

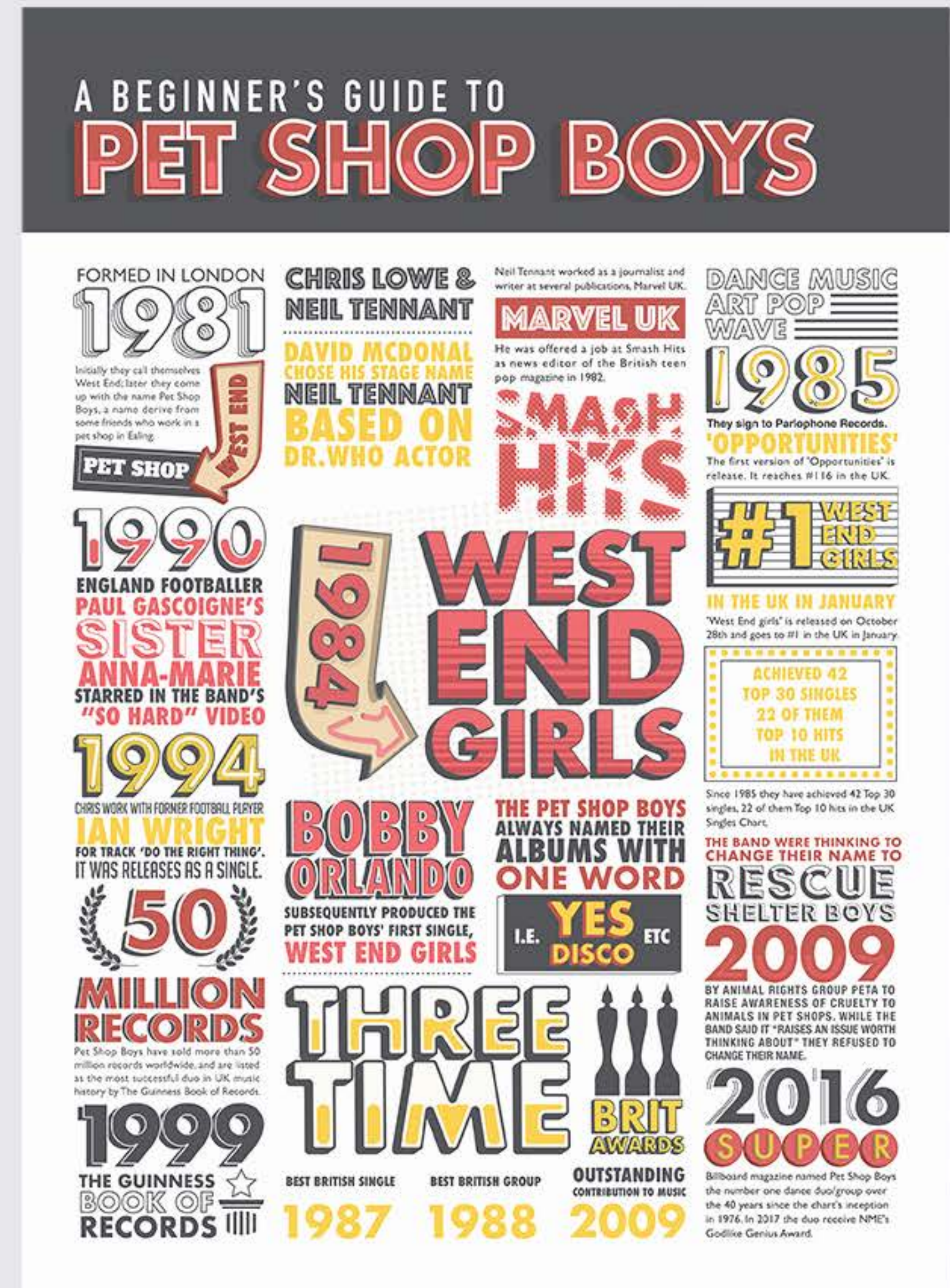
ADVANCED CREATIVE ENQUIRY PT.2

INFOGRAPHIC

BRIEFING 2026

An infographic is a visual way of communicating information, facts and ideas. It combines typography, illustration, diagrams and concise text to make information engaging and easy to understand.

Rather than presenting information as a long piece of written text, an infographic organises content visually, helping the reader identify key facts and navigate information quickly.



