

Title: Frankensteining Infographics: Picking the Best Part of the Brain

Time: 30-35 minutes

Resources, Materials, Technology:

- Several pieces of brain infographic
- 11x17 sheet of paper
- Markers.

Take Home:

- Many infographic are useless or repetitive information. The key to being a good consumer of information is separating the important from the chaff.

Lesson Structure and Procedures:

Day 1: 30-35 minutes in length

- Place students into groups of 2-3
- Give each group a 11x17 piece of paper an envelope of full color pieces of infographics.
- Have students review the aspects of the infographics. Then having them choose the most important and useful pieces of information from the bunch.
- Have each group then take the pieces and glue them to the paper placing all items in the most logically places not the piece of paper and using markers when necessary to make connections.
- Post all infographics and do a gallery walk having students discuss the decisions that they have made.

Follow Up/Extensions:

- Have students write out a justification as to why they chose what they did and omitted the rest.
- See if they can come up with another topic containing several infographics and creating another Frankenstein's monster infographic of their own.

THE ZOMBIE DISORDER

CONSCIOUSNESS DEFICIT HYPOACTIVITY DISORDER

Consciousness Deficit Hypoactivity Disorder (CDHD): The loss of rational, voluntary and conscious behavior replaced by delusional/impulsive aggression, stimulus-driven attention, the inability to coordinate motor/linguistic behaviors and an insatiable appetite for human flesh.

