

Processos criativos em ciências

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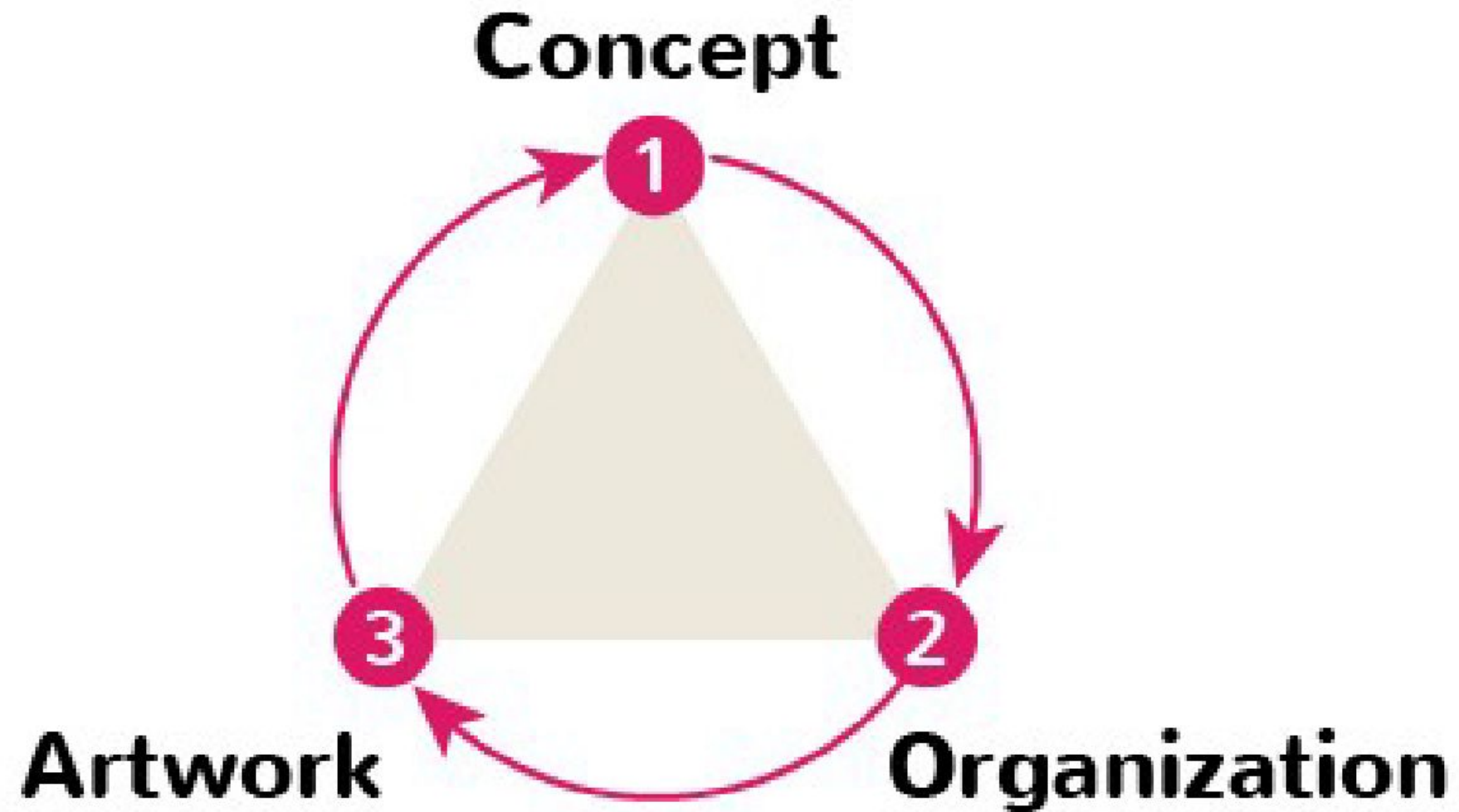
Palestra sobre Construção de Infográficos

Ana Paula Vasconcelos



A screenshot of the Research Centre for Greenhouse Gas Innovation website. The header includes the logo and navigation links: Home, RCGI, Programmes, Events, Content, Opportunities, Contact, News, and a search icon. The main banner features a cityscape with a bridge and text: "ETRI 2022 Energy Transition Research & Innovation SAO PAULO, BRAZIL | 25-27 OCTOBER 2022". Below the banner is a "HEADLINES" section and a sidebar with "AVAILABLE OPPORTUNITIES" including Scholarship, Fellowship, and Others.