Infographics can take many forms.
Your work could include elements such as:

Presentation of Short Facts

Illustrated Diagrams

Timelines

Maps

Visual Comparisons

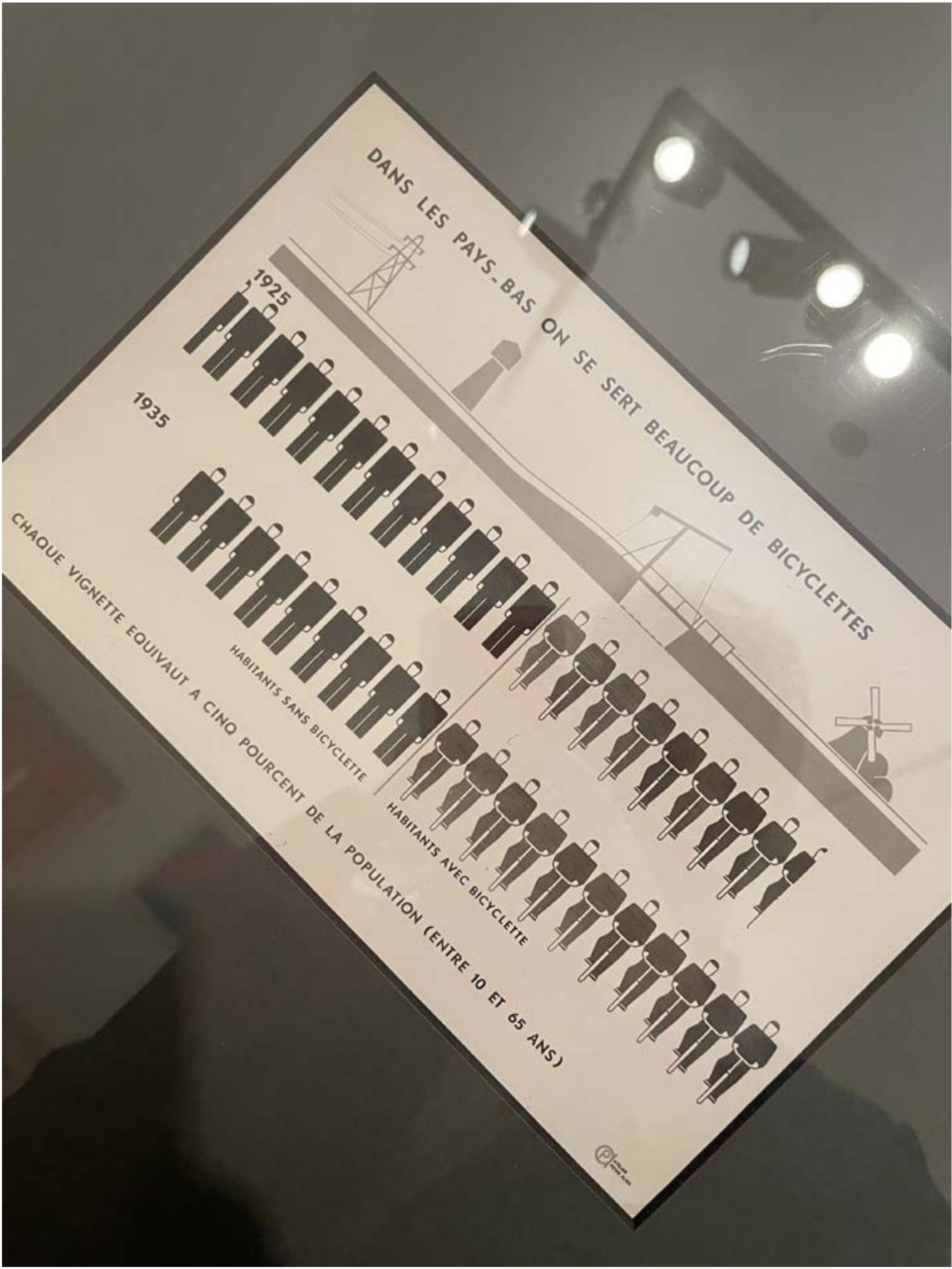
Graphs

Tables

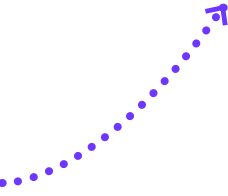
Data Visualisations

Instructions

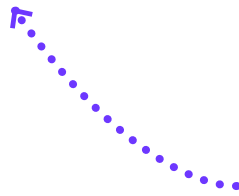




EXAMPLES
FROM THE
AMSTERDAM
TRIP



EXAMPLES
FROM THE
AMSTERDAM
TRIP



THIS YEAR'S THEME:

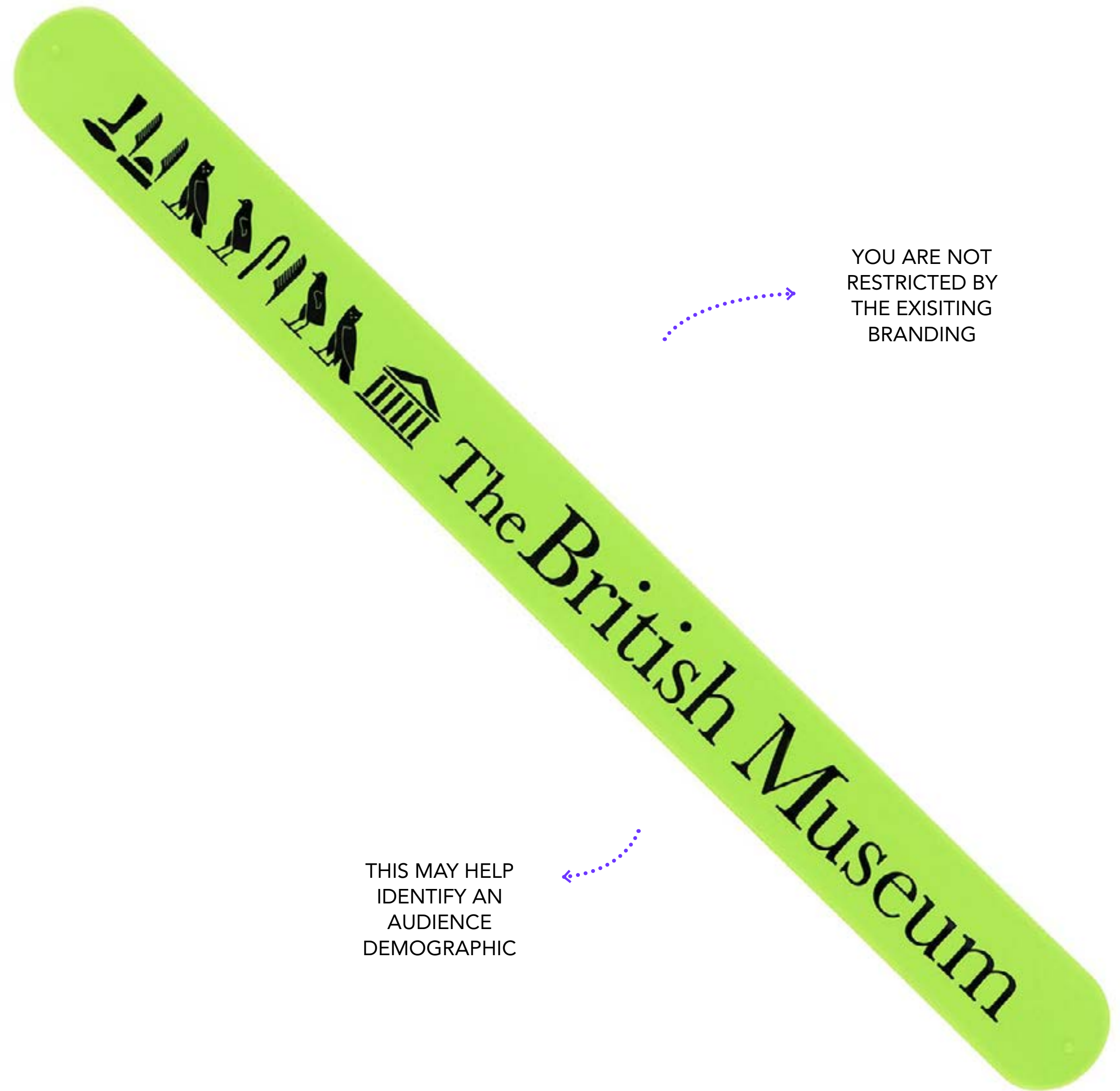
MONSTERS & MYTHICAL CREATURES

EVERYONE NEEDS TO PICK ONE FROM THE HAT

THE BRIEF:

The British Museum is planning a new exhibition: 'Monsters & Mythical Creatures' for 2027. The show aims to celebrate the folklore, traditions and beliefs behind key stories from a diverse range of cultures and backgrounds.

Your task is to research your 'creature' and transform your findings into an engaging, informative and visually distinctive infographic for sale in the museum shop. These will serve as momentos, and promotional pieces for the exhibition.



