

Contest 24:

Graphic Design – Infographics

DIRECTIONS:

An infographic is a visual image used to represent information or data.

An infographic provides information to the reader rather than just being a visual — a diagram, chart or map that conveys information pictorially (i.e. favorite music survey).

WHAT JUDGES LOOK FOR

- Contains proper attribution for information
- Visually makes a point
- Uses appropriate format/design
- Typography fits topic or content
- Artistic details fit topic or content
- Follows current design trends
- Includes credit lines to indicate source of information

ASSIGNMENT:

- Design one full-color infographic to accompany a story about pet adoption for a high school publication.
- The infographic should fit on an **8 1/2-by-11-inch page**.
- Participants may use only the information provided with this contest prompt to create the infographic. No other outside facts/statistics may be used.
- Contestant entries may **ONLY** include or manipulate the images, photos and clip art provided with the Contest 24 material at jea.org/contests. **NO OTHER IMAGES MAY BE USED.** If the judges feel the entry violates the spirit of this rule, it will be disqualified.
- Students are encouraged to include design special effects. There are no font specifications; use what you have available.

SUBMITTING ENTRIES:

- All of the instructions for creating a PDF of your entry and uploading it into the contest system can be found at jea.org/contests.
- Please read all of the instructions carefully.
- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.
- Do not wait until the last day! There are **NO EXCEPTIONS** for items uploaded after the deadline.

PET ADOPTION INFORMATION

From the ASPCA (American Society for the Prevention of Cruelty to Animals)

- On average, people adopt stray cats much more often than they do dogs.
- Annually, of all the dogs adopted, 38% come from breeders, 32% come from shelters, 24% come from friends or family and 6% are picked up from the streets.
- Annually, of all the cats adopted, 35% come from shelters, 32% come from friends or family, 30% come from the streets and 3% come from breeders.
- A quarter of pets ending up in shelters have been abandoned by their owners.
- Each year, approximately 1.5 million shelter animals are euthanized in U.S. shelters (670,000 dogs and 860,000 cats). The number has declined from approximately 2.6 million in 2011. This decline can be partially explained by an increase in the percentage of animals adopted and an increase in the number of stray animals successfully returned to their owners.
- Every year, more than 6.5 million pets end up in shelters — 3.3 million are dogs and 3.2 million are cats.
- Approximately 1.6 million dogs and 1.6 million cats are adopted from animal shelters each year.
- Estimates indicate the existence of nearly 70 million strays lived on the streets in the U.S. during 2020.

From the Humane Society

- The U.S. has the largest global dog (nearly 70 million) and cat (over 74 million) population..
- Around 25% of dogs in shelters are purebred.
- There are approximately 3,500 animal shelters in the U.S.
- Adoption fees for shelter animals range between \$50 and \$300 and generally include a health examination (with a heartworm test and deworming treatment), initial vaccinations, flea and tick treatment, spay or neuter service, a license tag and collar, and microchipping services

From Statistica

- Of the just over 128 million households in America, more than 85 million of them own a pet.