Aprendendo com infográficos populares



Aprendendo com infográficos populares

How to Make Infographics



What to Expect

See the Process >



Getting Started

Jump In >



Data: Finding, Using, Visualizing

Geek out >



Images: Finding, Using, and Making

Get Expressive >



Telling a Visual Story

Design Like a Pro >



Revising and Critiquing

Almost done >

Sugestões

Título - Visão geral

Objetivo/ foco

Contexto / Público(s)

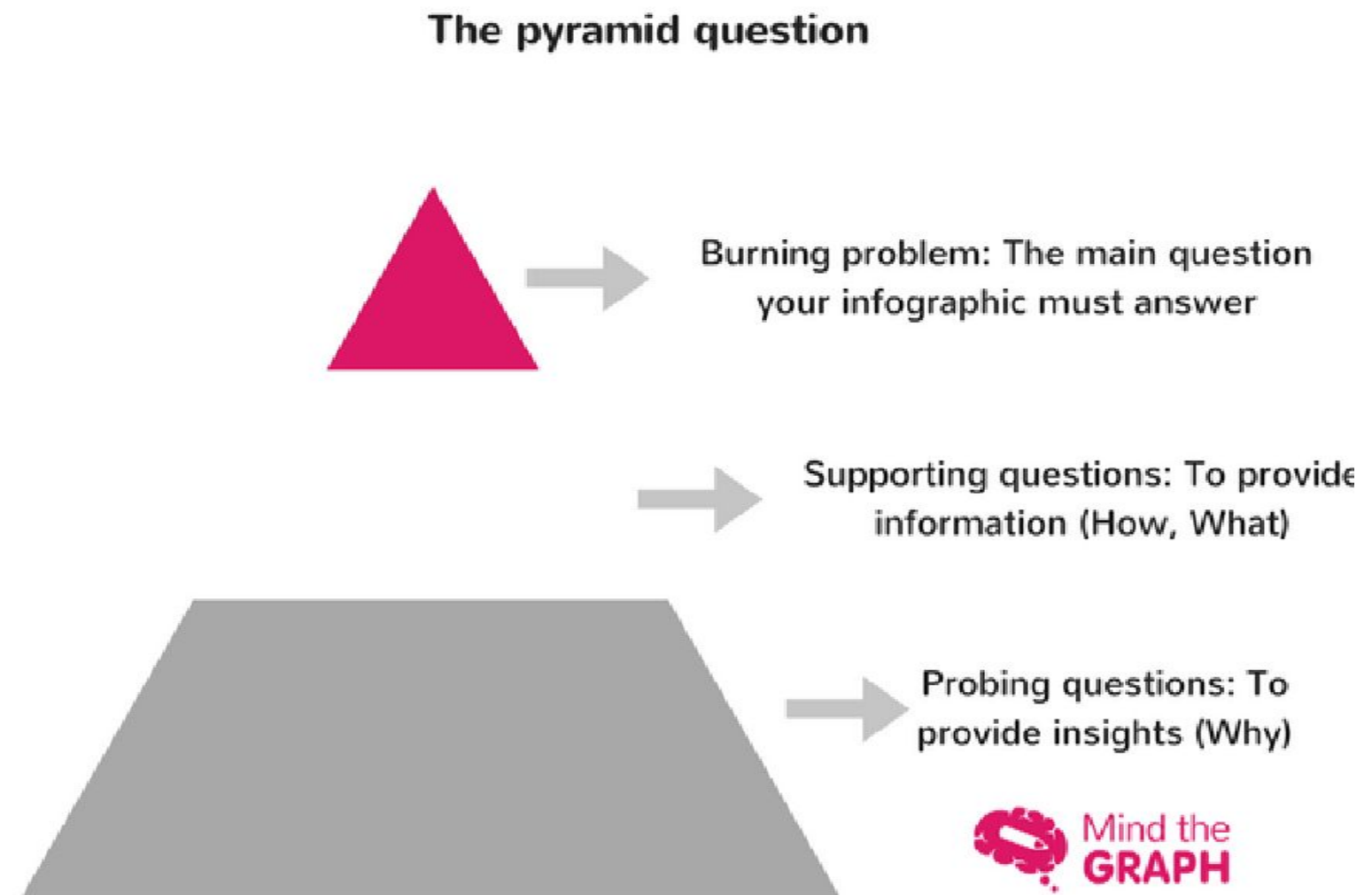
Percepção científica atual
sobre a linha de pesquisa

