Great academic writing never occurs by chance. Preparation is required by both the author and the reader for this journey that brings both to a more beautiful place of understanding and fulfillment.

**ICE BREAKING VISUALS**
The author initiates a connection (using visuals) provides motivation, emphasizes key concepts and allows the reader to envision direction of the journey.

**DECISION MADE**
The reader decides to continue . . . (the author plays a large role here)

**NARRATIVE**
A clear storyline keeps the reader spell-bound ( visuals help here too!)

**RELEVANCE THROUGH VISUALS**
Concepts get their feet on the ground through live examples / illustrations.

**READER INVOLVED**
The reader feels ‘considered’ and important through involvement with the author through the reading.

**ENGAGEMENT**
Reader is immersed and engaged with the concepts in their context through critical thinking.

**JARGON**
Topic-specific jargon usage is clearly defined and used very considerately.

**CONNECTING THE DOTS**
The author is careful to allow reader to connect the dots at a reasonable pace.

**INTERACTION**
Active interaction achieved through relevant and intentional intellectual exercises prepared by the author.

**ENTRANCEMENT**
Comprehension and assimilation achieved, the reader is challenged and illuminated.

**READER’S CHOICE**
The reader decides (on an intellectual level)
1. Let me avoid going further
2. Let me “Test the waters” (expecting clarity at a later stage)
3. Let me jump right in (for an immersive experience)

**READER’S LEVEL**
Author keeps reader’s level in mind always.

**BILLY AUGUSTINE**
TOPIC BRIEFING FINAL - LIBR 508
The role of INFOGRAPHICS in academic writings

Some cool tools to create infographics

- Canva
  - https://www.canva.com
- Easel.ly
  - https://www.easel.ly/
- Infogram
  - https://infogram.com/
- Pictochart
  - https://pictochart.com/
- Venngage
  - https://venngage.com/
- Visme
  - https://www.visme.co/

GREAT FEATURES OF INFOGRAPHICS

The following features of infographics serve to reiterate its applicability in all disciplines, for all levels and degrees of academic learning

**Stage by stage**

Progress of concept depicted in stages - easy arrangement for clarity of thought

**Inter-connected**

Intricate and complex connections, hierarchies, all easily portrayed

**Context**

Much-needed relevance and context - to see the big picture

**Key facts**

Visual / statistical emphasis - keeps the reader informed of the main facts

**Flexible**

Can handle data that is statistical, social, textual, scientific etc

**Interaction**

Reader is engaged with reading and is off on the path of deep-learning and discovery

CONCLUSION

Use of visual tools at early stages of academic writing, stimulates intellectual curiosity and interest, paving the way for a smooth transition to textual content.

Internal visualisation occurs within the mind’s eye of every reader who takes a moment to reflect on the visuals.

Visual tools encourage learners to place text in context, and to better appreciate the value of continued engagement with textual matter.

Carefully planned visuals can lead learners of diverse styles to deeper levels of interaction, engagement and assimilation.

It is my fervent wish that all authors (especially those in the academia) strive for greater impact in their writing to achieve intellectual, emotional and volitional engagement from their readers for a better tomorrow for our beautiful world.