

## **Infographics: Enhancing Communication through Visual Explanations** <sup>[1]</sup>

The purpose of the Infographics course is to provide participants with an understanding of the key elements of information graphics. The presentation outlines types, uses, tools, and practical benefits. Audience interactivity is encouraged through the use of handout materials and personalized exercises.

**Program Level:** Basic

**Prerequisites:** None

**Advanced Preparation:** N/A

**Instructional Method:** Group-Live

**Instructor:** [Normandy Roden](#) <sup>[2]</sup>

**Recommended CPE Credit:** 1.0 Hours

**Field of Study:** Communications and Marketing

**Course Objectives:**

At the end of the course, participants will be able to:

- Define infographics, and identify examples of different infographic types;
- Explain the ways infographics can enhance communication by engaging the audience, promoting comprehension, building connection, and facilitating retention;
- Identify the types of communication that can benefit from an infographic approach, and,
- Describe design tips and best-practice recommendations to promote optimal use of this appealing and effective communication technique.

In addition, participants will learn about:

- Some sample low or no-cost infographic programs that are readily available;
- Common capabilities and limitations of such tools; and,
- Resources for further exploration in the exciting field of information graphics and information design.

**Program Policies** <sup>[3]</sup>

**NASBA Statement:**

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#### **Links**

[1] <https://www.cu.edu/controller/infographics-enhancing-communication-through-visual-explanations>

[2] <https://www.cu.edu/controller/normandy-roden-cpe-instructor>

[3] <https://www.cu.edu/controller/cpe-cpas-policies>

[4] <http://www.learningmarket.org>