Dados principais

Tom e linguagem

Métricas de sucesso

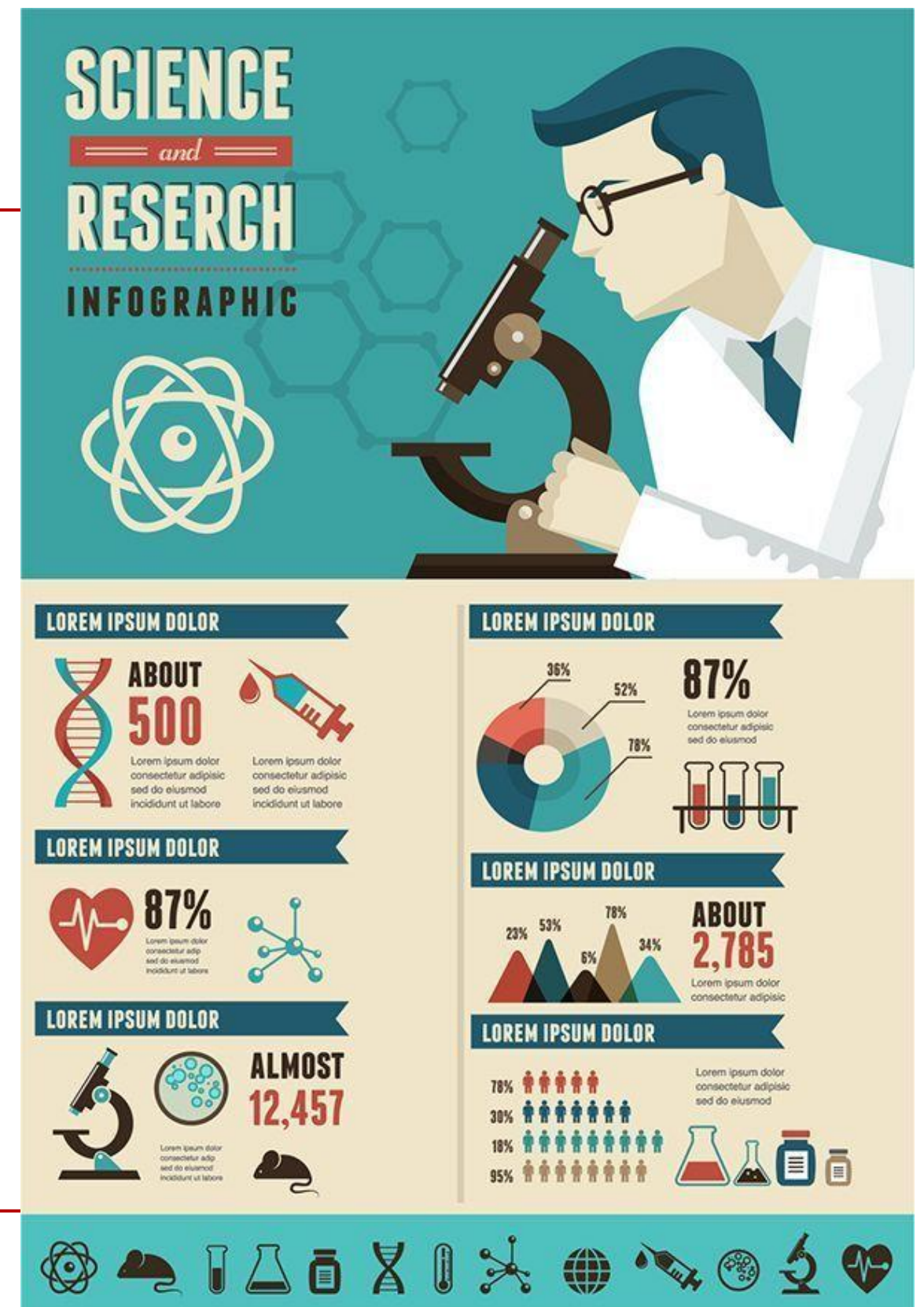
Referências ou inspiração



Representações visuais

- (a) fluxo
- (b) estrutura
- (c) cluster
- (d) irradiação
- (e) pictórico
- (f) exibição

