

## Activity 4: Graph Craft

### Criteria for judging Graph Craft infographic competition

We are looking for infographics that combine strong data skills and beautiful design with social awareness, demonstrating that you can analyse information critically, communicate it clearly and consider its impact in context.

#### **Data: the infographic uses good quality data from reliable sources**

- Statistics are correct, properly sourced, and verifiable; it is clear how information was gathered or verified
- Credits sources, collaborators, and acknowledges the work behind the data
- Considers context by explaining where data comes from and what might influence it

#### **Design: the infographic is beautiful and easy to interpret**

- Main message is clear; information organised in coherent, easy-to-follow sequence
- Accessibly designed, with clear fonts, good contrast, attention to detail
- Data is labelled (e.g. title/caption, axis or scale labels) where needed
- Charts, scales, and proportions accurately and honestly reflect/visualise the data without distortion
- Avoids visual tricks or selective presentation that misrepresents reality or misleads
- Creative and interesting infographic that uses elements (colour, space, line, area, shape) well

#### **Ethics: the infographic is designed to do good, not harm**

- Shows awareness of who benefits/is harmed by the issue presented
- Highlights inequalities or gives voice to underrepresented/historically marginalised groups
- Avoids binaries (oversimplified either/or categories) or hierarchies (putting things in an order) when it is possible to do differently
- Shows diversity and variety in people, experiences, viewpoints or solutions presented
- Respectful representation of different groups and communities that avoids stereotypes

#### **Story: the infographic tells an important story that an audience can understand**

- Connects data to real human experiences and feelings
- Helps viewers relate to or care about the issue
- Uses narrative techniques to make data meaningful
- Encourages empathy and understanding of others' experiences