**Applications of Elasticities – Creating an Infographic**

Creating visual representations to encourage understanding and to highlight key information form heavy documents. Graphics are [visual](https://en.wikipedia.org/wiki/Visual) elements often used to point readers and viewers to particular information. They are also used to supplement text in an effort to aid readers in their understanding of a particular concept or make the concept more clear or interesting.

Challenge

Can we explain the applications of elasticity through a thought-provoking infographic?

What is an Infographic?

An infographic is a popular form of **content marketing** that can help you simplify a complicated subject or turn an otherwise boring subject into a captivating experience. Ideally, an infographic should be visually engaging and contain a subject matter and data that is appealing to your target audience …something that is truly ‘link worthy’ or ‘share worthy’.





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Success Criteria???

What makes a good Infographic?

Look at some images online – *google – infographic- images.*

What do you like? What key features do they share?

Which are the best? Why?

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| A great infographic should have? |
| Eye catching: Colors, pictures, concise. Provocative questions? |  |
| Content: Clear and concise, accurate, easier to understand, relevant |  |
| Economic diagrams easy to understand, for each application of elasticity. Targeted to an audience that may not necessarily understand economics |  |
| Real World Examples of the application of elasticity. |  |
| Well organized and formatted, clean looking |  |
| Cover all 4 types of elasticity |  |
| Research from Oxford and Tragakes on applications. |  |