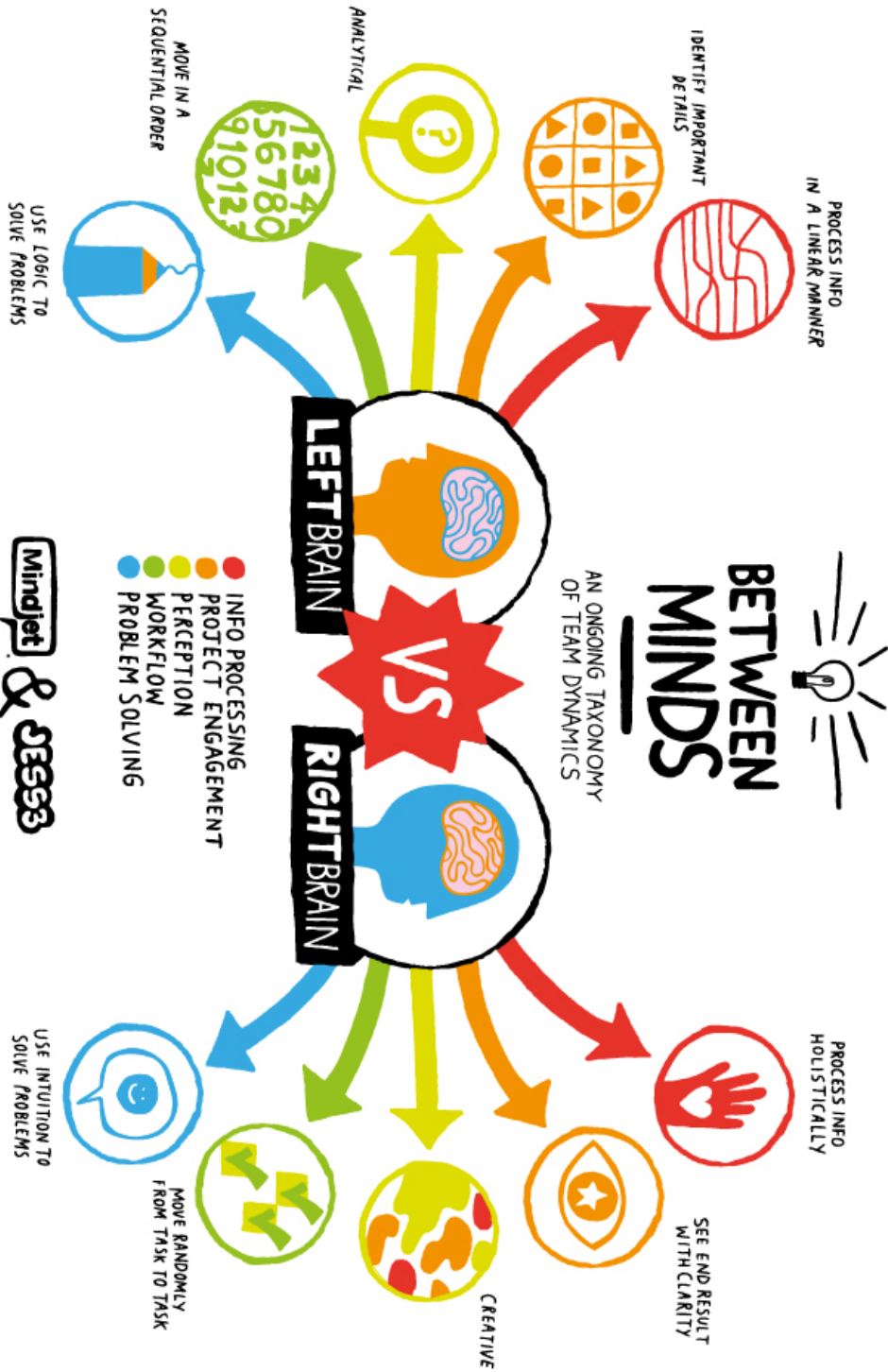
SCANS OF THE ZOMBIE BRAIN

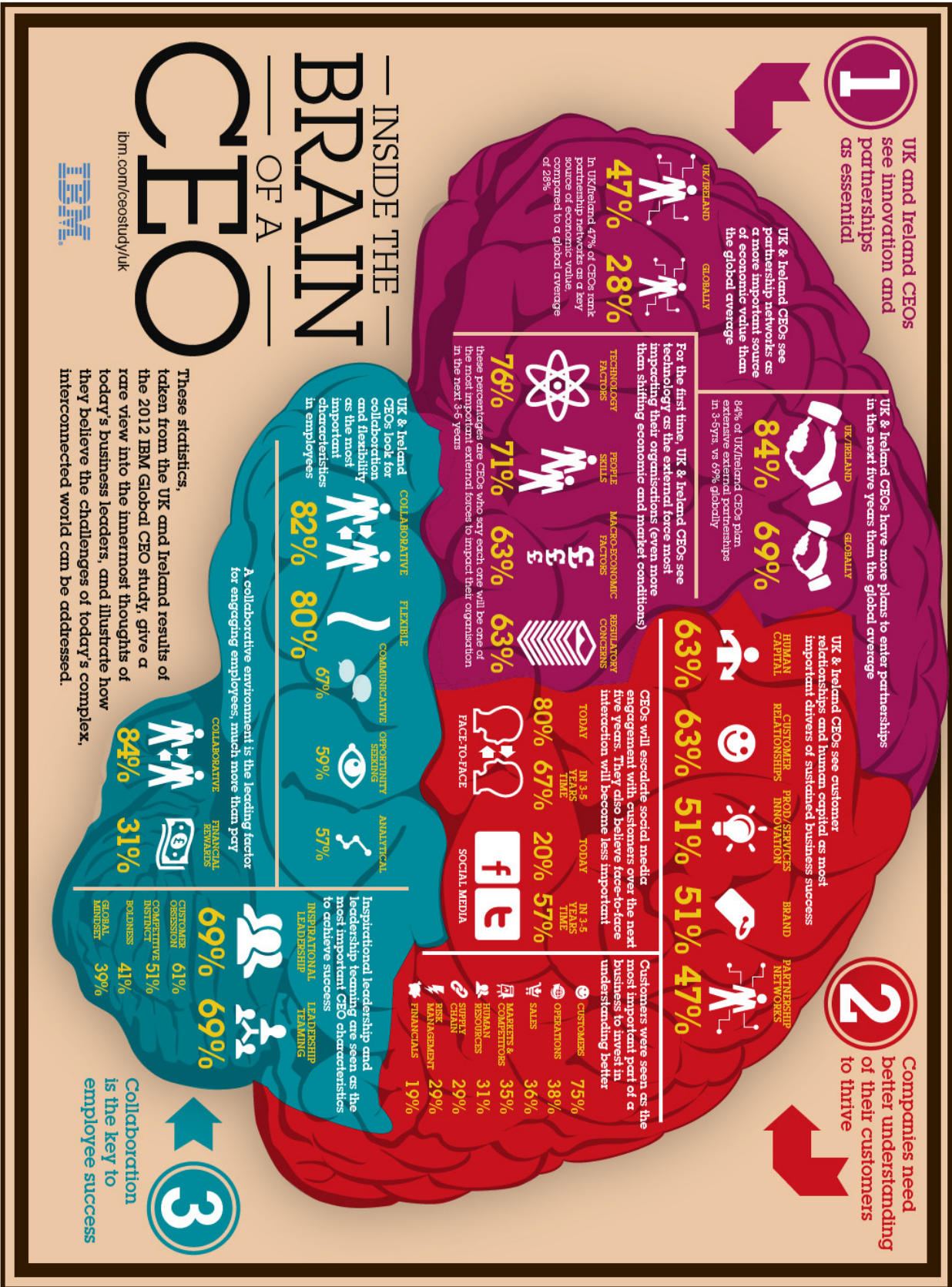
ZOMBIE

