



# Ensuring Full Literacy in a multicultural and digital world

Ensuring Full Literacy is a team of Canadian and international scholars and industry, community and outreach partners working to bridge the many dimensions of literacy acquisition in our multicultural and digitally-connected world.



## Infographic Competition Guideline

Infographics offer a distinct advantage in conveying complex information by condensing details into visually compelling and easily digestible formats that best enhance comprehension and engagement among diverse audiences. Disseminating infographics not only helps in attracting attention, but also facilitates quicker understanding through the use clear language and visual cues.

With this competition, we invite **all next-generation scholars** (students, RAs, post-docs etc.) to showcase their creativity and communication skills through the creation of compelling infographics. By participating, you will have the opportunity to hone your skills in visual communication while contributing to the dissemination of knowledge in the field of literacy.

*Every participant will have the opportunity to share their infographic on the [ensuringliteracy.ca](http://ensuringliteracy.ca) website and affiliated accounts.*

**Content:** Infographics should present information in a clear, concise, and visually engaging manner. You should aim to simplify complex concepts without losing essential details.

### Theme Examples:

- Visualize key findings from an ongoing or completed EFL-related research project or partnership in a way that is accessible to non-specialists.
- Present tips, strategies, or resources for promoting literacy among different age groups or communities.

*If you have any questions about the suitability of your chosen topic or format, please reach out to Leah at [lbrainin@uwo.ca](mailto:lbrainin@uwo.ca) with the subject-line, “EFL Infographic Competition”.*

**General Design:** Infographics should be visually appealing and easy to comprehend. You are encouraged to use colors, icons, and other design elements to enhance readability and convey information effectively.

**EFL Incorporation:** Ensure that your infographic prominently features the EFL logo to maintain brand consistency and identity. Bonus points will be awarded for the creative incorporation of our team's colors to further enhance visual appeal and cohesion.

**Dimensions:** Infographics should be designed to fit within a standard aspect ratio (e.g., 3:4 or 9:16 ratios) for easy sharing and viewing across different platforms. Vertical formats are preferred.

**Submission Process:** Please submit your infographic as a high-resolution image file (e.g., PNG or JPEG) via email to [ensuring.literacy@ubc.ca](mailto:ensuring.literacy@ubc.ca) with the subject-line “EFL Infographic Competition Submission”.

**Extended Deadline: May 31<sup>st</sup>, 2024**

## Competition Judging Criteria:

- **Relevance and Impact:** The relevance of the infographic to the themes of literacy or partnerships, as well as its potential to engage and educate the target audience.
- **Clarity and Visual Appeal:** The extent to which the infographic effectively communicates complex information in a visually appealing and easy-to-understand format.
- **Creativity and Design:** The creativity of the design, including the use of color, typography, icons, and layout to enhance the visual appeal and convey the message effectively.

### Prizes:

1<sup>st</sup> Place: \$150

2<sup>nd</sup> Place: \$100

3<sup>rd</sup> Place: \$75

## Tips for Creating an Engaging Infographic:

- Identify the main message or takeaway points you want to convey.
- Determine the appropriate audience (e.g., teachers or parents) and create a visual plan to best attract viewers from the desired audience.
- Use visual hierarchy to prioritize information and guide the viewer's attention.
- Keep text concise and use visuals to supplement or reinforce key points.
- Choose colors and fonts that are visually appealing and easy to read.
- Test your infographic on a sample audience to ensure clarity and comprehension.

## Additional Resources:

- Platform options: <https://visme.co/blog/tools-to-create-infographics/>
- Research Infographic tips: <https://piktochart.com/blog/research-infographics/>
- Canva infographic tips: <https://www.canva.com/learn/how-to-make-an-infographic/>
- PowerPoint infographic tips: <https://www.indeed.com/career-advice/career-development/how-to-make-infographic-on-powerpoint>

We're excited to see your submissions! If you have any questions, please reach out to Leah at [lbrainin@uwo.ca](mailto:lbrainin@uwo.ca) with the subject-line “EFL Infographic Competition”.