*Comece com a resposta primeiro.
Agrupe e resuma seus argumentos de apoio.
Ordene logicamente suas ideias de apoio.*



Aprendendo com infográficos populares

1



A good infographic tells a story or presents a position.

2



The title of the infographic stands out and fits the contents and message.

3



The text can be read easily and contrasts with the background.

4



Images are clear, relevant, original or copyright free, and credited.

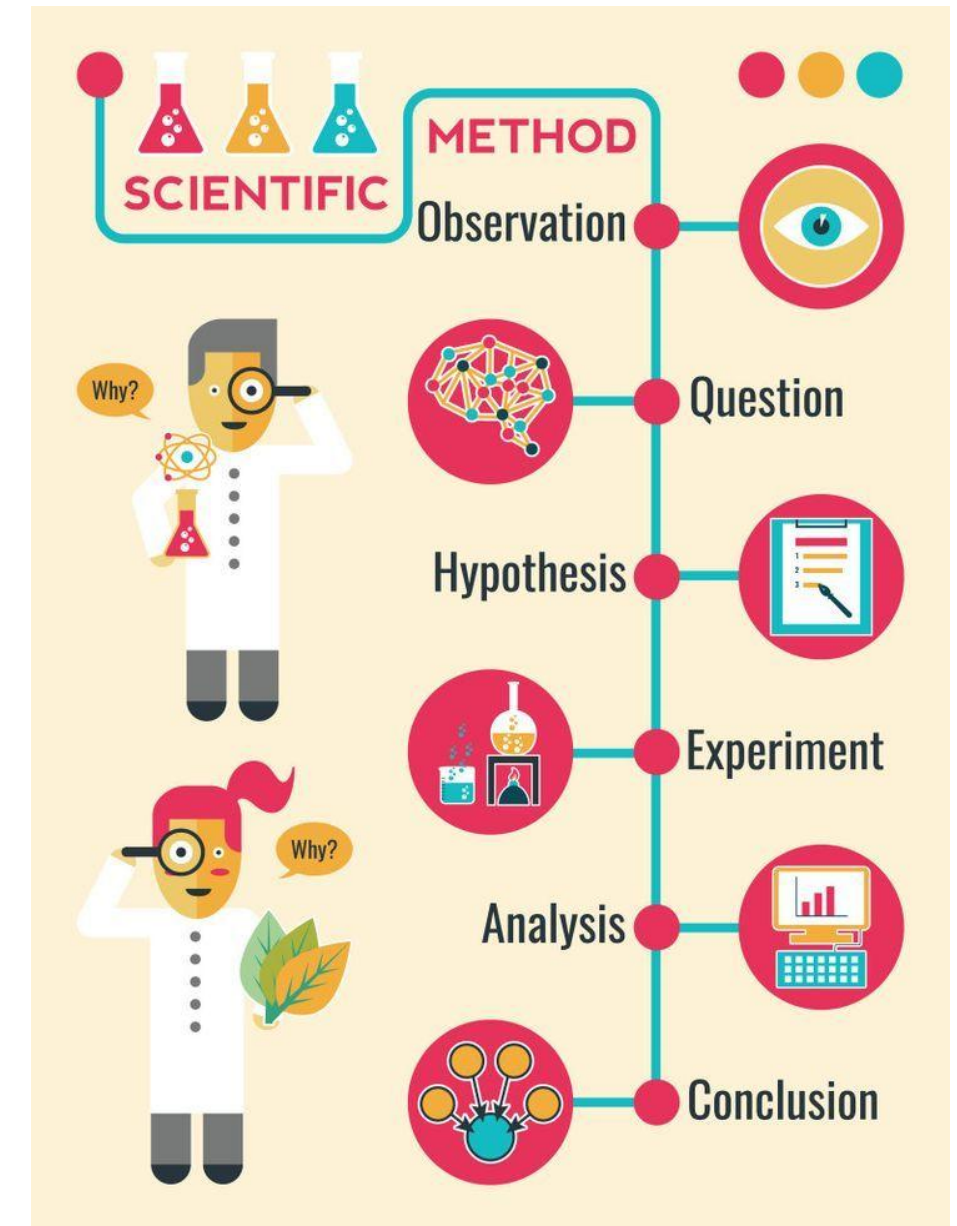
5



Fonts, shapes, and colors are consistent throughout.

Estratégias

- Primeira impressão (imediatos)



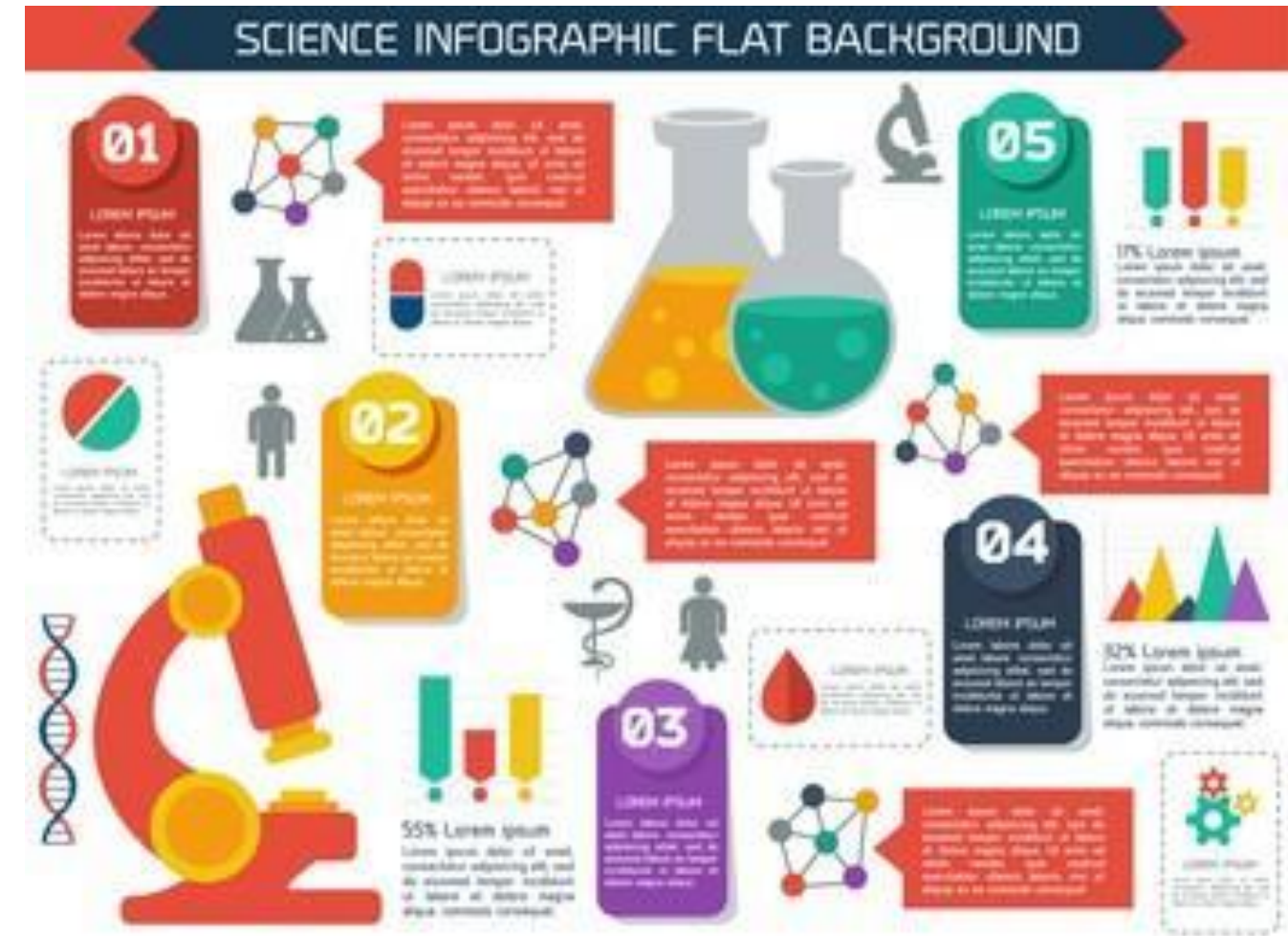
Reflexões 1

Related to *immediacy* component:

1. The infographic creates a sense of urgency. [Yes or No] How does this infographic create a sense of urgency? Or how does it not?
2. The infographic creates a sense of excitement. [Yes or No] How does this infographic create a sense of excitement? Or how does it not?
3. The infographic encourages users to take action. [Yes or No] How does this infographic encourage users to take action? Or how does it not?

Estratégias

- Primeira impressão (imediate)
- Maleabilidade



shutterstock.com · 182586431

Reflexões 2

Related to *malleability* component:

4. The infographic enables users to apply the content in various ways. [Yes or No] How does this infographic enable users to apply the content in various ways? Or how does it not?
5. The infographic allows users to determine their own personal meaning and relevance. [Yes or No] How does this infographic allow users to determine their own personal meaning and relevance? Or how does it not?
6. The infographic allows users to explore the content. [Yes or No] How does this infographic allow users to explore the content? Or how does it not?

Reflexões 3

Related to *compellingness* component:


7. The infographic grabs users' attention. [Yes or No] How does this infographic grab users' attention? Or how does it not?
8. The infographic holds users' attention. [Yes or No] How does this infographic hold users' attention? Or how does it not?
9. The infographic shares a provocative idea or problem. [Yes or No] How does this infographic share a provocative idea or problem? Or how does it not?
10. The infographic shares a novel idea or problem. [Yes or No] How does this infographic share a novel idea or problem? Or how does it not?
11. The infographic uses storytelling to deliver the message. [Yes or No] How does this infographic use storytelling to deliver the message? Or how does it not?
12. The infographic uses unexpected design elements. [Yes or No] How does this infographic use unexpected design elements? Or how does it now?

Estratégias

- Primeira impressão (imediatos)
- Maleabilidade
- Convincente
- Ressonância

Mind the GRAPH

Marie Skłodowska Curie




HEADING 2
Paragraph style.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Ra
Radium

Po
Polonium

Heading 3
Paragraph style.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.



Subtitle style.
Lorem ipsum dolor sit amet, consecte

Reflexões 4

Related to *resonance* component:

13. The infographic helps users see how the content is relevant to them. [Yes or No] How does this infographic help users see how the content is relevant to them? Or how does it not?