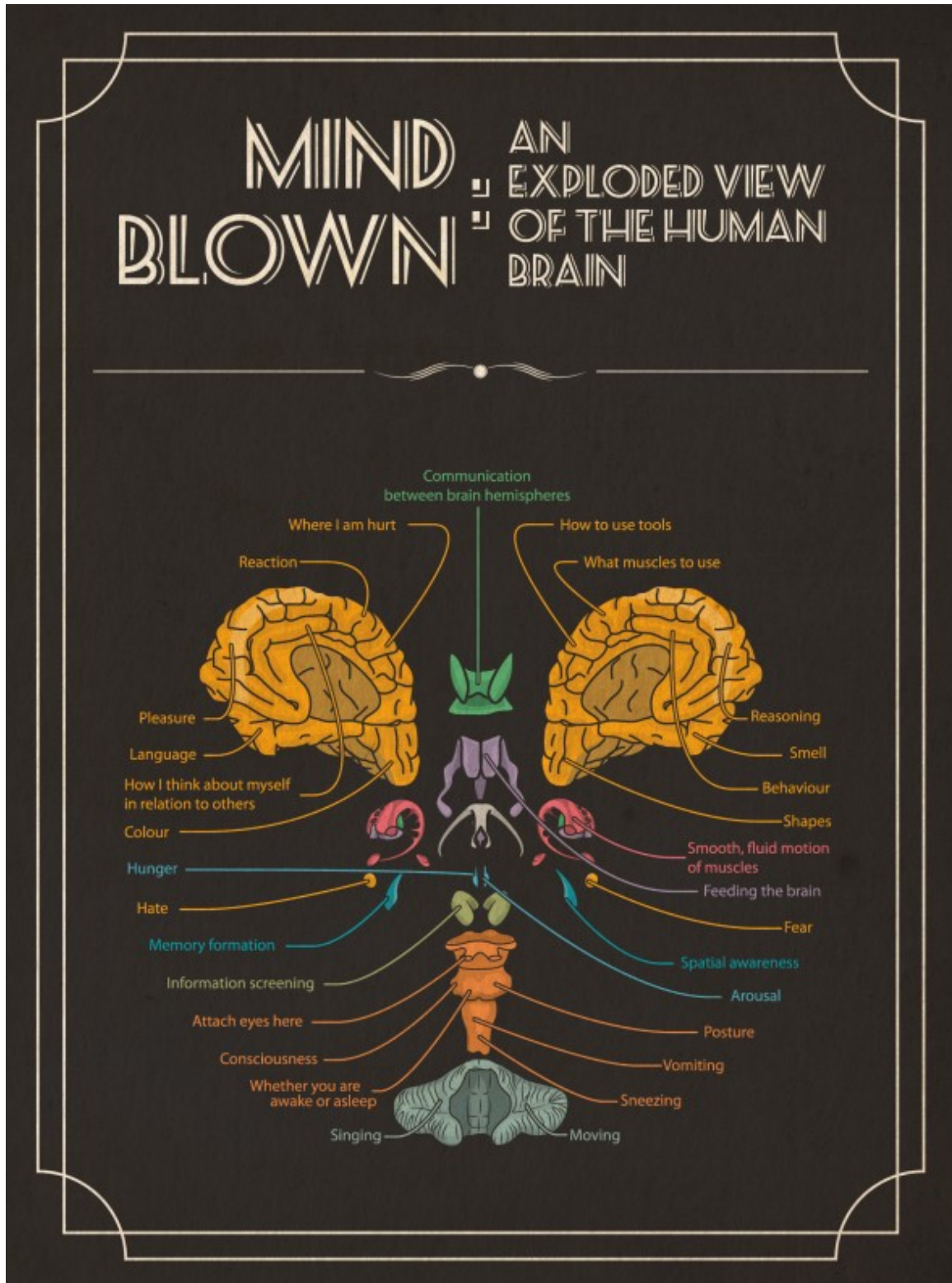
Through detailed scans, the exact brain areas that have been destroyed in the zombie can be reconstructed.