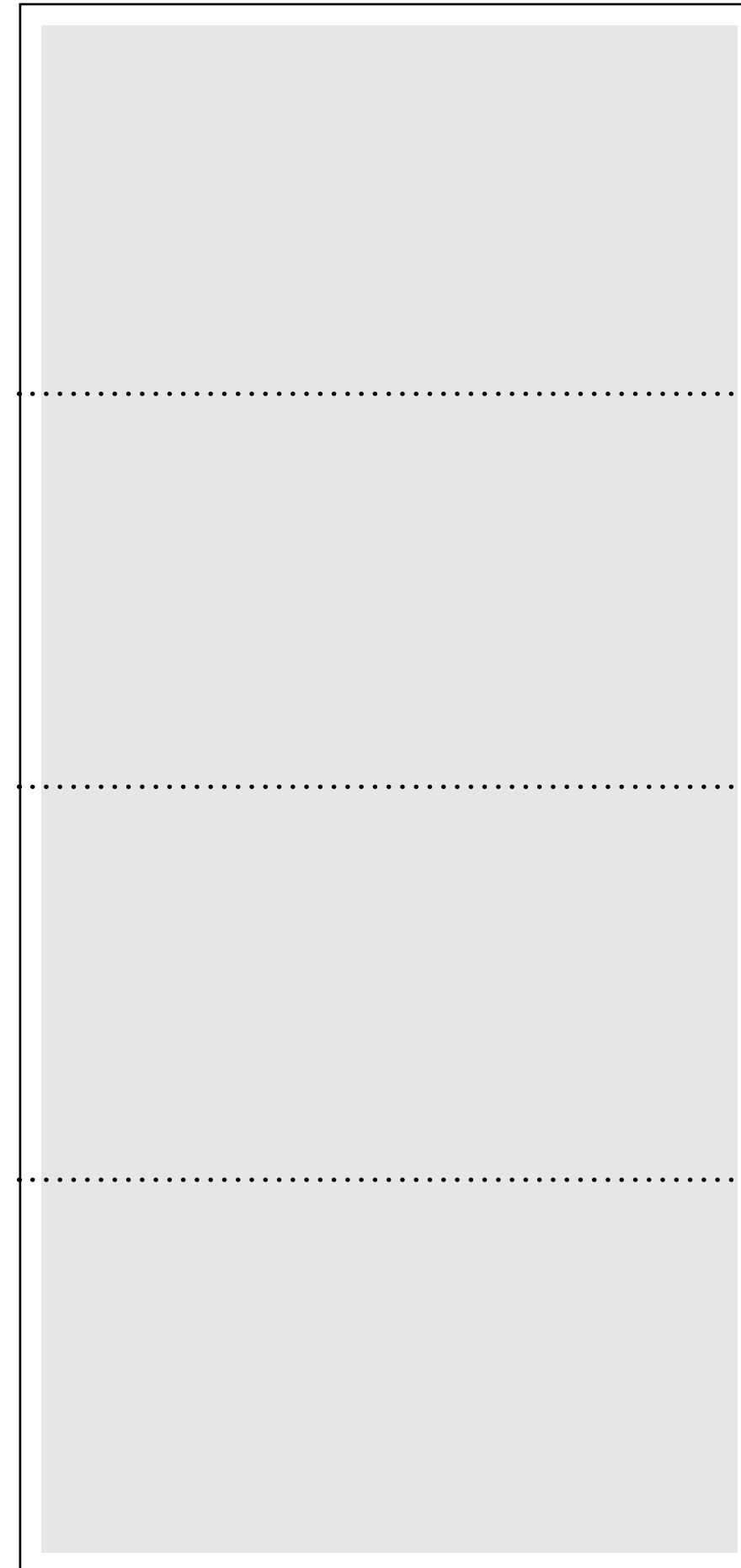
YOU ARE NOT
RESTRICTED BY
THE EXISTING
BRANDING

