Infographic. Instructions for creating the content

If you would like to have an infographic created for you, you will need to provide the following information:

- A briefing containing any information you believe may help to ensure the success of your project: the aim of the resource, its purpose (to provide better understanding, helpful examples, additional information, basic concepts, etc.), the faculty it will be used in and whether or not you have access to any infographics that are similar to the one you are looking for.

- A detailed description: the basic structure the infographic should have, as well as the way in which information should be organized within in. For interactive infographics, you should explain the different presentation levels (or pages) of the informative content.

- The full text to be included.

Using this information, the development team will design the graphic elements and submit a tentative proposal.

You must clearly indicate the infographic's main elements:

- Title: summary of the visual and written information in the infographic. It should be simple and to-the-point.
- Body: information represented in text, graphics, maps, charts, tables, diagrams, icons, etc.
- The discursive flow.
- Sources.
- Authors.
- Licence type. See the "Publishing licences" section.
- Links to other resources.

You must also:

- Specify whether the infographic is meant to be static or interactive, and provide helpful examples.

- Indicate whether it will be necessary to come up with specific designs for the material in question.

- Let us know if you want your graphic proof-read or translated, and provide any specific terminology that must be used.

We recommend attaching a rough draft of your infographic using any one of the many free software programs available on the internet, such as Canva, Piktochart and Genially. This will serve as a useful guide for the design team.

Diversity and gender

The contents that appear in the infographics, whether they are in text, graphic or audiovisual format, must respect equality and dignity, guaranteeing representation of the diversity in our society. This entails using language that respects people, thus avoiding terms or expressions that could marginalize certain social groups.

When it comes to choosing the images or visual resources provided (photographs, videos and illustrations) should ensure that, across any given hierarchical level, there is balanced representation in terms of gender, culture, religion, race, etc., and to avoid disseminating messages that promote stereotypes.

In bibliographical references, the same visibility should be given to both men and women. The full name should be given instead of simply the initial.

For example:

Cortés, Josepa; Pons, Vicent (1993). "La biblioteca jurídica de Jaume d'Eixarc (1479)". Saitabi (XLIII, p. 181-194)

On the Language Service website, you will find basic advice on how to use gender-neutral language in your writing.

Our guide on diversity and gender in audiovisual productions offers recommendations and guidelines (in Spanish or Catalan) to help you achieve this goal: http://guia-audiovisual.uoc.edu/diversitat-i-genere/.