HUMAN

The scans show significant brain tissue loss in the zombie. The gray area shows what a human brain would look like. The profile of damage corroborates the behavioral observations of zombies.







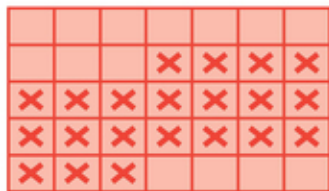
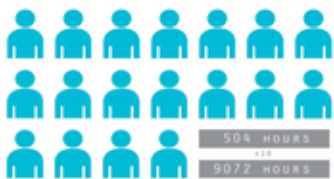
LEFT

BRAIN

right

BRAIN

Case Study: monitoring the brain activity of 18 designers over a 21 day period

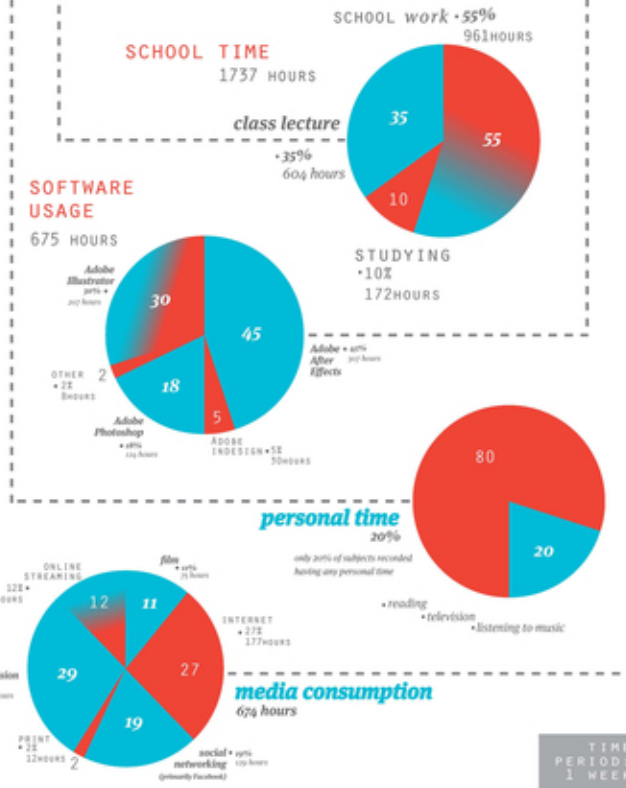
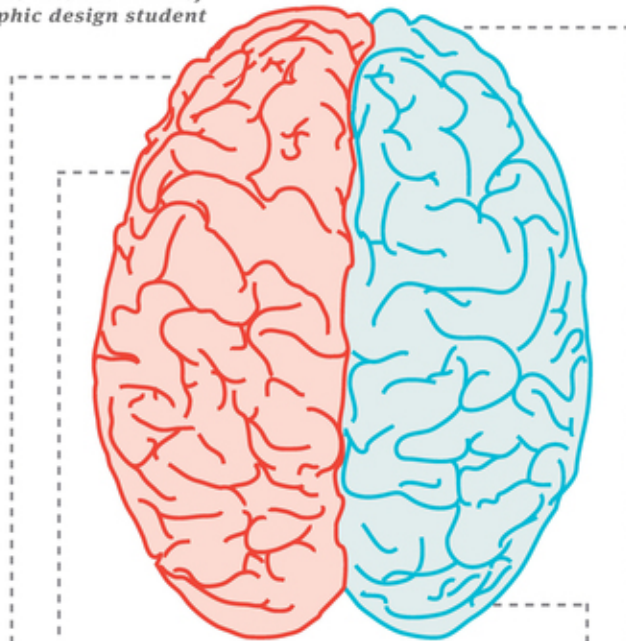