THIS MAY HELP
IDENTIFY AN
AUDIENCE
DEMOGRAPHIC

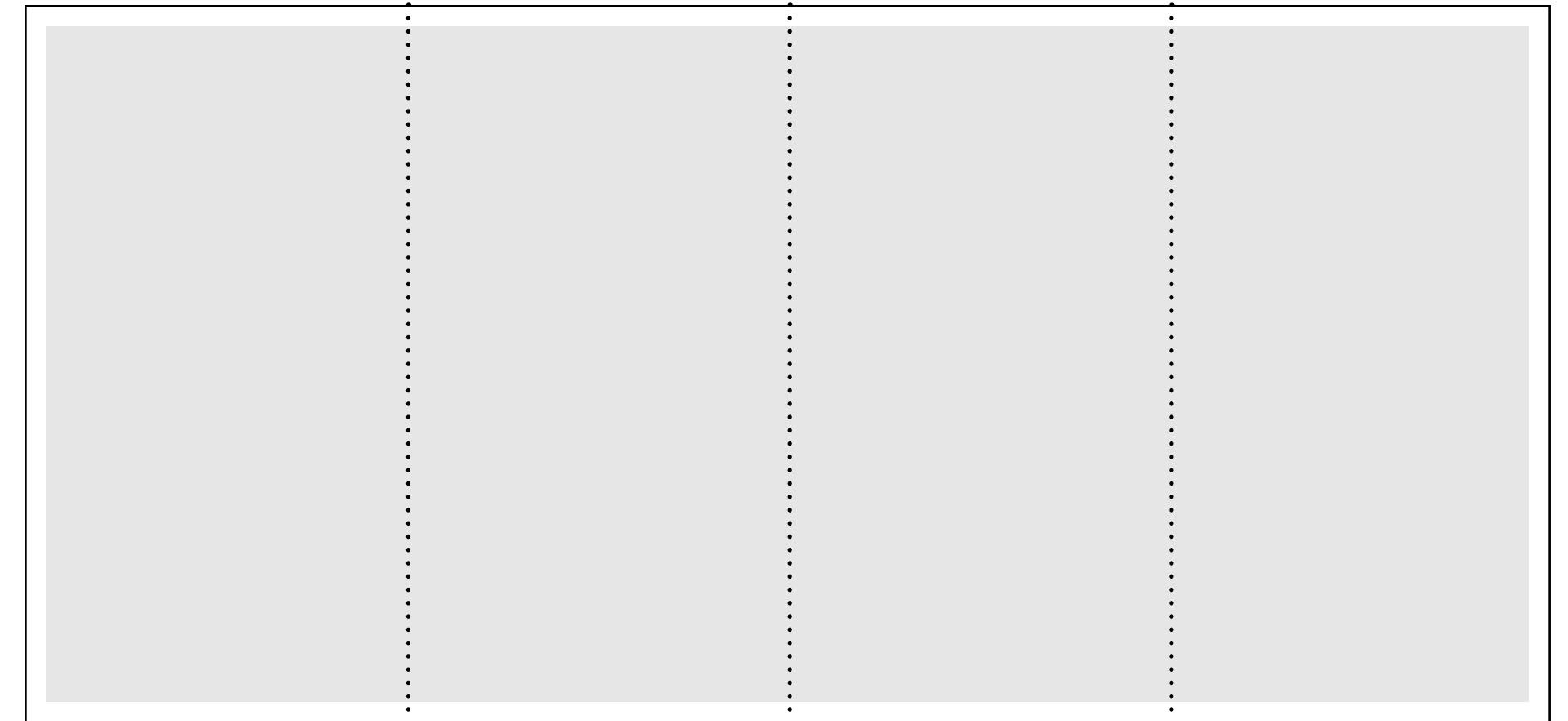
FORMAT

Your printed infographic must be **single sided 330mm x 700mm** and you can choose landscape or portrait format.

The design cannot bleed, a 1cm border (non-print area) is required, giving you a **useable area of 310mm x 680mm.**



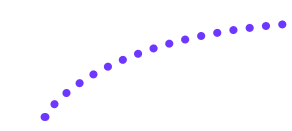
YOU COULD THINK
ABOUT HOW IT
COULD FOLD DOWN
OR OUT



WE ARE GOING TO TRY A
'LIVE PRINT TEST' FOR THE
FORMATIVE DEADLINE,
SO THESE INSTRUCTIONS
ARE REALLY IMPORTANT.

Begin by researching your Monster/Mythical Creature as thoroughly as possible to generate your content.

AI MAY BE USED FOR THIS STAGE OF THE RESEARCH PROCESS. BUT IN NO OTHER STAGE OF THE PROJECT.



Content could include:

Identity and origins; Name; alternative names; Meaning or origin; Region or culture of origin; Mythology or folklore tradition it belongs to; Historical period in which it first appeared; Varying descriptions over time.

Physical appearance; Size; Distinctive physical features; Differences between historical and modern depictions; Unique anatomical features.

Powers / Abilities: Supernatural powers; Physical strengths; Magical abilities; Special weapons or tools; Weaknesses and vulnerabilities; Ways it can be found/ defeated; Unusual or unexpected abilities.

Habitat and environment Where it is said to live, hide, sleep etc; Associated landscapes, such as forests, mountains, oceans or caves; Specific locations associated with its myths; How it moves or travels.

Behaviour and characteristics:

Personality and temperament; What attracts or angers it; How it communicates; Typical signs of its presence.

