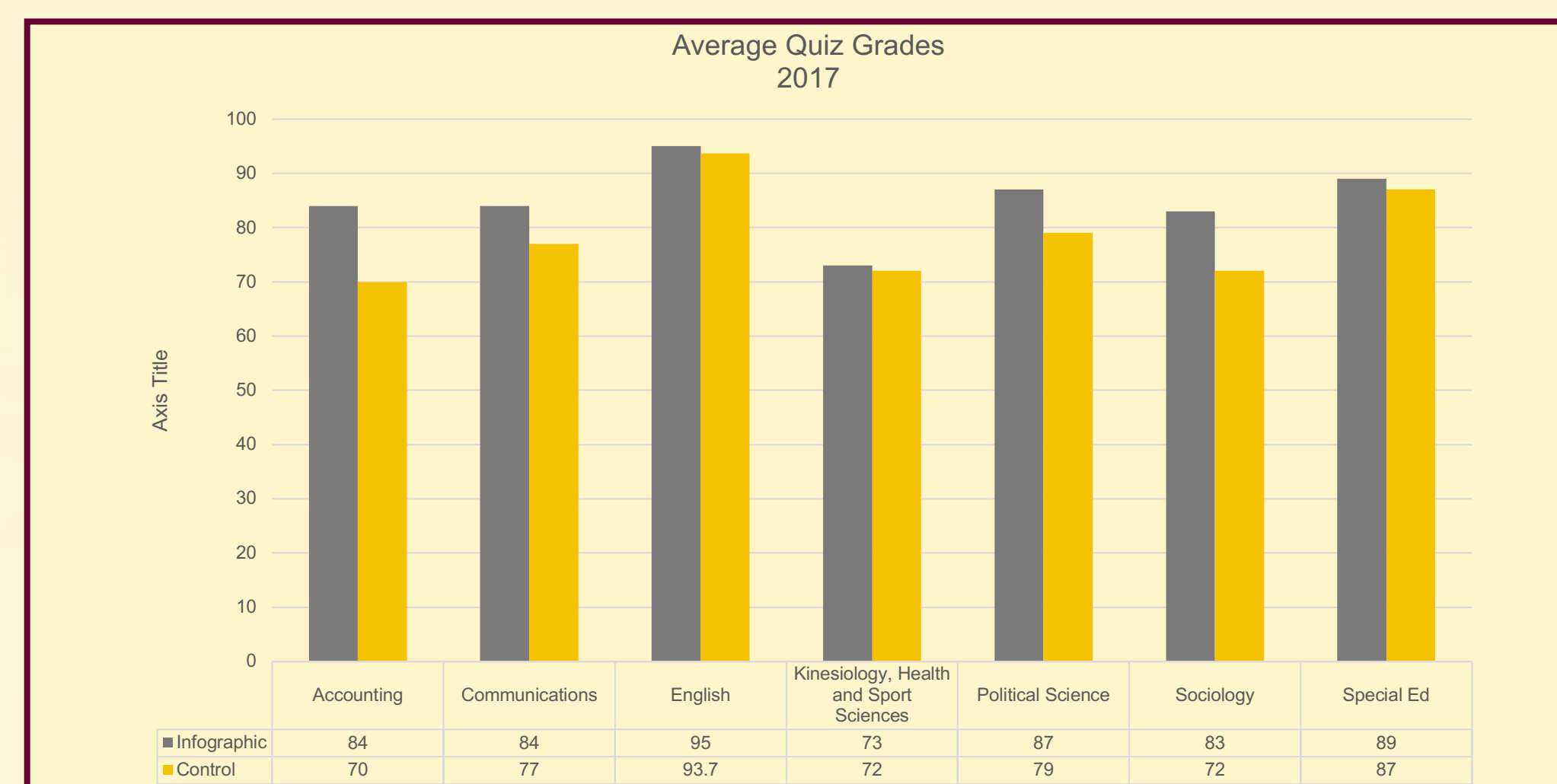
Cognitive Theory of Multimedia Learning

- Mayer (2014) determined that we learn and retain information better when words and pictures are presented together.

