CityLAB HAMILTON

Student Guide

For creating a CityLAB Infographic in Canva

You will relay your project research to the community through an infographic, presenting your findings in a concise and visually pleasing way. Think about: What is the story you want to tell?

1. Introduction

Use a catchy succinct title and subtitle introducing the Project and key takeaway. Use numbers and key findings that will GRAB a readers attention

Keep the entire heading section around or under 30 words

2. Choose a template that best fits your research findings

Browse templates in Canva to find clear way to express your findings. Does a timeline, or mapping structure make more sense? Be sure to utilize Canva's charts to display your data/findings if suitable.

3. Relay the key information

While your research will be expansive, the infographic is only meant to articulate the key takeaways: **Objective, methodology, results, recommendations.** Don't overload the page with data and background.

4. Use icons and imagery to illustrate the project

Browse the icons to find related and complimentary images, or upload your own.

If your projects requires, use the charts to reflect key data in visual way.

5. Include Students, Staff Member, Instructor, and Course, and CityLAB description

Give credit where credit is due!

6. Include logos for CityLAB, and your institution

Use logos that CityLAB has uploaded in Canva, and ensure background colour works, and the images are not distorted.

7. Ensure your infographic meets accessibility standards

Limit font types (no more than 3), include alternative text, and ensure colour contrast has a 4.5:1 ratio.

CityLAB HAMILTON   mohawk COLLEGE

Infographic Checklist

Did you include the following, or meet the following criteria?

	Heading/Introduction
☐	Title (something catchy that gives personality to your project)
☐	Subtitle
☐	Title + subtitle are 30 words or less
	Key Information
☐	Why, How, What (the direction you take this is up to you)
☐	Results/Recommendations
	Charts, Format, Accessibility
☐	Use complimentary images/icons
☐	Use charts if suitable for your research/data
☐	Check spacing/formatting for consistency
☐	Fonts are easy to read (12 pt minimum, easy to read, include no more than 3 fonts)
☐	Alternative text included (< 500-word description in a separate word document)
☐	Colour contrast meets 4.5:1 ratio (use online tool to check: https://colourcontrast.cc/)
	Include
☐	Students names
☐	City Staff member
☐	Instructor and Course
☐	Logo for CityLAB and your institution
☐	*CityLAB description (CityLAB Hamilton is an innovation hub that brings together student, academic, and civic leaders to inspire, energize, and build a healthy, sustainable, and more vibrant Hamilton by co-creating and designing real-world projects. CityLAB is a collaboration between the City of Hamilton, McMaster University, Mohawk College, and Redeemer University.)*