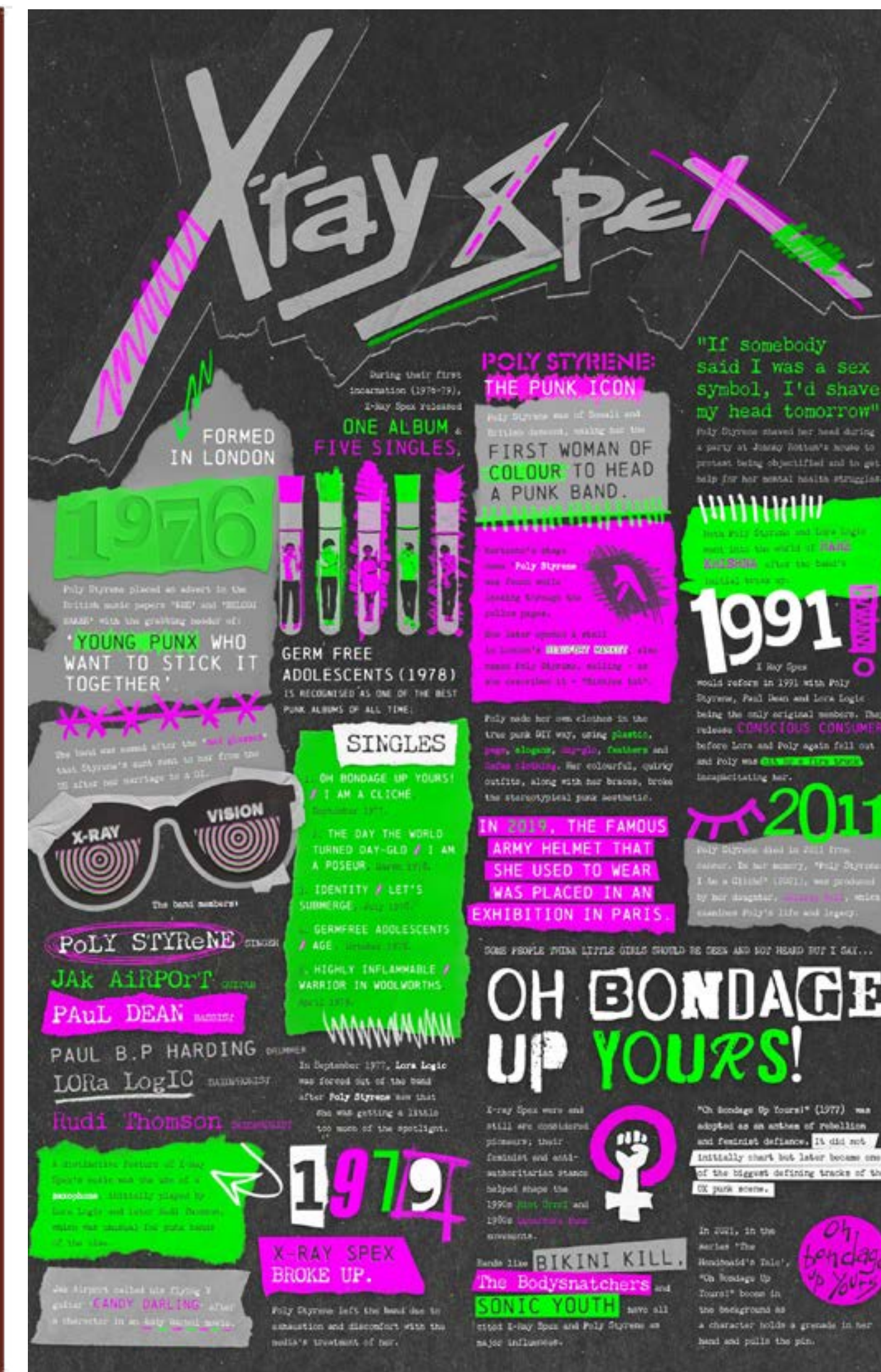
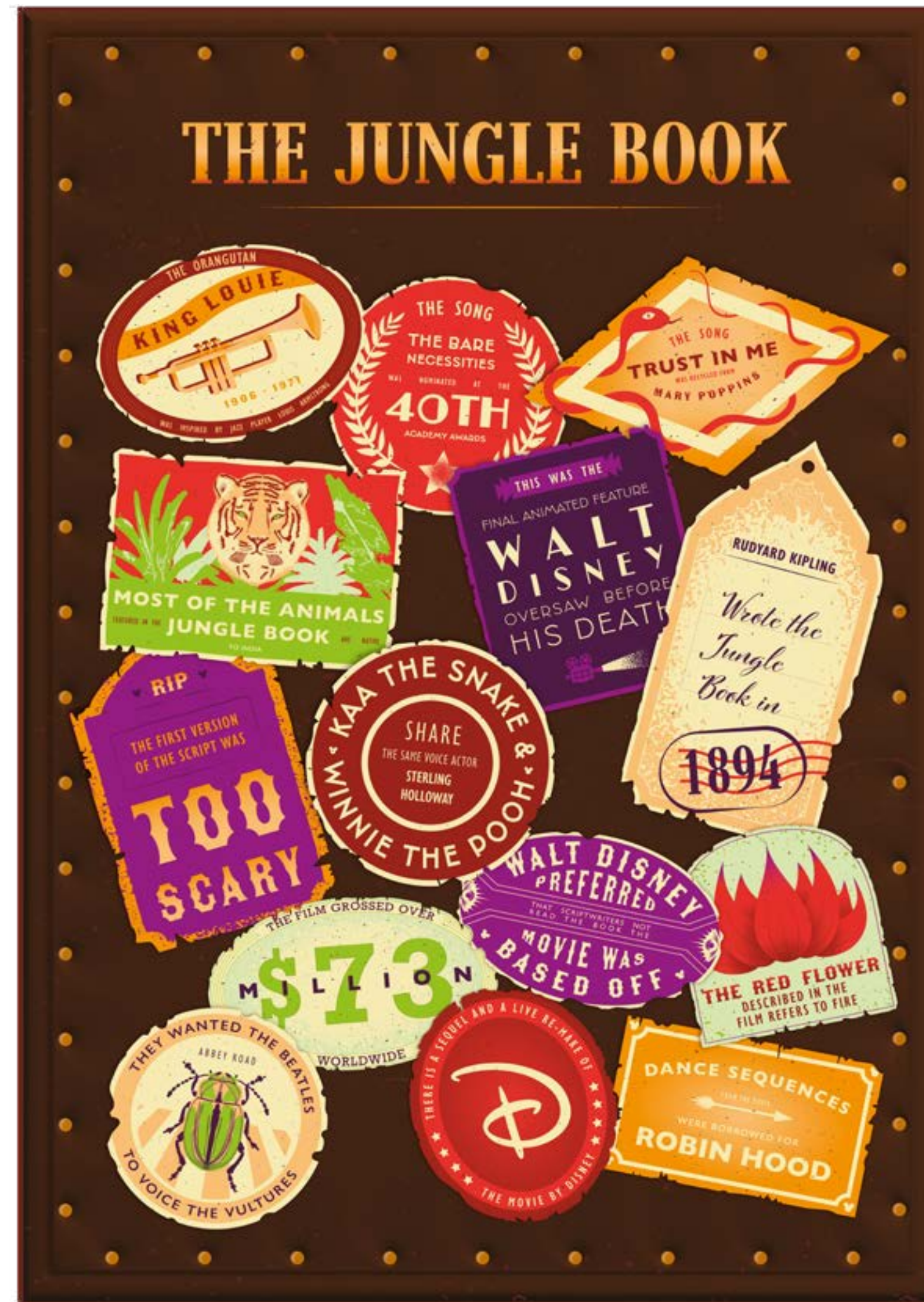
Cultural Significance; Important 'events' in its story; Encounters; Its enemies, rivals or allies; What the creature represents; Cultural legacy and influence; Fears or beliefs it may have reflected; Whether it was worshipped, feared or respected; How modern interpretations differ from traditional beliefs.