Results

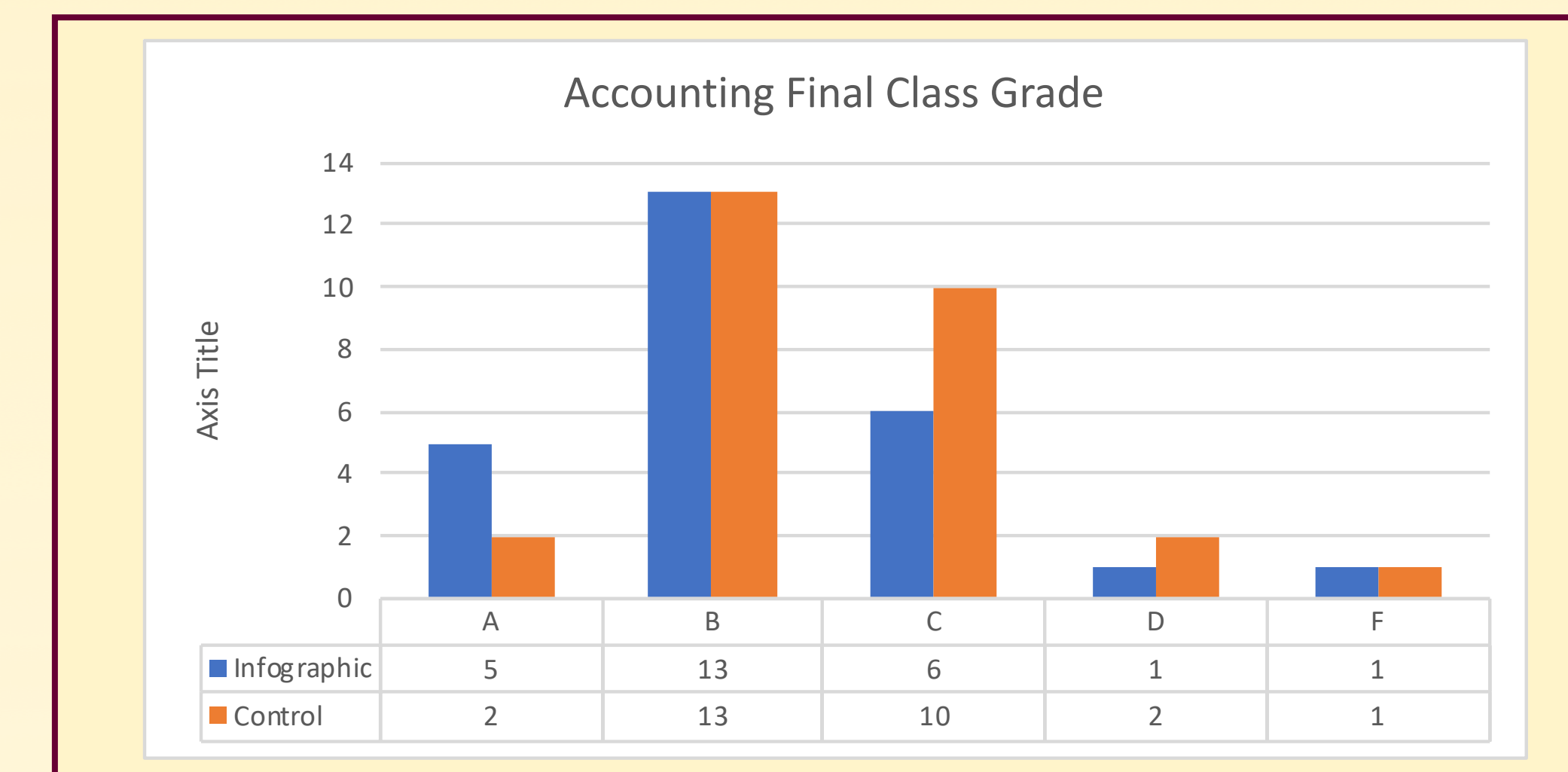
We presented one class with only the syllabus and the other class with both the syllabus and InfoSyllabus. We provided a quiz on the syllabus to gauge their retention.

Average Quiz Grades 2017



Conclusion

The study also demonstrates the group with the InfoSyllabus earned a few more A final grades than the control group.



We currently in another phase of the experiment with the accounting courses. We are also utilizing the InfoSyllabus template in other courses outside of the college of business.

Syllabus Infographic

We decided to put these theories to the test and create a syllabus addendum in the form of an Info Syllabus. We presented the students with the syllabus and then also presented the InfoSyllabus.

Use the buttons below to access templates for Infographics.

Infographic Syllabus

Use the button to access Adobe Illustrator Infographic Templates to convert your Syllabus into an Infographic

Syllabus Monthly Template

Syllabus M W F Template

Syllabus Online Template

Syllabus T H Template

InfoSyllabus by Evelyn Mocek is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Students focus on 5 items from the syllabus

- 1) Faculty Contact Information
- 2) Materials required (textbooks, etc.)
- 3) Points towards final grade
- 4) Grade Calculation and
- 5) Class Calendar (due dates)

The InfoSyllabus also focuses on these elements of the syllabus.

All of the syllabus templates are provided at www.AccountingTeachingTools.com.

You may access all templates and modify for your courses. The files are adobe illustrator files, requiring on average 1-2 hours to complete the first time.

Access Syllabus Infographic Templates

Our webpage www.AccountingTeachingTools.com houses all of the Adobe Illustrator Syllabus Infographic Templates for your use via a Creative Commons license.

We provide several class formats, such as class meetings 3 times a week, 2 times a week, online or hybrid.

References

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2. Rose Diagram - Nightingale, F. (1858). *Notes on Matters Affecting the Health, Efficiency, and Hospital Administration of the British Army. Founded Chiefly on the Experience of the Late War. Presented by Request to the Secretary of State for War.*
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4. Alan Pavio - Paivio, A. (2014). Intelligence, dual coding theory and the brain. *Intelligence*, 47, 141-158.
5. Baddeley & Hitch - Baddeley, A. D., & Hitch, G. (1974). Working Memory. *Psychology of Learning and Motivation*, 8, 47-89. [https://doi.org/10.1016/S0079-7421\(08\)60452-1](https://doi.org/10.1016/S0079-7421(08)60452-1)
6. Richard Mayer - Mayer, R. E. (2014). Cognitive Theory of Multimedia Learning. In R. E. Mayer (Ed), *The Cambridge Handbook of Multimedia Learning* (pp. 43-71). New York: Cambridge University Press.

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