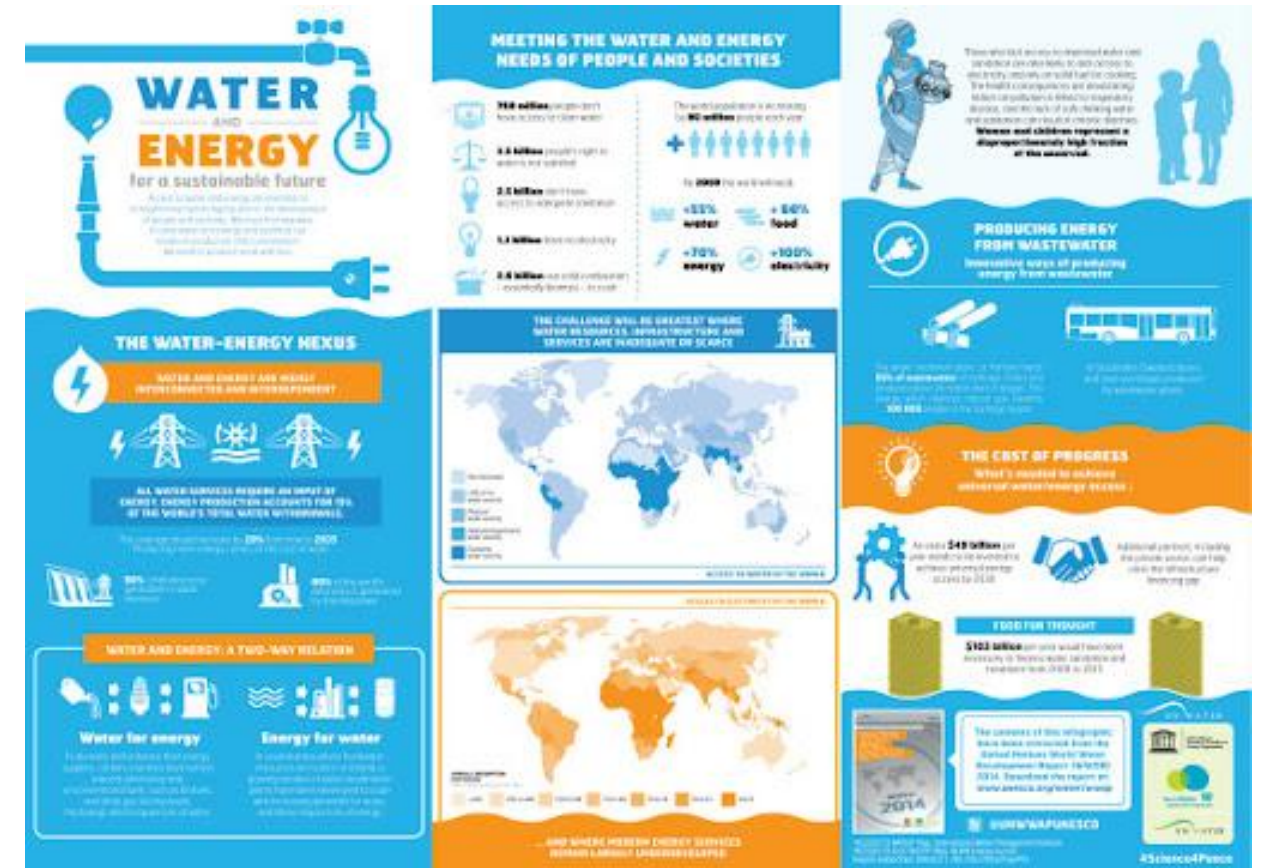
14. The infographic helps users see connections (e.g., past, present, and future; existing and new ideas and perspectives; theory and practice). [Yes or No] How does this infographic help users see connections? Or how does it not?

15. The infographic evokes users' emotions and memories. [Yes or No] How does this infographic evoke users' emotions and memories? Or how does it not?

16. The infographic is credible (e.g., includes reliable content from trusted sources). [Yes or No] How is this infographic credible? Or how is it not?

Estratégias

- Primeira impressão (imediate)
- Maleabilidade
- Convincente
- Ressonância
- Coerência



Reflexões 5

Related to *coherence* component:

17. The infographic presents a complete message. [Yes or No] How does this infographic present a complete message? Or how does it not?
18. The infographic presents a well-formed message. [Yes or No] How does this infographic present a well-formed message? Or how does it not?
19. The infographic is logically structured. [Yes or No] How is this infographic logically structured? Or how is it not?
20. The infographic's message is clear. [Yes or No] How is this infographic's message clear? How is it not?
21. The infographic includes relevant text and images. [Yes or No] How does this infographic include relevant text and images? Or how does it not?
22. The infographic includes consistent design elements. [Yes or No] How does this infographic include consistent design elements? Or how does it not?

Experimentações

<https://visual.ly/science-infographics>

<http://science-infographics.org/>

<https://mindthegraph.com/templates/>

Criação coletiva IV – Entrega 15/11/2022 – 23:59

Tópicos em Física e ciências afins

Linhas do tempo – Cientistas / Áreas da Física

Institucional – Recepção de Calouros/Visitantes

Grupos de pesquisa / Projetos Ens. Pesq. Cult & Ext.

Infográficos para recepção de calouros

1. IFUSP
2. DFMT
3. DFN
4. DFG
5. DFEP
6. DFMA
7. DFA
8. Associações de discentes (Cefisma, Atlética, teatro, Cherateria, coletivos, ...)
9. IAG
10. Bacharelado vs Licenciatura
11. História da Ciência
12. Cultura & Extensão
13. Grupos de Pesquisa