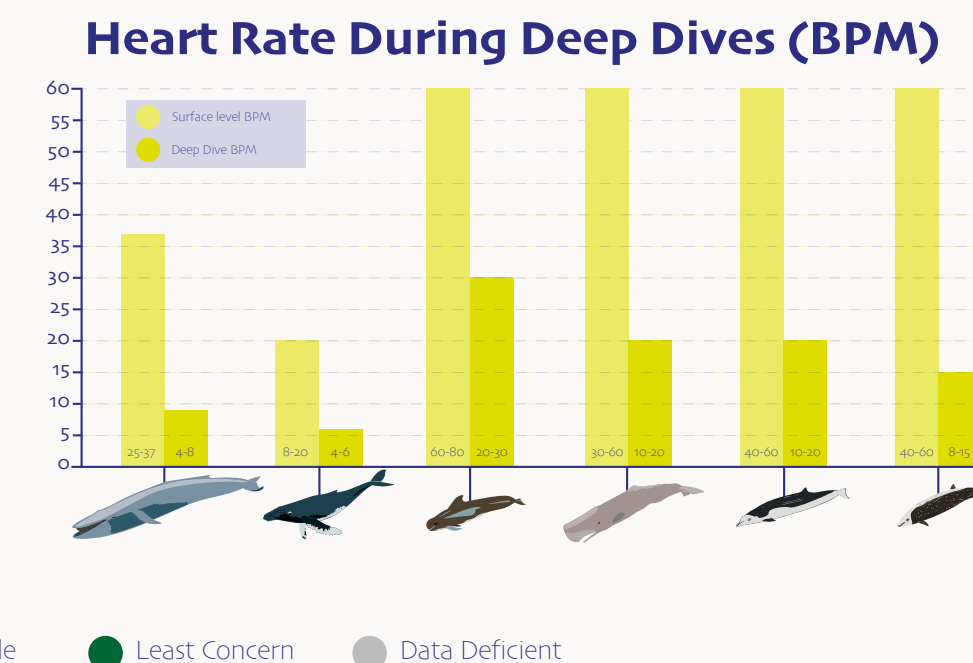
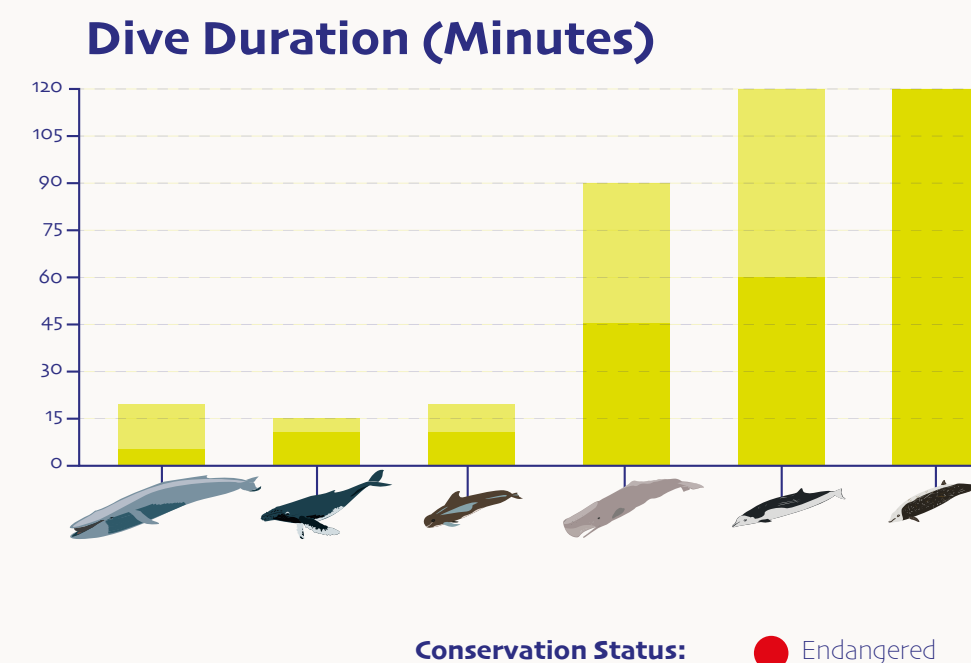
YOUR INFOGRAPHIC SHOULD BE CREATED WITH A COMBINATION OF TYPE AND VECTOR GRAPHICS ONLY.

