

Comparative Analysis for The Effect of Static and Motion Infographics on Achieving Intended Learning Outcomes (ILOs)

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Abstract

"The picture is worth a thousand words" is an expression that talks about the value and efficiency of visual communication, the use of educational aids within the educational environment helps the learner to understand more efficiently and effectively.

These educational methods may depend on texts and images such as Static infographics, and movement, sound, and video maybe added to it such as Motion infographics.

There is no doubt that infographics are one of the ways to present complex and content-intensive information in a way that achieves Intended Learning Outcomes (ILOs) and supports cognitive, intellectual skills.

But here the research problem appears in answering the question of what is the most appropriate educational method to achieve the intended learning outcomes of the curricula (Static infographic or Motion graphics) in terms of the effect and arousal of a group of senses at the same time.

The research aims to optimize the use of infographics to achieve the targeted learning outcomes of the curricula. The importance of research is due to choosing the best educational method for transferring scientific information by measuring the speed of assimilation, remembering and understanding of students.

To achieve the goals of the research, the researcher used the **descriptive-analytical** approach in the theoretical framework to define the concept, types, and workflow of the implementation of educational infographic and the **experimental** approach in the applied framework through designing a Static Educational model and another Motion graphics model and measuring the impact of each of them on achieving the educational outcomes targeted for the course of graphic design foundations as well as a questionnaire for students on How effective each is as an educational tool.

Key Words

Infographic ‘Motion Graphics ‘Intended Learning Outcomes (ILOs)‘