

Final Project: Communication Theory Infographic

At the midterm, each student will be assigned a theory, either randomly or according to interest, as class size permits. Using the following template example, you will develop your own 1-page infographic on your assigned theory. (The purpose of this is to understand a single theory in such depth that you not only know it but can represent it in both words and images in a way that would explain the theory to someone else.)

GRID SYSTEM
Used for structure & repetition between theories

L1: INFOGRAPHIC TITLE
Bold / Largest text on page to attract viewer

L2: MAIN INFOGRAPHIC
Largest graphic / limited text, 2-3 colors

L3: SOURCES LIST
Cited in APA format for quick reference

L4: BASIC INFO KEY
Symbol key will be located on a separate page

NAME OF THE THEORY

1

2

COMMUNICATION APPLICATIONS:

THEORY EXPLANATION:
This paragraph will include a brief and descriptive explanation about the theory. It will use information from the original's theorist, as well as supplementary text found by the researcher. If the student still doesn't understand the theory, they can reference the accompanying textbook or sources list.

R3: SECONDARY GRAPHIC
Further explains / emphasizes theory components

The Spiral of Silence Model

R4: MODEL GRAPHIC
Used to display pertinent graphics for the theory

R1: APPLICATION KEY
Displays the areas of communication where the theory applies (e.g. politics)

R2: EXPLANATION
Briefly explains theory and / or infographic

L5: DATE BARCODE
Includes the year the theory was introduced

L6: THEORIST(S) NAME & COUNTRY OF ORIGIN

L7: COMMUNICATION EMPHASIS
i.e. "Broadcasting"

Public Organizational Intercultural



Group:

Strategic: \$\$\$

Interpersonal:

Nonverbal:

Political:

New Media:

As indicated by the template, this infographic includes:

(L1): The name of a theory and a simple icon/image that represents it

(L2): A large image or set of images that visually explain/summarize the theory.

(L3): A bibliographic listing of 2-3 SIGNIFICANT sources about the theory, in APA form

(L4): The name of the scholar/scholars credited with the developing the theory & the date of development (no barcode needed) and a simple icon(s) indicating the primary type(s) of communication it involves. (See samples that you can use on the next page.)

(R1): A set of 1-3 icons that indicate the areas of communication in which the theory is applicable. (Again, see samples that you can use on the next page.)

(R2): A one paragraph description/summary of the theory in your own words.

(R3): A secondary graphic that adds further insight into the theory

(R4): Any model that the theory uses (such as those you will find in the textbook), or a model of your own developing.

Grading Criteria

<i>Key elements</i>	<i>Comments</i>	<i>Points</i>
FUNDAMENTALS		
Student Name is on Paper (1 pt)		
Infographic Format is as Requested (2 pts)		
All Portions of Infographic are Complete (2 pts)		
Bibliography is Complete and Accurate (2 pts)		
THEORY INFORMATION		
Identified Correct Fields of Comm Study (2 pts)		
Identified the Correct Areas of Comm (2 pts)		
Creator is Correct (2 pts)		
Date is Correct (2 pts)		
VISUALS		
Model is Correct (2 pts)		
Primary Graphic is Insightful(2 pts)		
Secondary Graphic is Insightful (2 pts)		
WRITING		
Written Summary is Accurate (2 pts)		
Written Summary is Well-Written (2 pts)		

TOTAL