An Appropriate Visual Voice

The overall visual theme of your infographic should aim to embody that of your subject.

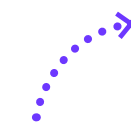
A visual reference in design elements such as colour palletes or illustrative style will help set an overall 'tone' to your piece.





Conservation Status: ● Endangered ● Vulnerable ● Least Concern ● Data Deficient

The Story You Tell.



OPTION ONE

You might choose to collect together an **'overview'** of your subject matter - aiming to tell a broad story.

Presenting a range of facts, data, numbers and other background information.

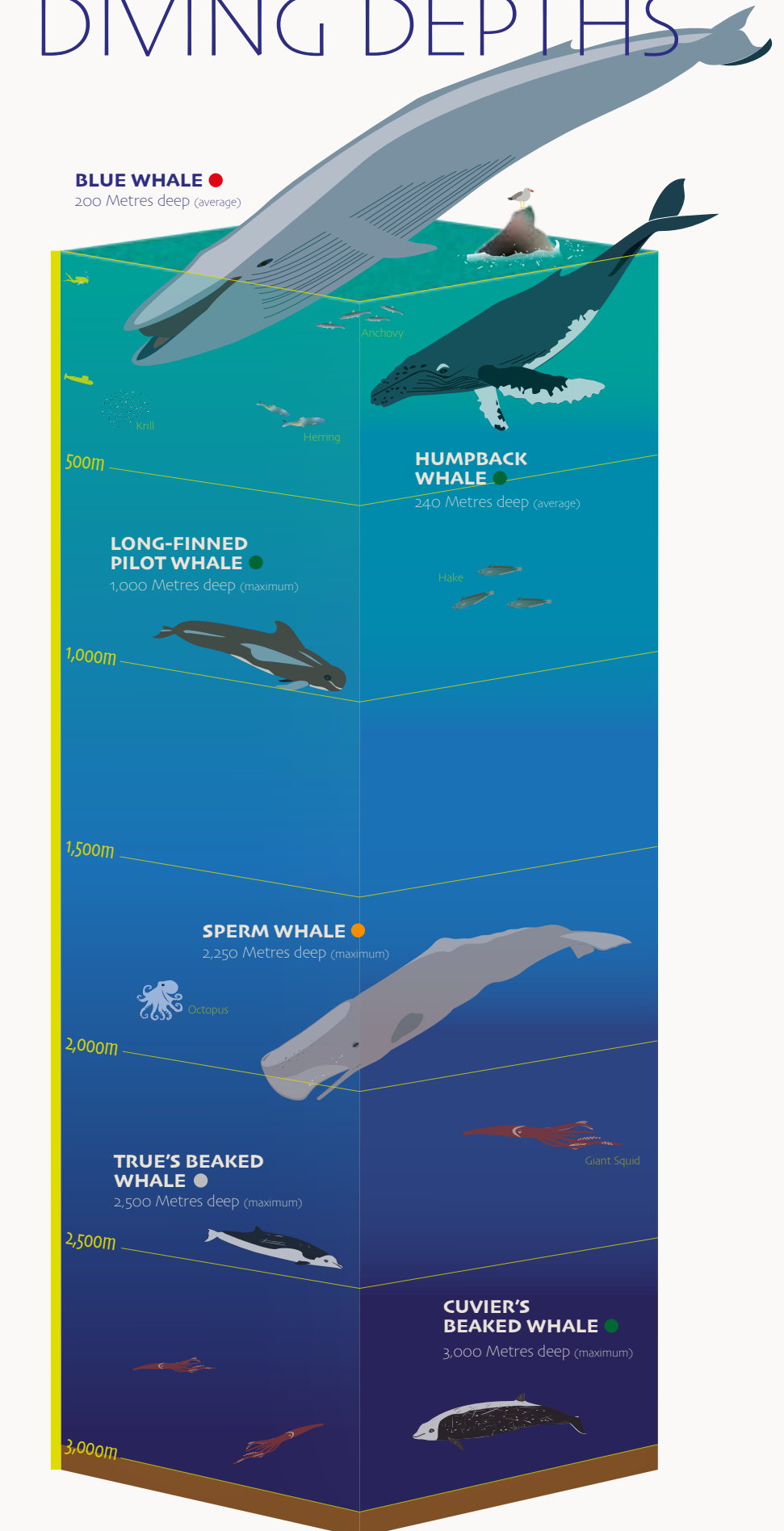
You may however choose to focus in on **one interesting aspect**, to tell a more specific story.

This example for instance chose simply to present the data behind the diving depths of various whale species.



OPTION TWO

WHALE DIVING DEPTHS



Conservation Status: ● Endangered ● Vulnerable ● Least Concern ● Data Deficient

FOR NEXT WEEK

Collect at least 20 engaging facts for your infographic.

Consider collecting a range of information 'types'.

Written statements, numbers, dates and other data will give us the widest range of possibilities to visualise.

Also research infographics in a broad sense to consider visual style, layout and complexity.