

Yr3 Infographic Project 2025 - Animals

You have been commissioned to create an infographic design as an insert/giveaway for either of the two following magazines:

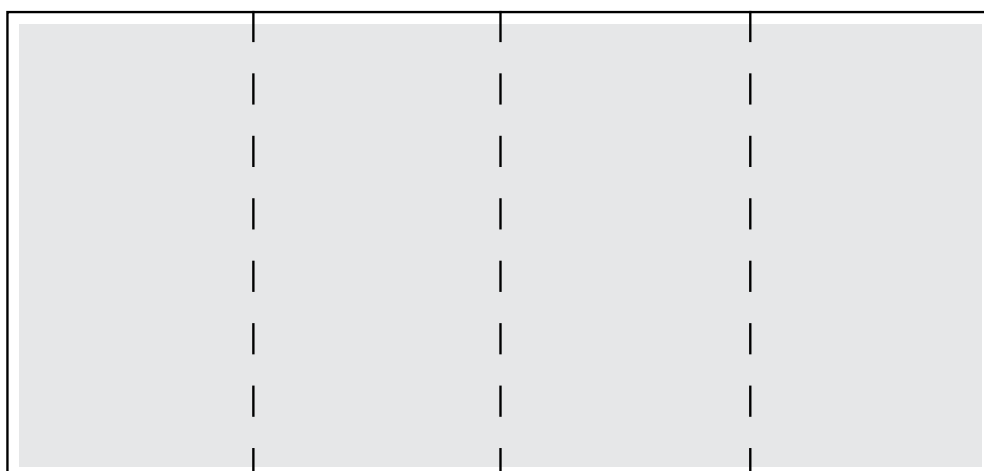
National Geographic - your target audience would be from mid teens and upward.

or

Aquila - your target audience would be 8-14 years.

Your choice of magazine is to help determine the type of information that would appeal to these two different audiences - you do not need to adhere to the existing style of either magazine unless you wish to.

Format: We are trying something slightly different this year, and moving away from a traditional A size. Your printed infographic must be single sided 330mm x 700mm and you can choose landscape or portrait format. We hope to print the finalised designs with the Print Unit at SA1. The design cannot bleed, a 1cm border (non-print area) is required, giving you a useable area of 310mm x 680mm. The printed infographic will fold into four as below:



Your infographic should be created with a combination of type and vector graphics only. Begin by researching your chosen animal as thoroughly as possible to generate your content. Also research infographics in a broad sense to consider style, layout, complexity and colour.

Content could include information, statistics and facts about: **countries where the animal is found**; scientific name; **sub-species**; typical size; **physical strengths/weaknesses**; prey; **predators**; average number of young; **average lifespan**; diet; **possibility of keeping as a pet**; appearance in film, television and literature; **use of image as sporting icon/team logo**; translation into a toy or cartoon character; **language/communication**; evolution; **reproduction**; farming; **working animals**; famous examples of; **senses**; particular skills; **food and drink**; habitat; **world records**; family tree; **self-defence**; care of young; **sleep patterns**; time of day most active; **zoo/safari park**; tourism; **threat to humans**; connections to climate change.

Formative Deadline:

Have your first draft ready to put on the wall for 12pm on Monday November 17th.