LOGICAL
SEQUENTIAL
RATIONAL
ANALYTIC
OBJECTIVE

random
intuitive
holistic
synthesizing
subjective



insights into the mind of a graphic design student

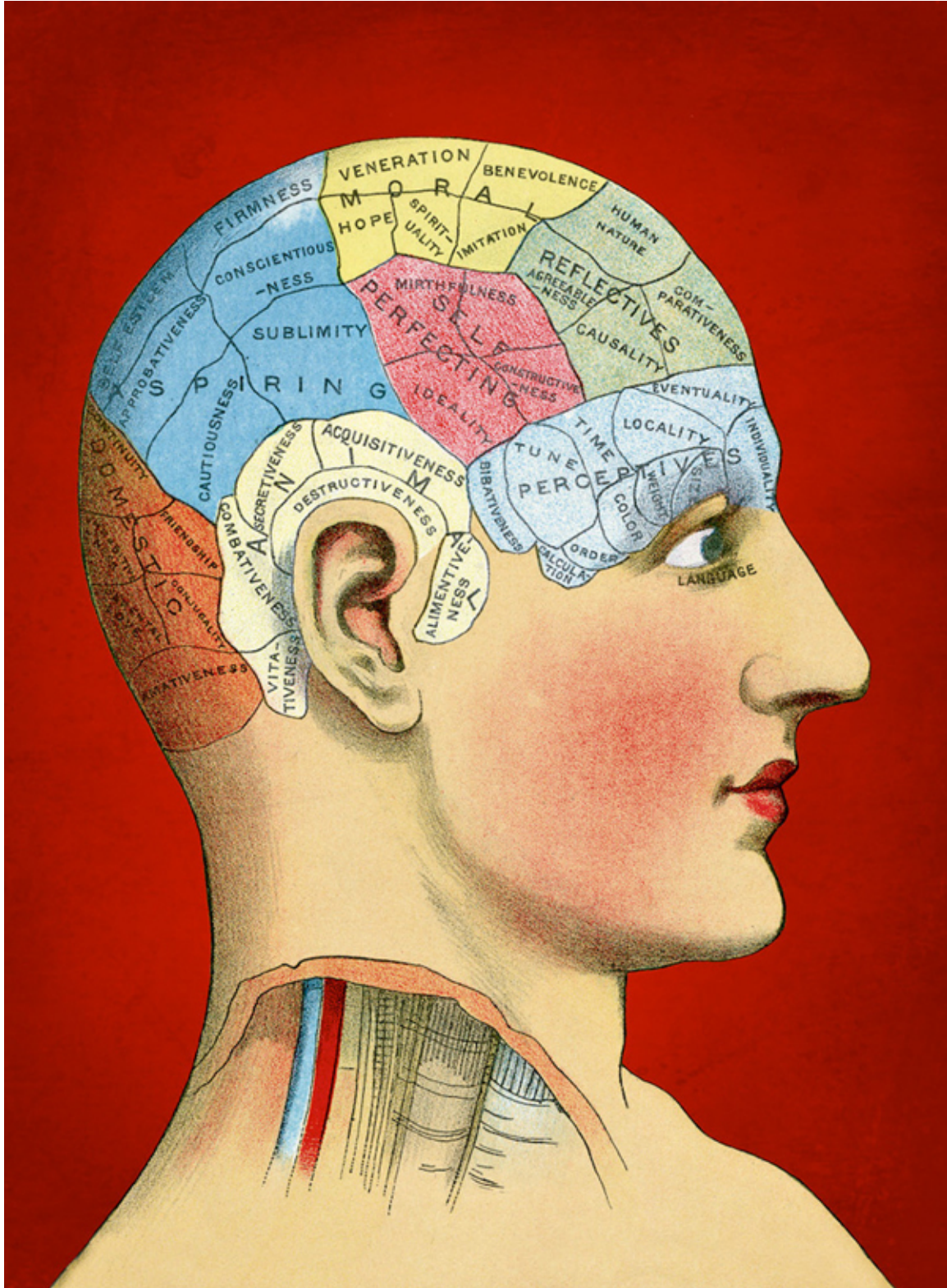


almost
50%
of your brain
is involved in
visual processing [5]

70%
of all your
sensory receptors
are in your eyes [4]

0:01
seconds
we can get
the sense of a
visual scene
in less than
1/10 of a second [6]





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